

POÇÕES · BAHIA · BRAZIL

Cotton, food and living soil

A social mission: stronger family livelihoods
and productive landscapes.

A project vision brought together by Luiz Sena



More value from a family's work

Better family income.
Food for the household.
More choices for the future.

Recognise farmers' knowledge and labour.

Assess what remains with the family.



Life and farming in semi-arid Bahia

7.8 million

Estimated regional population in 2025

People living in Bahia's officially defined semi-arid region.

Seasonal rain shapes farming.
Local knowledge guides adaptation.

Source: SEI Bahia, March 2026, based on IBGE 2025 population estimates. Regional context, not the project's reach.

A documented local experience

Nelson Araújo's agroforestry work in Poções provides a real starting point.

Poções, Bahia

BBC News Brasil documented managed vegetation and accounts of returning wildlife in 2021.

A foundation for learning

The experience informs the wider vision. Cotton performance and family income need their own evidence.

Making each rainfall count

Leaves and prunings keep the ground covered.

Cover can reduce evaporation and surface heating.

Organic matter and roots support soil structure and infiltration.



Crops, light and careful management

Cotton and food crops need a deliberate arrangement with managed trees.

Spacing and pruning manage light and competition.

Species, pests and labor belong in the field plan.



Published evidence for diversified cotton

Remígio, Paraíba: an experiment conducted in 2008 and published in 2009.

Observed measure	Remígio experiment
Rainfall during the experiment	473 mm
Seed cotton in two intercropped treatments	About 1,090 kg / ha

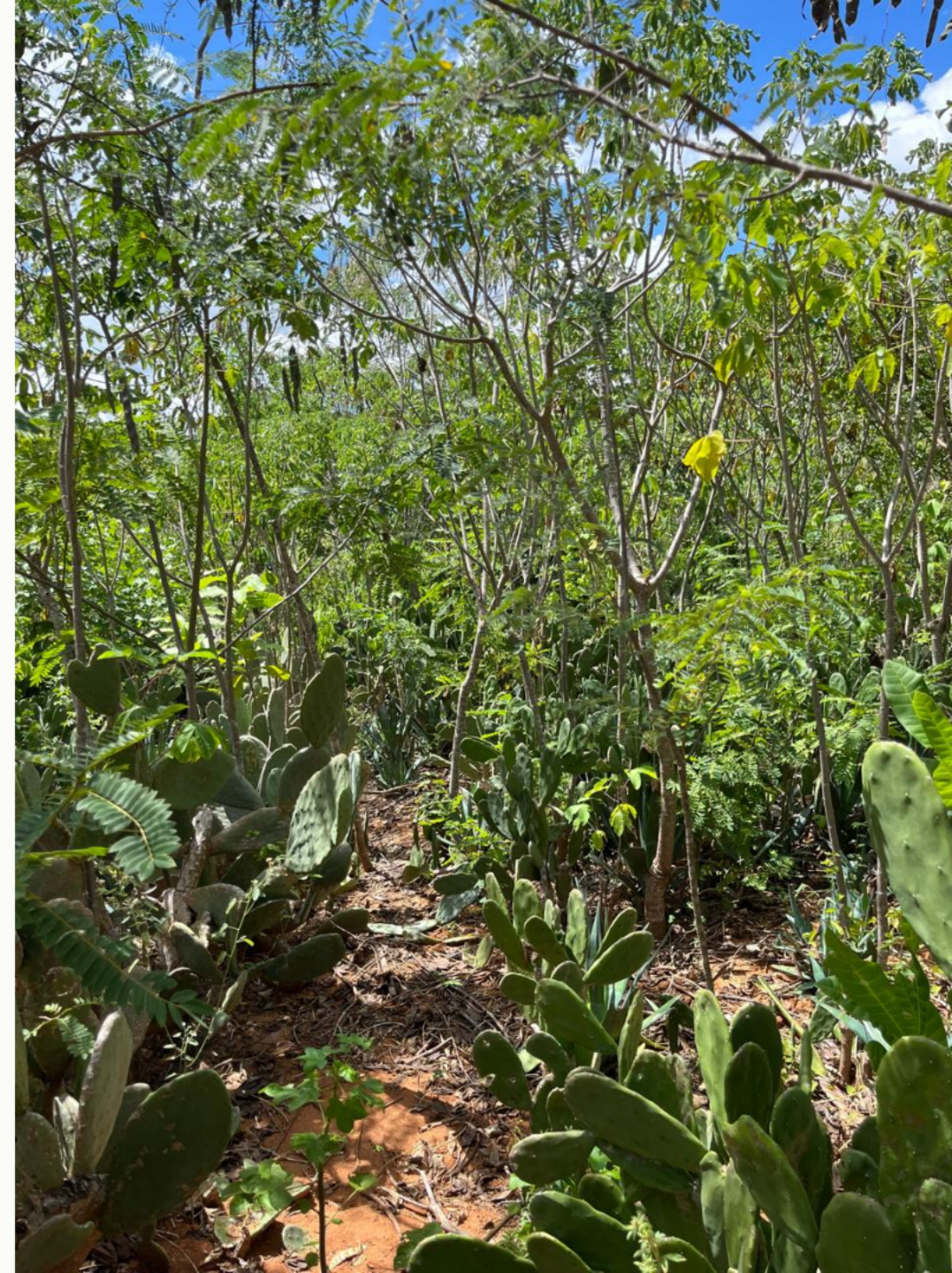
Annual crops without trees. No significant difference between the two treatments. One place and season; no projected yield for this project.

