



## PRESENTATION

Session: **Sustainability**

Title: **Overview and Update on the U.S. Cotton Trust Protocol**

Speaker: **Gray Adams**, National Cotton Council, Cordova

Presentations are available in the conference archive: <https://baumwollboerse.de/en/competencies/international-cotton-conference/speeches/>

### Conference Organization

Faserinstitut Bremen e.V., Bremen, Germany. E-Mail: [conference@faserinstitut.de](mailto:conference@faserinstitut.de)

Bremer Baumwollboerse, Bremen, Germany. E-Mail: [info@baumwollboerse.de](mailto:info@baumwollboerse.de)



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# The U.S. Cotton Trust Protocol



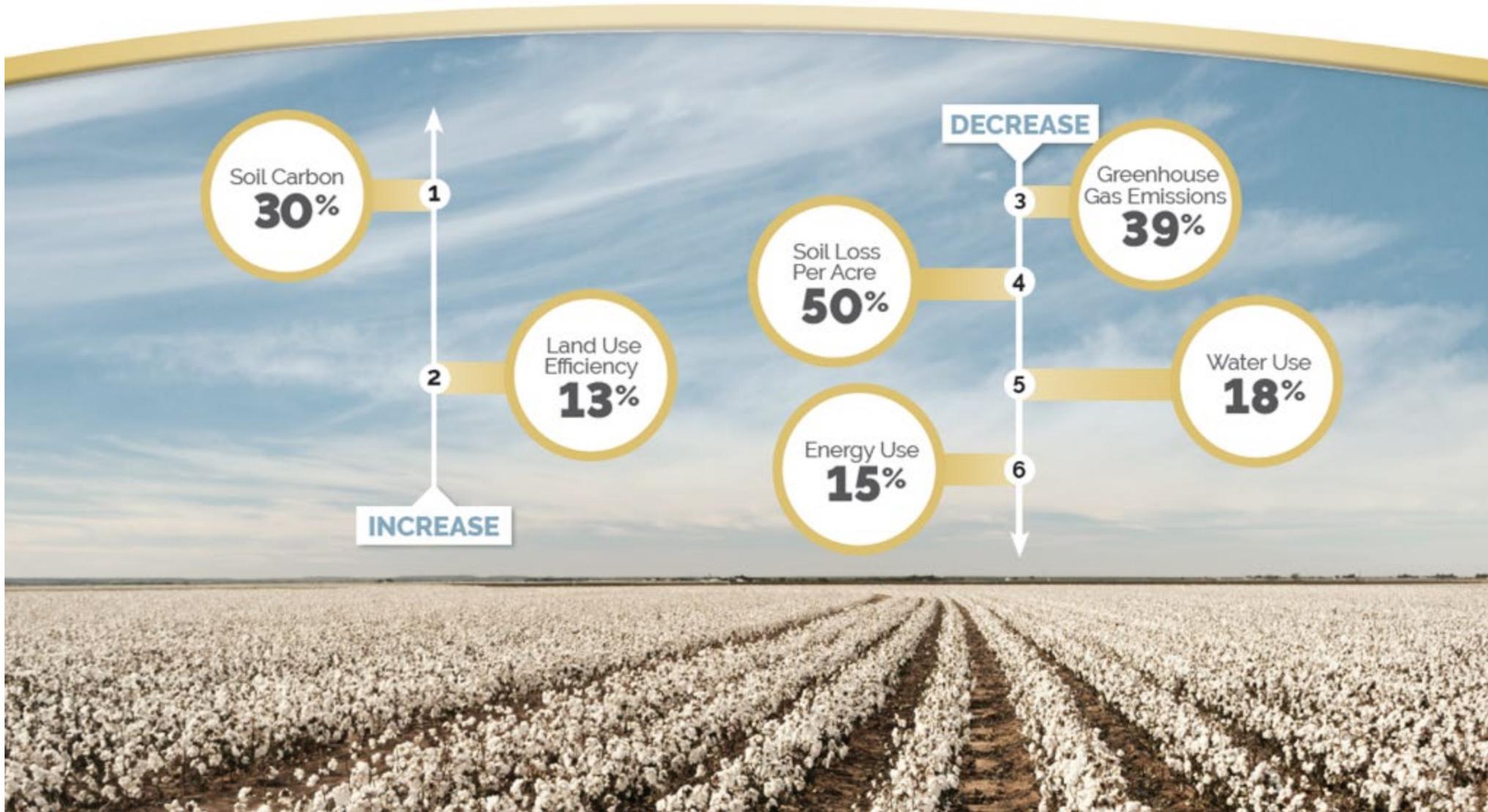


# U.S. Cotton's Sustainability Record

# Impressive track record



# U.S. Cotton's 2025 Sustainability Goals



# Verifying U.S. cotton's credentials

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But evolving attitudes regarding sustainability, the changing priorities among brands, retailers and consumers, and the commitment to climate change all indicate a need for a stronger show of sustainability.

**It is no longer good enough to just do it, we have to prove it, document it and verify our credentials.**

# U.S. Cotton Trust Protocol

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The Trust Protocol proves, measures and verifies U.S. cotton's continuously improving sustainability credentials, giving brands and retailers the critical assurances they need that the cotton fiber element of their supply chain is more sustainably grown with lower environmental and labor risk.

# U.S. Cotton Trust Protocol Objective



*Setting a new standard that brings quantifiable and verifiable goals and measurement of more sustainable U.S. cotton production that drives continuous improvement in key sustainability metrics.*



