Managing Supply Chain Integration in Organic Cotton Chains

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Abstract
Some years ago, several case studies on organic cotton supply chains appeared in the green supply chain literature. All of these papers present one particular case, where organic cotton apparel products were introduced. Usually, the analysis centres on a focal company, so the obstacles and solutions this company faced and had to overcome were portrayed. Further, all of the papers were one of approaches, where no follow up has been conducted so far.
The aim of this research is twofold: First, the current status of the previously presented examples is to be evaluated, thereby contributing to a longitudinal perspective. Further, several organic cotton supply chains are compared to each other, providing a cross-case view.
The findings of the empirical research will be discussed against recent developments in the supply chain integration literature. Organic cotton chains and green supply chains in general can thereby be seen as an extreme example, as there is usually the need for integration up to the producer of the raw material, i.e. the cotton farmer.

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