ORGANIC COTTON ACCELERATOR





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Our Mission and vision

Mission

OCA unites the sector to unlock the Organic Cotton Effect - driving positive impact from field to fashion for both people and the planet. Together, we build a transparent, responsible, and resilient organic cotton supply chain that fosters prosperity and wellbeing for farming communities, regenerates ecosystems, and advances sustainability across the industry.

Vision

At OCA, we believe organic cotton is the catalyst for a truly sustainable textile sector. We envision a future where, every time a farmer switches to organic cotton, there is a ripple effect of positivity. Farmers earn more and have access to better working conditions and secure livelihoods. Their land and soils are regenerated, biodiversity thrives, and together we contribute to combating climate change. We call this the Organic Cotton Effect. As an accelerator, we want to get to this future, faster.







From our Executive director BART VOLLAARD Executive Director, OCA





from the chair of OCA's Board of Trustees PUNIT LALBHAI Vice-chariman Arvind Limited





OCA 2023-2024 Farm Programme Highlights

In the 2023-2024 season we onboarded over 100,000 farmers



82 k+ Farmers involved



35 k+ In-conversion farmers



106 k+ Hectares of cotton production



18 Participation of brands



14 Implementing partners



Average premium paid to OCA farmers above market price

40% Digital premium payments

92% Of organic cotton procured

58% Of in-conversion cotton procured



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39 k+ Total metric tons of seed cotton procured



Regenerative practices showcased







8% Higher average total profit per hectare from organic cotton, compared to conventional farmers









Farmers First: Strengthening Livelihoods, **Resilience and Knowledge**

Boosting Access to Seeds

Cultivating the future: Scaling organic cotton

Scaling

Organic



Data as a driver for impact



The Cotton Thread That Binds – From Farm to Fashion

See how OCA's key initiatives and achievements in 2024 have helped move the organic cotton sector forward.



OUR IMPACT

FARMERS FIRST: STRENGTHENING LIVELIHOODS, RESILIENCE AND KNOWLEDGE

Farming communities are at the heart of OCA's mission and the foundation of a sustainable organic cotton sector. Transitioning to organic and regenerative practices is knowledge-intensive and requires access to key inputs and support. Likewise, adopting decent work practices demands clear guidance and resources. Through these practices, resilience is built by improving soil health, reducing input costs, diversifying income, and ensuring safer, fairer working conditions—making farming more secure, adaptive, and sustainable over time.

Better incomes, stronger markets

In 2024, we onboarded over 100,000 farmers, a new milestone for OCA. We welcomed new groups of farmers from India, Pakistan and Türkiye to our Farm Programme. Creating reliable offtake and support for these farmers is essential to expanding a transparent, responsible supply chain. Out of the farmers we worked with last year, 36,000 were in-conversion farmers. OCA farmers earned, on average, an 8% premium per kilogram of seed cotton above market price—a necessary incentive for their commitment to organic farming. In 2024, OCA farmers produced over 47,000 tonnes of lint cotton, up from over 36,000 in 2023.

OCA's Farm Programme expanded to include 18 brands, 14 Implementing Partners (IPs), and six Seed Partners. By the season's end, participating brands had procured 92% of the available organic cotton produced at a



higher price. At the same time, only 58% of in-conversion cotton was purchased against premium prices, highlighting the need for greater industry support. In-conversion farmers are key to building a reliable organic cotton supply chain, and their efforts require stronger backing.

OCA's model ensures that market actors are directly linked to farm groups, creating pathways for brands to secure traceable cotton while investing in impact. Through offtake commitments and premium payments, brands offer farmers a more secure business case to go and stay organic. OCA farmers earned an average total profit of €2,110 per hectare from all crops, including organic cotton, 8% higher than conventional farmers. OCA facilitated over €4,760,000 in premium payments in 2024.



Building knowledge, growing confidence

Organic farming is knowledge-intensive, and OCA is deeply invested in building farmer capacity through high-quality training and tools. In collaboration with our IPs, we deliver hands-on education where it matters most: in the field. Our "train-the-trainer" model ensures that local field teams are equipped with the technical knowledge and teaching skills to transfer best practices directly to farmers. In 2024, we held nine "train-the-trainer" sessions across both India and Pakistan. They served as dynamic platforms for peer learning among the 20 IPs who participated in them.

