

Africa's Opportunities & Challenges –
Organic Fiber
Summary

Bigger Themes

Strengths:

Resources: People, Land

Several very successful organic cotton projects with high quality cotton, yarn and products with examples of “vertical” integration / strategic partnerships

A “Great Story” to tell

Opportunities:

Development of Regional, Identity Based
Supply Chains / Products

Showcase Organic: 2009 and 2010 with
Year of Natural Fiber and World Cup

Weaknesses – to turn into Opportunities:

Contamination in fiber

Lack of strong market presence / access
to markets

Multitude and cost of certification

Need conversion and training strategy for
movement to organic

Access to resources, investment