

**PRESENTATION GIVEN AT THE TRANS LINKS VALUE CHAIN  
WORKSHOP ENTITLED:**

**“Value Chain Cases in the Context of Conservation  
Marketing and Certification”**

**JUNE 25-27, 2009  
ARUSHA, TANZANIA**

**HOSTED BY ENTERPRISEWORKS/VITA**



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# CONSERVATION COTTON INITIATIVE

*“Value Chain Cases in the Context of Conservation, Marketing & Certification”  
Arusha, June 2009*

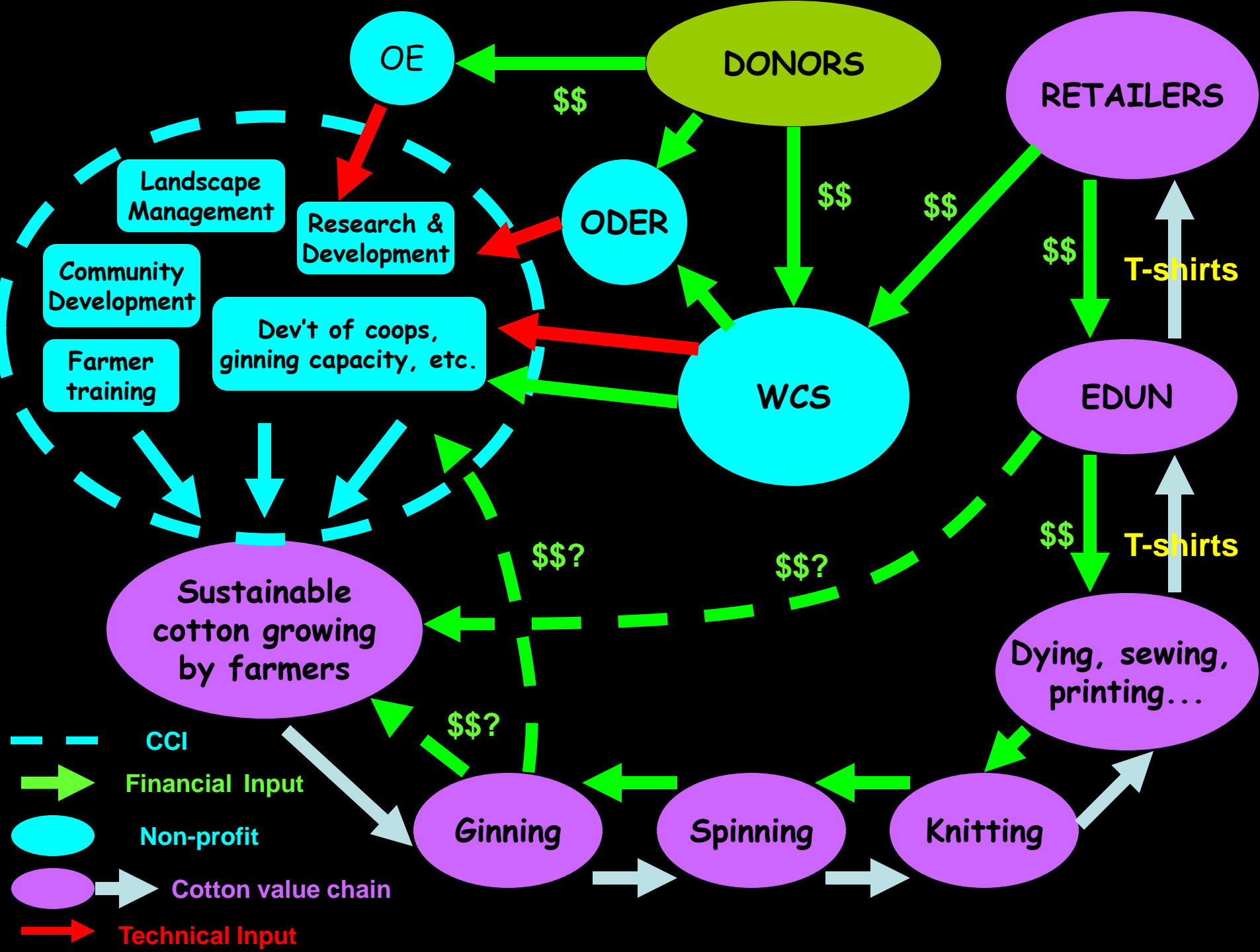
*Helen Crowley*  
**WILDLIFE CONSERVATION SOCIETY**



Conserve biodiversity in priority landscapes through an integrated approach which delivers sustainable livelihoods and social benefits by the production of new economically viable products (Cotton etc.)

