











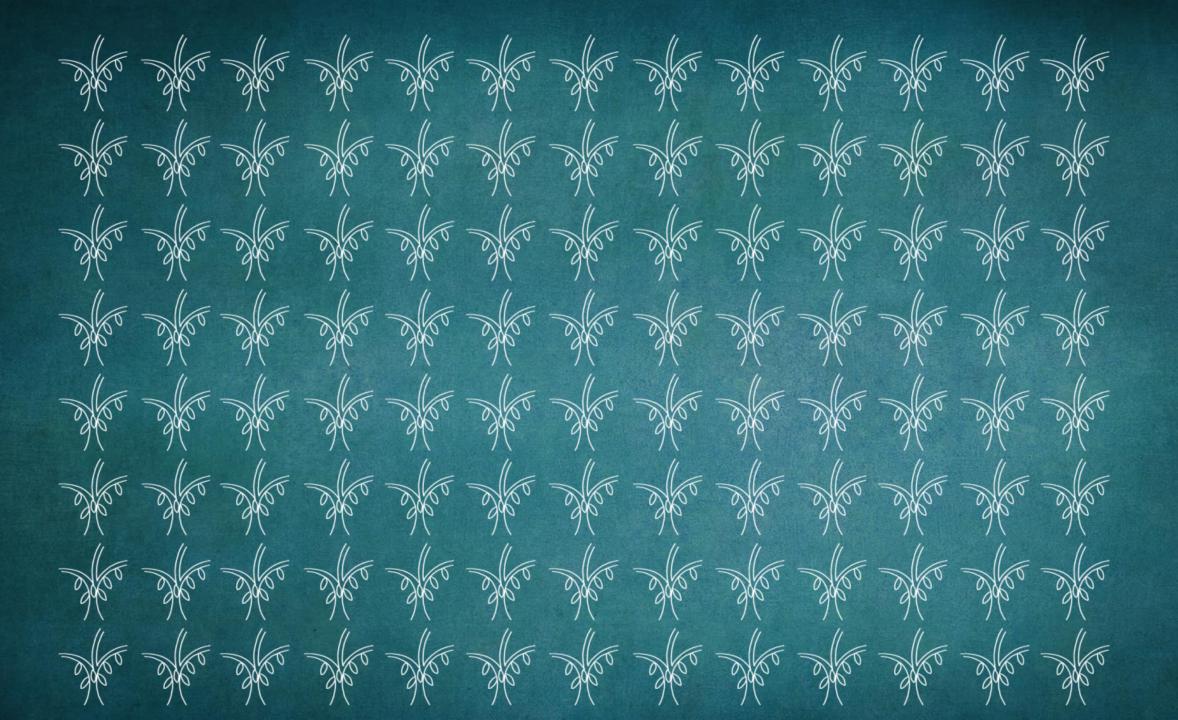


# Innovation along the value chain What companies are doing

**Jason Clay** SVP Markets, WWF-US



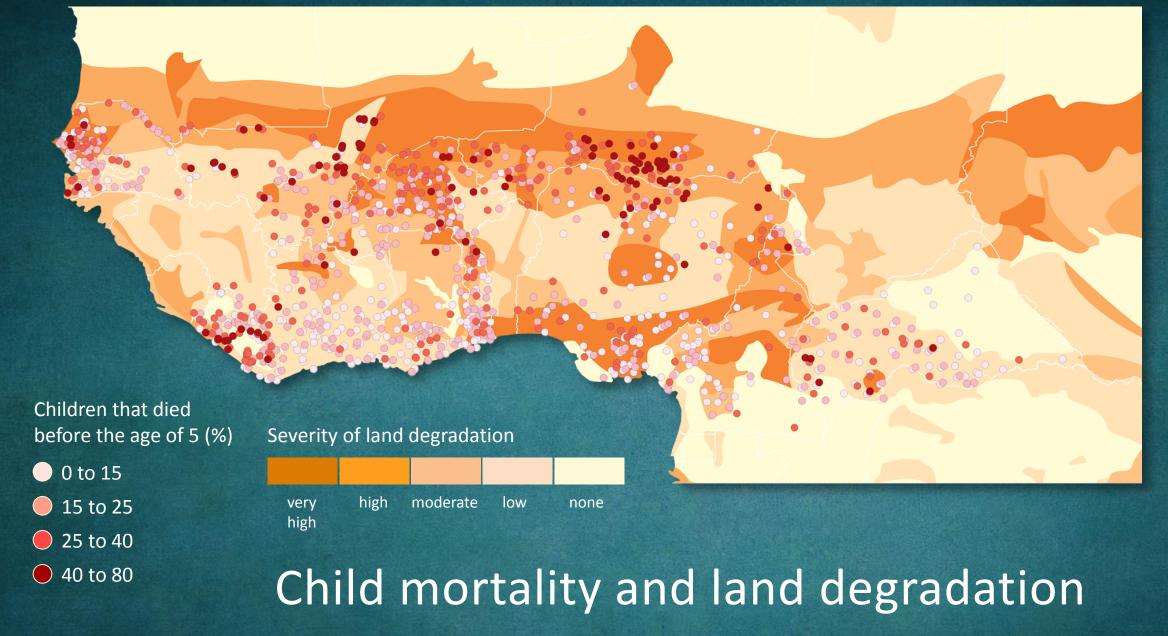






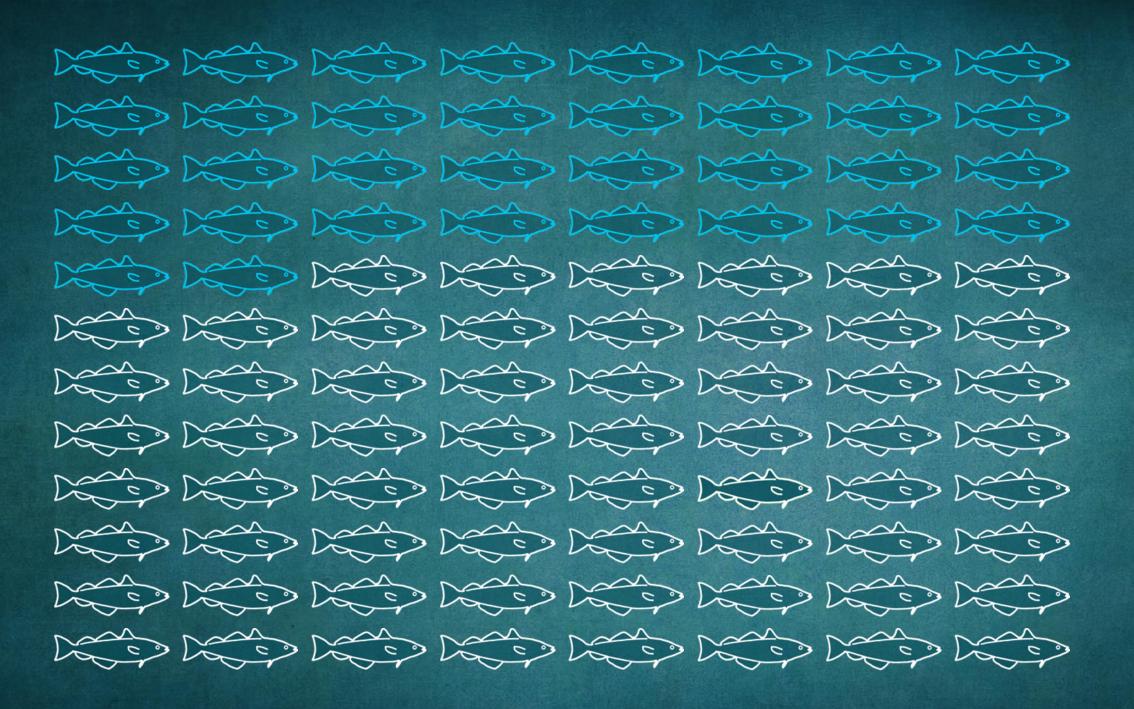