This commitment to experiential learning also extends to our demonstration farms (a farm specifically set up to showcase agricultural practices, innovations, or technologies to farmers) and seed trials. In 2024, we supported over 442 demonstration farms and 87 seed trials, offering farmers real-world exposure to regenerative practices and seed varieties. These plots allow farmers to see results firsthand and make informed decisions about their own cultivation techniques and seed selection. This was made possible thanks to the support of the Regenerative Fund for Nature, among others.Our farmer training programme spans an entire season, with modules covering 20 key practices in regenerative and organic agriculture. By investing in continuous learning, we help farmers not only improve their yields and income but also build long-term resilience in the face of climate and market uncertainty.

A key future development in our capacity building efforts will be the launch of the Organic Cotton Training Curriculum (OCTC) for Türkiye, designed to strengthen local capacity and technical knowledge in one of the world's most important sourcing regions. This builds on our previous OCTC versions tailored for India and Pakistan.





Tamar Hoek

Senior Policy Director For Cotton and Textile Solidaridad





Click to view

Ashis Mondal

Founder and Director Action for Social Advancement







Advancing decent work in organic cotton farming

In 2024, we launched our Decent Work Strategy, a pivotal initiative aimed at improving working conditions and protection for organic cotton farmers, farm workers, and their communities. Over the next six years, OCA will work to address persistent challenges in the cotton sector, including the need for living income and wages; eliminating unlawful child labour, bonded and forced labour; improving health and safety on farms; ending discriminatory practices; and providing access to social protection and worker representation.

Following a pilot with selected IPs, we rolled out a new Decent Work training module across more of our network, a key component in our efforts to support better working conditions in organic cotton farms. The training module will be supported by ongoing investments in awareness, monitoring, and capacitybuilding.

The role of digital payments

Digital transactions accounted for 40% of payments to farmers for their cotton during the last season, improving transparency, efficiency, and farmer financial empowerment.Expanding digital payments for farmers remains a key priority for OCA. Digital transactions drive financial literacy, allow faster, direct payments, and improve farmers' access to subsidies and loans. They also offer better traceability and accountability.







OUR IMPACT

BOOSTING ACCESS TO SEEDS

Ensuring access to quality, non-GMO seed is fundamental to safeguarding the integrity and future of organic cotton. At OCA, we are committed to expanding the availability of diverse, locally adapted organic seed varieties. This ultimately supports climate change resilience to support farmers' livelihoods and enable the scale-up of organic cotton production globally.

Expanding seed trials and performance data

In 2024, we continued working with our partners in India and Pakistan to test a wide range of seed cultivars in real-world farming conditions. The results are shared with our network of farmers to guide future seed selection and encourage breeders to develop climate-resilient, regionally adapted seeds.

OCA updates its publicly available <u>Organic Seed Performance Database¹</u> annually, and it now includes detailed insights on 66 seed cultivars. Compiled from more than 300 trials over four years, the database is a practical tool for farm groups and seed producers, helping ensure farmers have access to the most suitable seed varieties for their regions.



1 https://app.powerbi.com/view?r=eylrljoiNDImY2QyYWQtMTY5NC00NTExLWFkZmYtMGFjYjMyNWU0ODY4liwidCl6ImI0NTAwODdiLTAyZmYtNGNINS04YWRiLWY0M2E5MzljZTk1OSIsImMiOjI9



Advancing seed commercialisation in Pakistan

These partnerships are essential for a strong, self-sustaining organic seed network in the country—supporting local production and availability of verified non-GM cottonseed. This work is especially critical as we develop in Pakistan and support more farmers in their organic journey.

In Pakistan, 2024 marked the formalisation of seed commercialisation agreements with local non-GMO seed growers and research partners, including Soorty Enterprises, Rural Business Development Centre, 360 AG-Search and Hyacinth Agricultural.







Hear from our Contributors

Hammad Naqi Khan Director General WWF-Pakistan









Building a cohesive seed supply chain

To support the upcoming 2025 seed procurement round, we introduced a new seed supply and testing plan. This included onboarding all OCA Seed Partners to our updated protocols for volume reconciliation, purchasing, distribution, and testing. Ensuring that all players across the supply chain are aligned on non-GMO seed requirements is essential to our programme's success.

