

UPL'S STEWARDSHIP SUPPORTS BUSINESS WITH COTTON COMPANIES IN WEST & CENTRAL AFRICA



In W&CA, cotton companies are our direct customers and we sell our crop protection and seed treatment products to these companies through a well-defined tendering process, while also competing with other Companies in this sector. Stewardship training through Applique Bien program is an important part of the service that we give with the product, thus supporting and adding value to our product portfolio.

Each year more than 3,000 people in cotton, as farmers and technicians belonging to a dozen of cotton compagnies distributed in the different countries producing cotton are trained. The training areas include good use of products and sprayers, calibration, personal protective equipments, etc. Trainings are organized with theoretical and practical phases, in local languages to maximize the benefit, minimizing the risk linked to the use of crop protection products.

Movies are very good tools to give the message to our targeted trainees and thanks to our autonomous mobile units (with generator and all the projection material), teams go to the most remote villages to carry the information to farmers.

Our suppliers are also working with us, hand in hand, who conduct training on spraying equipments. Technicians trained on these aspects, further carry the knowledge and skills to the farmers they supervise in their different communities.

This Stewardship approach has been very well appreciated, as it strengthens the link with our customers, and projecting UPL as a reliable technical partner.

S. No.	Countries	Num of people train (2018-2020)
1	Benin	150
2	Burkina Faso	2,262
3	Cameroon	1,662
4	Chad	349
5	Ivory Coast	4,243
6	Mali	1,170
7	Senegal	165
8	Togo	167
	Total	10,168

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Product stewardship helps farmers to optimize efficiency of our crop protection products and providing them with tools to use our products correctly while safeguarding their health and protecting their environment. Thus, our involvement through stewardship is not only leading to adopting Good Agricultural Practices by more and more farmers but also resulting in increase in farmer income through better yields.

In West and Central Africa (W&CA), cotton is our first crop in terms of market potential. This crop represents a surface of 2.84 million of ha, with 1.15 million of farmers in eight countries. W&CA is the third larger exporter corresponding to 12 percent of world export.

UPL is working with cotton companies for several decades supplying crop protection products such as seed treatments, herbicides, insecticides, and bio-solutions etc. to protect cotton from pests and diseases.

Product Stewardship trainings to cotton companies in W&CA deliver the technical and strategic support required for product, to ensure the best potential of product application. We conduct trainings to farmers who are most of the time organized in Cotton farmer Unions, to technicians on ground coordinating with farmers, cotton company employees engaged in storage and warehouses. We also train the R&D managers, technical directors and factory personnel from these cotton companies.