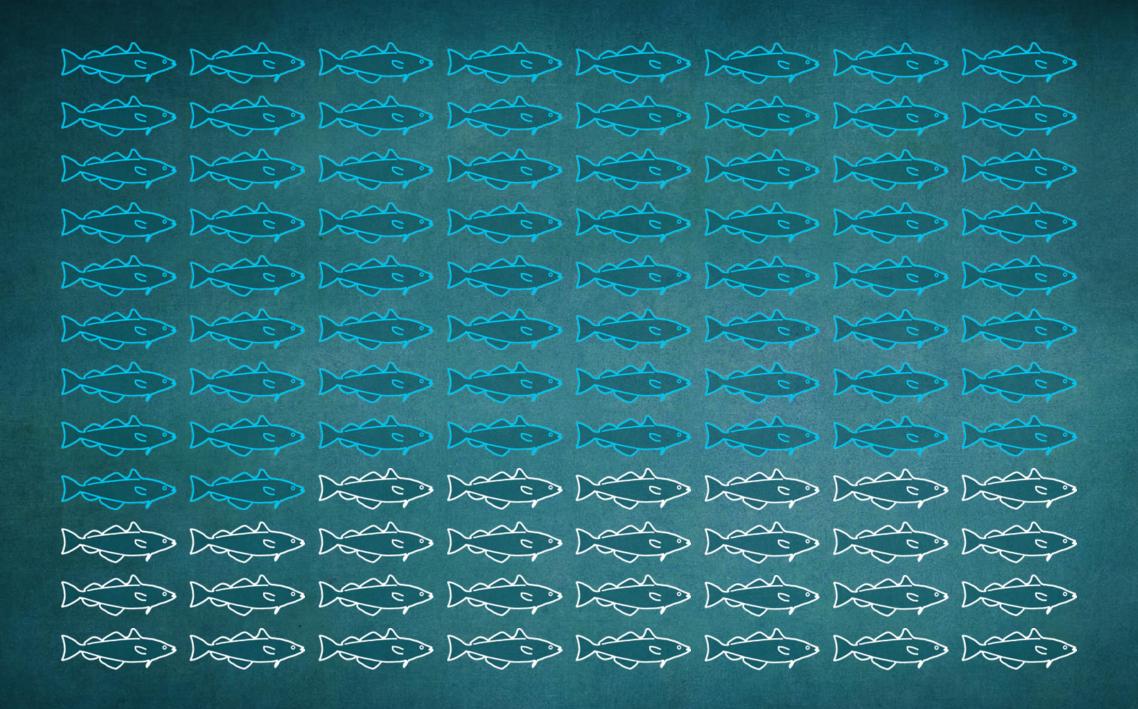


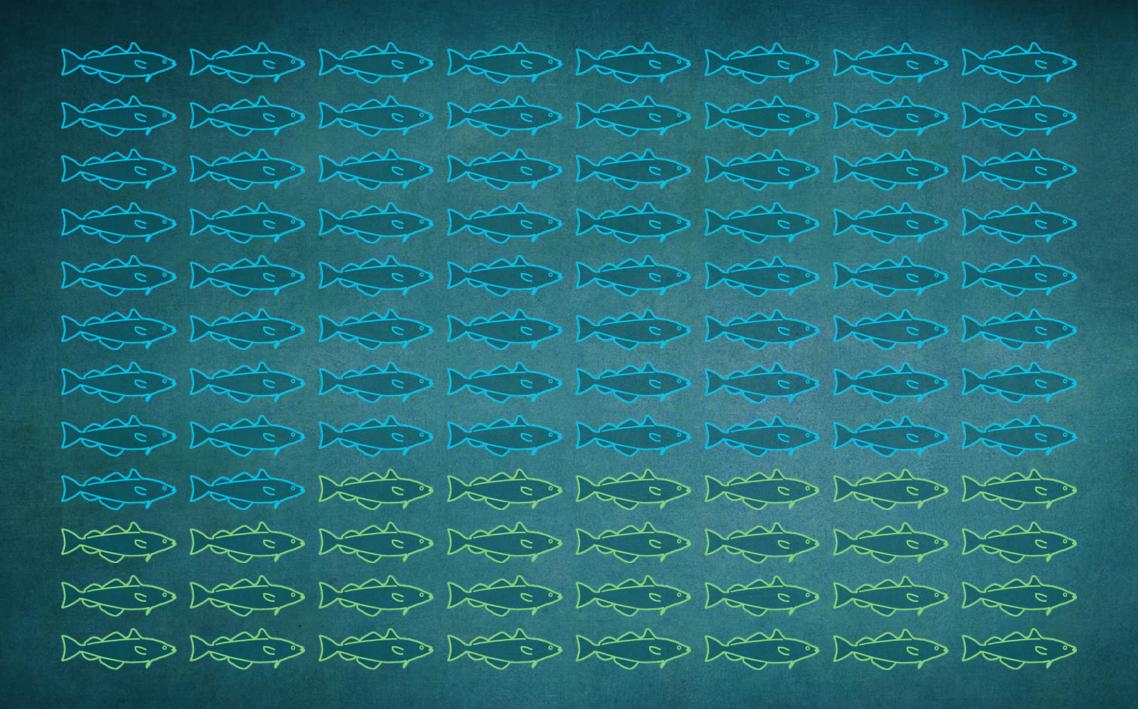


## Orphan crops















## BCI Cotton, 2005-15

#### **BCI Certified Cotton**

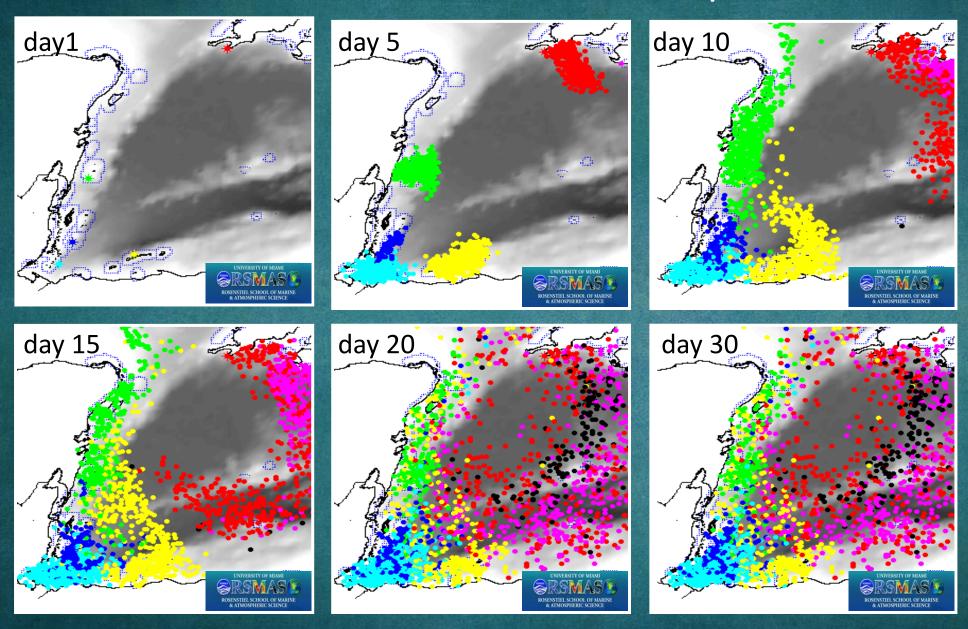
- 1.6 M producers
- 13% of global production