Looking ahead, this onboarding will be followed by three joint planning sessions in early 2025 with seed producers and Implementing Partners. These sessions will help align seed supply with the needs of our Farm Programme and support streamlined operations and traceability.

Strengthening our collaboration with seed producers

As demand for organic cotton continues to grow, so too does the need for dependable non-GMO seed supply. In 2024, we deepened our collaboration with long-standing seed producers. These partnerships are central to ensuring our farm groups have timely access to high-quality organic seed.

Throughout the year, we also facilitated a two-way exchange of knowledge: field feedback from our Seed Trial Network informed producers' breeding efforts, while their insights helped us fine-tune our programme delivery.

We continue to call on more Seed Partners to join our mission—working together to strengthen organic cotton seed availability and diversity.





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OUR IMPACT



CULTIVATING THE FUTURE: SCALING ORGANIC COTTON

Scaling OCA's Farm Programme is essential to expanding our positive impact—bringing benefits like better incomes, secure market access, and improved farming practices to more organic cotton farmers worldwide. By reaching more farming communities, we can accelerate the shift towards a fair, transparent, and resilient organic cotton sector. A central pillar of our strategy is supporting farmers through the organic in-conversion phase an essential but often overlooked step in the journey to certified organic production. In 2024, we deepened our efforts across multiple geographies, broadened our farmer support schemes, and piloted new initiatives to connect supply with evolving market demand.

In-Conversion: the pathway to organic

The in-conversion period is the three years in which farmers adopt organic practices before they can claim the official organic certification and its related benefits. During this phase, farmers invest in restoring soil health, managing pests ecologically, and building system resilience, often at the cost of lower yields and different input needs.

Recognising the challenges, OCA continued to prioritise farmer-first initiatives that support the transition. In 2024, the number of in-conversion farmers in our Farm



Programme remained stable at around 36,000, highlighting the importance of sustained investments.

With access to secure off-take agreements, organic inputs, and training, these farmers are better equipped to make the shift. Thanks to the generous support of our donors, we're able to offer new resources that strengthen our impact and co-fund high-quality training programmes for farmers transitioning from conventional to organic practices—a pivotal phase in their journey.



Expanding geographies

In June 2024, OCA launched its programme in Türkiye, the world's second-largest organic cotton producer. Focusing on the cotton-rich regions of South-Eastern Anatolia and the Aegean Region, we adapted our methodologies to local farming practices and economic context. In this first year, five projects were launched involving 78 farmers and 3,040 hectares, supported by upfront procurement agreements and premium payments.

Our presence in Pakistan grew through close collaboration with farmers, industry partners, and civils society organisations. We worked with approximately 1,300 farmers, providing them with technical support and market access.







Hear from our Contributors

Virginie Cayzeele

Raw Materials leader KIABI









OUR IMPACT 04

DATA AS A DRIVER FOR IMPACT

High-quality data is essential to OCA's mission. It allows us to track and demonstrate progress across our impact areas, inform improvements, and support Contributors and farmers with actionable insights. We have continued to strengthen our foundation of farm-level data by enriching farmer economic data with social and environmental metrics. This data also empowers sourcing brands to integrate credible metrics into their sustainability reporting, strengthening accountability and driving real impact where it matters most.

OCA's first Life Cycle Assessment (LCA) study

OCA commissioned a Life Cycle Assessment (LCA) study highlighting the environmental benefits of organic cotton farming in India. Results were delivered in Q4 2024, published in 2025¹. This unique work provides nuanced, region-specific insights into the environmental impacts of organic cotton production, offering a more accurate and locally grounded alternative to generic global LCA datasets.

Organic cotton is widely recognised for its environmental and social benefits, but to fully understand and quantify these advantages, region-specific data is crucial. The



lack of localised, high-quality environmental data has long been a barrier to accurate impact assessments. Regionalised data better captures local farming practices, climate, and resource use, leading to more precise impact modelling than one-size-fits-all global averages. As the industry and policymakers increasingly demand localised and transparent environmental data for materials, OCA is well-positioned to deliver this granularity for organic cotton.