“organic +”







## OPPORTUNITIES

- Market “confirmed” & strong partnership
- Story seed to shelf
- Cotton as Commodity or “Gourmet”
- Existing production in important sites



- Madagascar
- Zambia
- Uganda



# Challenges

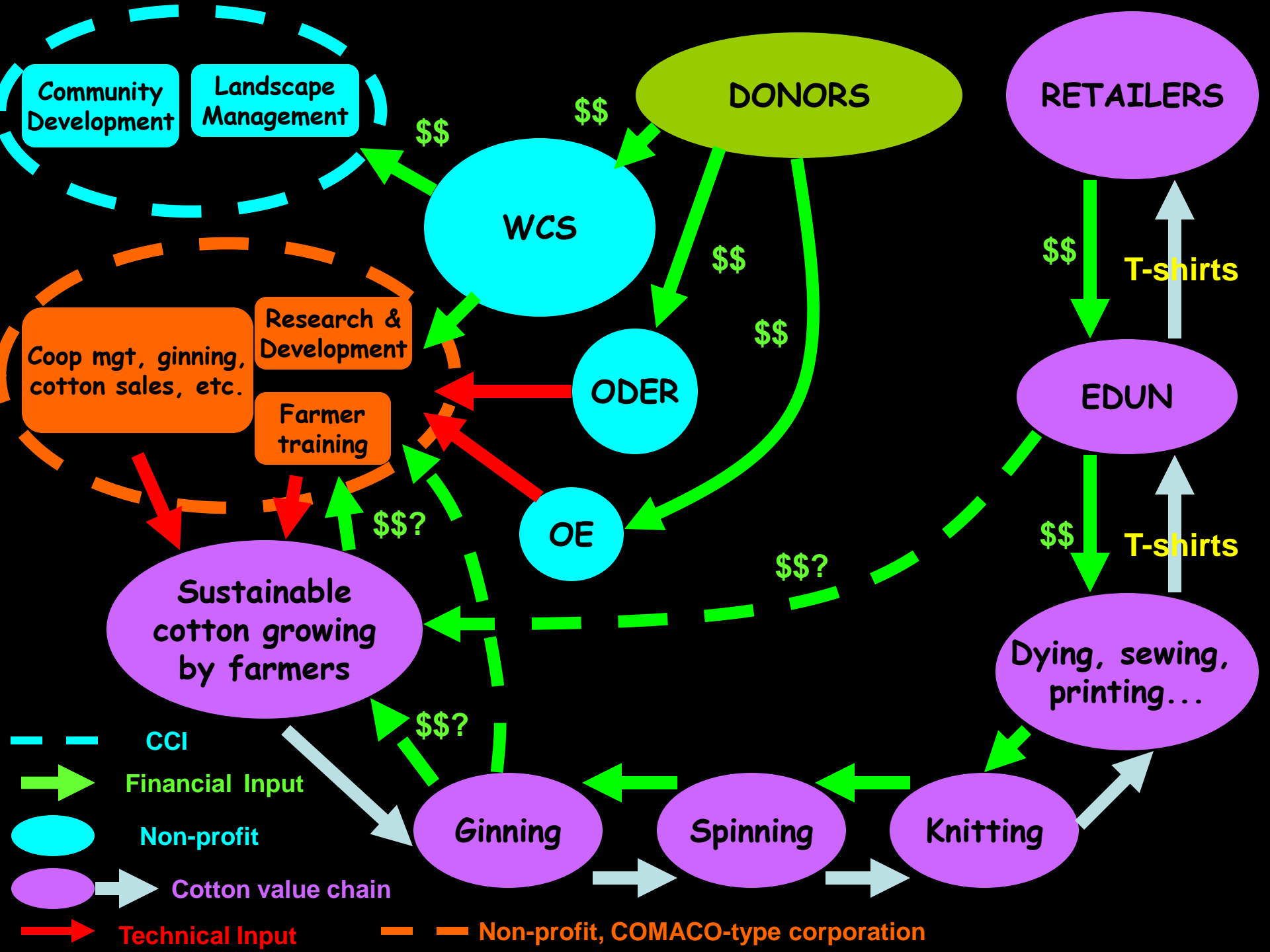
- Quality, Yield & Scale
- Value Chain
- Vertical Integration & “loyal”
- New Partners?
- Conservation link
- Marketing Message & certification



# Branding & Certification ?

- “Conservation Cotton”
- Organic, Fair Trade, Wildlife Friendly....
- “Made By”, “CmIA”, BCI....





# Next Steps



- Vertical integration
- From public to private
- New partners
- Gradual scaling



**THANK YOU!**