#### **Impacts of Metric-based Standards**

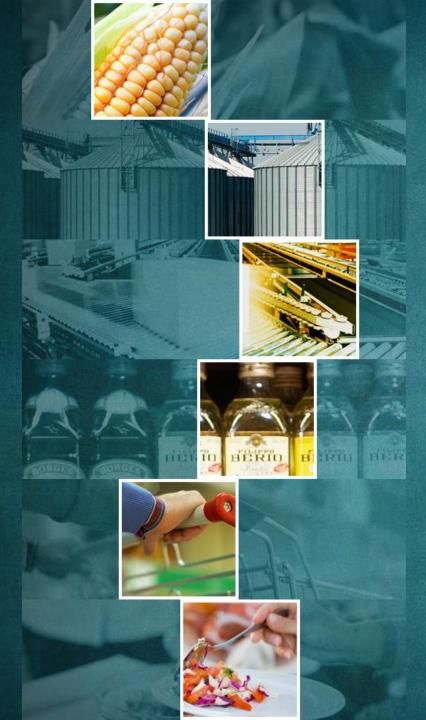
- 50% pesticide reduction
- 40% water use reduction
- 30% synthetic fertilizer use reduction
- 15-20% increase in income



### Mesoamerican Reef – larval dispersal



# \$200 billion gap



# Supply chains—redefining "pre-competitive"

- Long-term contracts
- Common contract language
- Pooled purchases
- Reduced transaction costs
- Reduce risk of traders & aggregators to invest in sustainability