The regional study focused on India, where OCA works with over 100,000 farmers. Conducted by South Pole, a leading carbon asset developer and climate consultancy, the study analyses third-party validated data from over 18,000 farmers across three growing seasons (2020-2023) and three distinct irrigation contexts: rain-fed, heavily irrigated, and hybrid (systems where neither rainfall nor irrigation account for more than 70% of the total water supply). Covering five Indian states: Madhya Pradesh, Maharashtra, Odisha, Gujarat, and Telangana, this study captures local environmental impacts with greater accuracy than global averages can offer.

The primary objectives of OCA's regional LCA included establishing a credible baseline cradle-to-ginning-gate assessment, enabling third-party verified environmental claims, and facilitating Scope 3 GHG reporting for OCA brands. OCA also aimed to improve its internal data collection and management for future LCAs and data monitoring. The results indicate that organic cotton farming consistently has a lower environmental footprint across various categories assessed, including climate change, water use, acidification, and eutrophication.

Hear from our Contributors

Virginie Cayzeele

Raw Materials leader KIABI







Greenhouse Gas (GHG) emissions accounting and reporting

We were proud to partner in the Unlock Programme, which drives the transition to lower-impact, regenerative cotton farming. Offering technical support and financial incentives, measuring emissions reductions, and promoting inclusive solutions, this initiative supports farmers in adopting climate-friendly practices. Early results from pilot projects in India and the show the potential of crossindustry collaboration to cut emissions and support sustainable farmer livelihoods.

As we move forward, we remain focused on data as both a source of truth and a tool for transformation—enabling OCA and our stakeholders to take informed, effective action in support of organic cotton farming systems. The insights gained from our regional LCA in India mark a pivotal step in shaping how the sector understands the environmental footprint of organic production in context-specific terms.

Social data: Stronger metrics on women's contribution

In 2024, we expanded our Farm Programme insights to include data on women farmers roles at the farm-level, allowing us to better understand social and gender dynamics among the farmers we support. Over 90% of women farmers in our network received hands-on training.







OUR IMPACT 0

THE COTTON THREAD THAT BINDS – FROM FARM TO FASHION

Realising the promise of organic cotton demands united, cross-sector action. At OCA, we know that no single actor can transform the system alone. It is through the collaboration and commitment of our diverse network of Contributors and partners that we unlock the true potential of organic cotton—from farm to fashion. In 2024 our focus remained on uniting the sector aligning stakeholder efforts, exchanging knowledge, and driving real change. From initiating our policy engagement, growing our community and hosting key stakeholder events, 2024 was a year of connection and consolidation.

A growing community for sector alignment

OCA's expanding Contributor base demonstrates the sector's increasing recognition of our role in aligning efforts and raising the bar for organic integrity. In 2024, we welcomed new organisations to our platform, reaching a total of 60 Contributors and Partnering Seed Producers. This growth included a balanced mix of suppliers and manufacturers, brands and retailers, and civil society organisations, reflecting OCA's commitment to inclusive and cross-sectoral collaboration.









Strengthening global engagement and knowledge exchange

In 2024, we hosted key regional stakeholder events in Türkiye and India, aimed at deepening local engagement and strengthening regional collaboration. These events brought together dozens of representatives from brands, retailers, suppliers, manufacturers, farm groups and civil society organisations from across the organic cotton value chain to share insights, align on regional challenges, and explore opportunities for scaling organic production in each country. Discussions focused on the realities of organic cotton farming in each region, the support needed for scaling organic cotton, and how local innovation can be matched with global market demand. These gatherings were an important step towards anchoring OCA's global mission in the regional contexts where change must happen.



OCA in key sector initiatives

In 2024, OCA maintained a strong presence at key industry events, including Bharat Tex in New Delhi, where we engaged with policymakers, brands, and supply chain actors to spotlight the role of organic cotton in India's textile future. Throughout the year, we also contributed to other influential forums such as the Innovation Forum and the Textile Exchange Conference, reinforcing our commitment to sector-wide collaboration. Additionally, OCA proudly supported GOTS' Behind the Seams campaign, lending our voice to raise awareness around the value and credibility of certified organic textiles. These platforms continue to be vital for sharing our work, advocating for farmer-centric approaches, and aligning efforts across the value chain.









