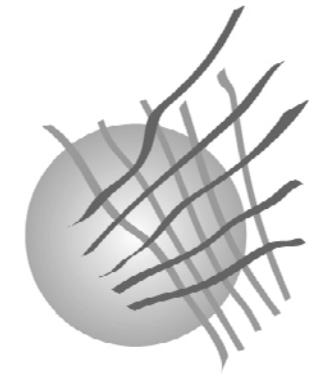


# ICAC Cotton Development Strategy



Discover  
natural  
fibres  
2 0 0 9

**Terry Townsend**  
**Executive Director**  
**International Cotton Advisory Committee**

**Final Seminar for CSITC**  
**January 18, 2012**

# **Cotton Development Strategy**

**26 Cotton Projects**

**US\$ 63 Million total Value**

**US\$ 5.7 Million in Grants**

# **Cotton Development Strategy**

**Stakeholder Forum 2006**

**65th Plenary Meeting**

**Survey of Coordinating Agencies**

**Standing Committee Approval**

# **Fund Theme: Supply Chain Management**

**Pest Management**

**Technology Transfer**

**Input Supply**

**Production Efficiency**

**Price Risk Management**

# **Fund Theme: Market Development**

**New Industrial Uses**

**Value Addition**

# **Fund Theme: Market Access**

**Fibre Quality**

**Quality Measurement**

# **CFC/ICAC/33**

## **CSITC**

**66<sup>th</sup> Plenary Meeting = Competitiveness**

**Competitiveness is Market Driven**

**Instrument Testing Contributes to  
Competitiveness**

**Success depends on joint ownership**