A living landscape through dry seasons

Native biodiversity and productive land both
belong in the vision.

Dry-season leaf loss is an adaptation to limited water.

Land management should fit the local ecosystem.



Organic cotton in the global market

Estimated worldwide production in the 2023/24 season.

Market indicator	Textile Exchange estimate
Organic cotton fibre produced	706,000 tonnes
Share of global cotton production	2.9%

Source: Textile Exchange, Materials Market Report 2025, p.22. Production estimates, not demand or a sales forecast.

Family-farm cotton reaches brands

Cotton purchases reported by VEJA for 2024, sourced from Brazil and Peru.

VEJA’s published figures	2024
Cotton purchased	More than 280 tonnes
Producing families, Brazil and Peru	1,350

Source: VEJA’s cotton sourcing page. Figures concern VEJA’s supply chain; no purchase or partnership with this project is implied.

Knowledge, research and industry

Complementary fields connect local practice with product quality and environmental evidence.

Field of knowledge	Public reference points
Practical agroforestry	Rede Baiana de Agrofloresta
Agriculture and the semi-arid	Embrapa Algodão / INSA
Organic certification	Povos da Mata
Textile technology	SENAI CETIQT

Institutions shown for their publicly described capabilities. This slide does not announce contracts, funding or endorsement.

OCC's route to European textiles

Organic Cotton Colours describes a chain linking Brazilian cotton with manufacturing in Portugal.

Family farming combines cotton with food crops.

Spinning, weaving and garment making connect the fibre with a product.



Value that serves the mission

Better family income. A modest operating surplus intended to maintain and expand the initiative.

01

Ginning

Separate lint and seed.
Record yield and quality.

02

Spinning

Test yarn quality and
practical batch sizes.

03

Weaving

Develop samples that
meet a customer's needs.

04

Sales

Agree price, costs,
delivery and payment.

Carbon finance and continued land care

188 million tCO₂e in credits retired for voluntary purposes in 2025.

An established market context

The volume covers many project types. Retirement records credit use, not project income.

A planned part of the vision

Eligible environmental results could help finance continued land care and family livelihoods.

The route to verified environmental value

The activity, land rights and methodology determine the applicable certification route.

01

Define

Activity, rights, eligibility and baseline.

02

Demonstrate

Monitoring, additionality and independent assessment.

03

Issue and sell

Applicable registry requirements and a buyer.

04

Share net value

Costs, obligations and farmer agreements.

A cycle of support and evidence

The project's strategy: turn initial support into field evidence that can inform further financing.

01

Initial support

Initial fundraising for field work and technical assistance.

02

Document results

Record outcomes, costs and lessons from the field.

03

Seek financing

Present the evidence to potential financiers for assessment.

04

Reach more families

Extend the work as further resources become available.

Evidence that builds confidence

Clear records connect family benefits, the work delivered and the resources supporting it.

FAMILIES

Benefits at home

Household food, earnings after costs and time spent working.

RESOURCES

How support is used

Activities, spending and the initiative's operating balance.

LEARNING

A case for wider reach

Field results and lessons that potential financiers can assess.

A stronger future for farming families

Public and private support can help a social mission take root and reach more families.

**Connect knowledge and support.
Help the social mission grow.**

