# Primark : Sustainable Cotton Programme

### As part of Primark's aim to use only sustainably produced cotton the company is training farmers in India to adopt more sustainable methods, enabling them to increase their income while reducing fertiliser and pesticide use… Good for society Primark provided training to 1,251 female smallholder farmers [[1]](#footnote-1)about sustainable farming methods, and the farmers reduced their fertiliser usage by more than 10%, their pesticide usage by 50% and water usage by 27%... Overview Cotton is typically grown in low-income countries on small farms, where knowledge of environmentally friendly practices and the benefits they can bring is limited. In many places there is also a gender equality gap, and women smallholders are a minority group with little or no access to training…The training has helped the farmers to increase their yields[[2]](#footnote-2), improve the quality of their cotton, reduce the environmental impact of their farms and ultimately grow their livelihoods. The farmers' income increased by 176% in year one of the programme, and by 211% in year two. For many households these women are now the main breadwinners [[3]](#footnote-3)and they have used their increased profits to support their families, educate their children or improve their housing and lifestyle…. Good for business The training programme is helping Primark to achieve its long term ambition of ensuring all of the cotton in its supply chain is sourced sustainably. The programme also provided Primark with valuable insights into the cotton supply chain… *-* Case study published: June 2016 Business in the community.org.uk

### Present the Primark sustainable cotton programme.

1. What are the benefits for Indian farmers ?
2. What are the benefits for Primark ?
3. How sustainable development can bring competive advantages for companies ? Give examples.

1. femmes propriétaires de petites exploitations agricoles [↑](#footnote-ref-1)
2. Rendement [↑](#footnote-ref-2)
3. Soutiens de famille [↑](#footnote-ref-3)