Field experience: grounding strategy in reality

Throughout the year, we welcomed several of our Contributors and donors to the field to experience OCA's impact on the ground. We hosted six farm visits in Gujarat, Madhya Pradesh and Rajasthan, India, which offered immersive insights into the realities of organic farming and community-led innovations such as bio-input production centres.

By bringing Contributors and donors into dialogue on-site, these visits fostered a deeper understanding of the transition to organic and strengthened trust in our community.

Positioning organic cotton in the policy agenda

A key milestone in 2024 was the development of OCA's Public Affairs function. This involved building the internal team, governance, and processes; developing supporting tools and resources; and organising info sessions to engage policymakers—with a focus on the EU and India.

Throughout the year, OCA introduced itself to policymakers, published position papers, participated in stakeholder consultations at the EU level (on the ESPR and Textile Labelling Regulation), joined the Policy Hub's Advisory Group, and began forming policy coalitions. We also closely followed the Green Claims Directive and the Corporate Sustainability Due Diligence Directive.

To ensure farmers' voices are reflected in future regulations, OCA has initiated collaborations with key organisations advocating for organic cotton and sustainable agriculture—including GOTS, Textile Exchange, IFOAM Organics Europe, the Fair Trade Advocacy Office, Solidaridad, Better Cotton, and others.

Looking ahead, OCA will build up its policy engagement in India, Pakistan, Türkiye, and other consumer markets, and supporting the implementation of EU legislation. Our overarching goal is to create an enabling environment where organic farmers are recognised as essential contributors to sustainable textiles.







OUR TEAM AND VALUES



OUR GOVERNANCE



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OUR TEAM AND VALUES

OCA's impact is driven by a dedicated and growing international team that brings together diverse expertise and cultural perspectives. In 2024 we welcomed eight new colleagues across the Netherlands, India and Pakistan. Together we are a group of 11 nationalities, based in four countries, with diverse professional backgrounds allowing us to respond to the complex challenges facing the organic cotton sector. In May last year, we had the privilege of gathering in Amsterdam, an opportunity to strengthen our collaboration, align on our goals, spark new ideas and build trust through face-to-face interaction.

Internal gender balance remains a key priority: in 2024, 56% of our staff were women and 44% men.

Transparency and Ethics

As a values-led organisation, we maintain a strong commitment to business ethics, transparency and accountability. Our suite of organisational policies publicly accessible on our website—aligns with established best practices across the not-for-profit sector, ensuring operational excellence and integrity. These include our Whistleblowing Policy, Complaints Policy, Equal Opportunities Policy, and Safeguarding Policy. In 2024, OCA received one complaint through its established mechanisms.

OCA

OCA does not tolerate harassment, abuse of power, or discrimination in any form. We actively foster a respectful and inclusive workplace where everyone is treated with dignity and fairness.

OCA team members can reach out to either of two Confidential Advisers—one internal and one external—for support and to discuss any concerns they may have, including seeking counselling or guidance. No integrity breaches were reported in 2024.

Our values represent the guiding framework for our work.



WE ARE INCLUSIVE

"At OCA, inclusivity isn't just a value, it's woven into how we collaborate, learn, and grow. No matter where you come from or what your story is, your voice matters here. We believe diverse experiences don't just enrich our work, they're essential to solving big challenges. Being part of this team means showing up as you are and being celebrated for it."

Lucina Yeasmin Agronomy Officer, India



WE HAVE GRIT

"At OCA, we don't shy away from what's hard, we lean into it. Grit here means showing up with purpose, sticking with it when things get messy, and celebrating the small wins along the way. We know real change takes time. That's why we stay committed, no matter how tough the path gets."

Ömür Suner

Country Manager, Türkiye



WE ARE ENTERPRISING

"Working at OCA means bringing your ideas to the table, and knowing they won't just sit there. This is a place for thinkers, doers, and quiet disruptors. The mindset is: see a gap, create a solution. We move fast, try new things, and stay focused on what really matters, delivering better outcomes for farmers and our sector."

Rubab Zahra Country Manager, Pakistan



WE ARE HONEST

"There's no smoke and mirrors at OCA. We say what we mean and do what we say—whether it's with farmers, partners, or each other. That kind of clarity builds trust, and that trust powers everything else. For me, honesty here isn't about avoiding mistakes; it's about being real, learning fast, and moving forward with integrity."

Rozenn Richardeau Capacity Building Manager



OUR GOVERNANCE

Organisation and People

OCA relies on a diverse, multi-stakeholder model that ensures a balanced and inclusive representation of voices from across the organic cotton value chain. Our structure enables us to make decisions that are informed by the realities and needs of all key stakeholders—from farm to fashion. OCA is a foundation incorporated in the Netherlands, which does not have a profit aim.

Governance

OCA is governed by a Board of Trustees composed of representatives of organisations who represent a broad spectrum of stakeholders. The Board is responsible for setting the organisation's long-term strategic vision, endorsing priorities and policies, and overseeing financial management and integrity. In 2024, the Board undertook a performance review to assess and strengthen its effectiveness. Additionally, planning commenced for a number of Board transitions. On December 31, 2024, Keith Tyrell stepped down as Chair. Punit Lalbhai took on the role of Chair starting January 1, 2025. At the end of 2024, democratic elections took place for two Brand and Retail seats. Matt Dwyer, Head of Product Impact

OCA'S BOARD OF TRUSTEES AS OF JANUARY 2025

Name	Organisation	Stakeholder Category
Matt Dwyer (Vice Chair)	Patagonia	Independent
Tamar Hoek (Treasurer)	Solidaridad Network	Civil Society
Virginie Cayzeele	Kiabi	Brand and Retail
Anita Chester	Laudes Foundation	Philanthropy
Punit Lalbhai (Chair)	Arvind	Supplier and Manufacturer
Hammad Naqi Khan	WWF-Pakistan	Farmer Organisation and Implementing Partner
Ashis Mondal	Action for Social Advancement	Farmer Organisation and Implementing Partner
Johanna von Stechow (Secretary)	Tchibo	Brand and Retail

and Innovation at Patagonia; and Johanna von Stechow, Director of Corporate Responsibility at Tchibo, were re-elected to the OCA Board of Trustees.

OCA's Board of Trustees has one permanent sub-committee in the Governance and Nominations Committee (GNC). The GNC is chaired by Tamar Hoek and includes several board members, as well as representation from the wider Contributor base. The GNC also onboarded two new members, with one member from the Board of Trustees and one from the wider Contributor base. Both positions were filled as per 1 January 2025.

In 2024, the Board maintained a gender composition of 40% women and 60% men.

We deeply appreciate our Board of Trustees for their unwavering dedication to advancing OCA's mission and values. Additionally, we recognize Keith Tyrell for his many years of invaluable service on the Board.



Remuneration

In accordance with OCA's Articles of Association members of the Board of Trustees do not receive remuneration, Board members that represent non-OECD CSOs and farmer organisations receive an expense reimbursement for Board attendance. In 2024, the total expenses for the Board of Trustees amounted to €1,617. The Board of Trustees annually reviews the remuneration strategy for the Executive Director. The evaluation is positioned in line with the guidelines of the Dutch Guidelines for the Remuneration of Directors in Philanthropic Organizations (Adviesregeling Beloning Directeuren van Goede Doelen). These guidelines propose a maximum for annual income, based on certain criteria. The Executive Director's position was evaluated as a Basic Score (BSD) of 415 points.

Risk Management

OCA employs a robust risk management process to identify and assess risks based on their likelihood and potential impact. This approach enables us to focus on the most critical risks, categorised into operational, financial, governance, people and compliance risks. Our primary risks include:

- Funding risk fluctuating or insufficient future funding for operations.
- Adverse events risk failure to effectively manage and/or respond to force majeure crisis
- Data risk threat to data security and damage to IT systems including loss of data, breach of IT network and staff not using systems appropriately

OCA remains committed to continuously improving these areas to minimise risks and safeguard our reputation with our Contributors and external stakeholders. Responsibility for implementing risk management policies and procedures lies primarily with the senior management team. The OCA Board of Trustees review the risks twice a year and together with the Executive Director oversee the effective implementation of these measures.



OUR PARTNERS & CONTRIBUTORS

Founding partners



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WANT TO JOINUS?

Shape lasting impact through collective action. Be part of a growing effort that drives industry resilience, collaboration, and real change for farmers, their land and the broader sector.

JOIN OCA TODAY



ORGANIC COTTON ACCELERATOR

Uniting the sector to realise the organic cotton effect

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