# Producer Requirements

# Steps of Enrollment

To begin click the Join Now button on the top of our webpage at [www.trustuscotton.org](http://www.trustuscotton.org) and follow the steps below to ensure completion of your registration.

Enrollment is complete in 6 steps:

1. Review and sign the privacy statement
2. Select your gin and marketer
3. Complete your farming profile
4. Complete your self-assessment
5. Commit to continuous improvements that the Trust Protocol has developed and confirm to have your data verified by second- and third-parties
6. Complete your Fieldprint Analysis



# Sample self-assessment questionnaire

## 9 categories with approximately 120 questions

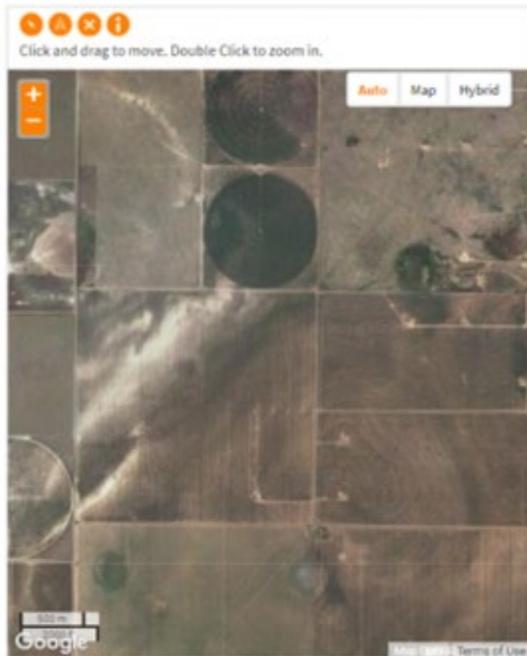
- Regionalized
- Separated for Irrigated and Non-irrigated

## Choices for answers:

- I am in compliance (on required questions)
- I do now on most of my fields
- I am implementing on 1 or more fields
- I will consider in next 3 years
- Not appropriate for my farming operation



# Field to Market's Fieldprint calculator



## Select Active Year for Data

Active Year

2013 — Cotton

## Display Benchmarks

State Benchmarks  
Off  On

National Benchmarks  
Off  On

Field to Market's sustainability metrics allow you to compare your sustainability performance against the Field to Market state and national benchmarks.

# Continuous improvement opportunities

Compare your sustainability performance against the Field to Market state and national benchmarks.

Document and demonstrate your sustainability performance and resource use efficiency.



# Verification is essential



To be robust and accountable in substantiating sustainability claims for U.S. cotton, we've partnered with **Control Union Certification**, one of the most trusted names in 3rd party verification, with expertise in field level data integrity, to conduct our verifications.

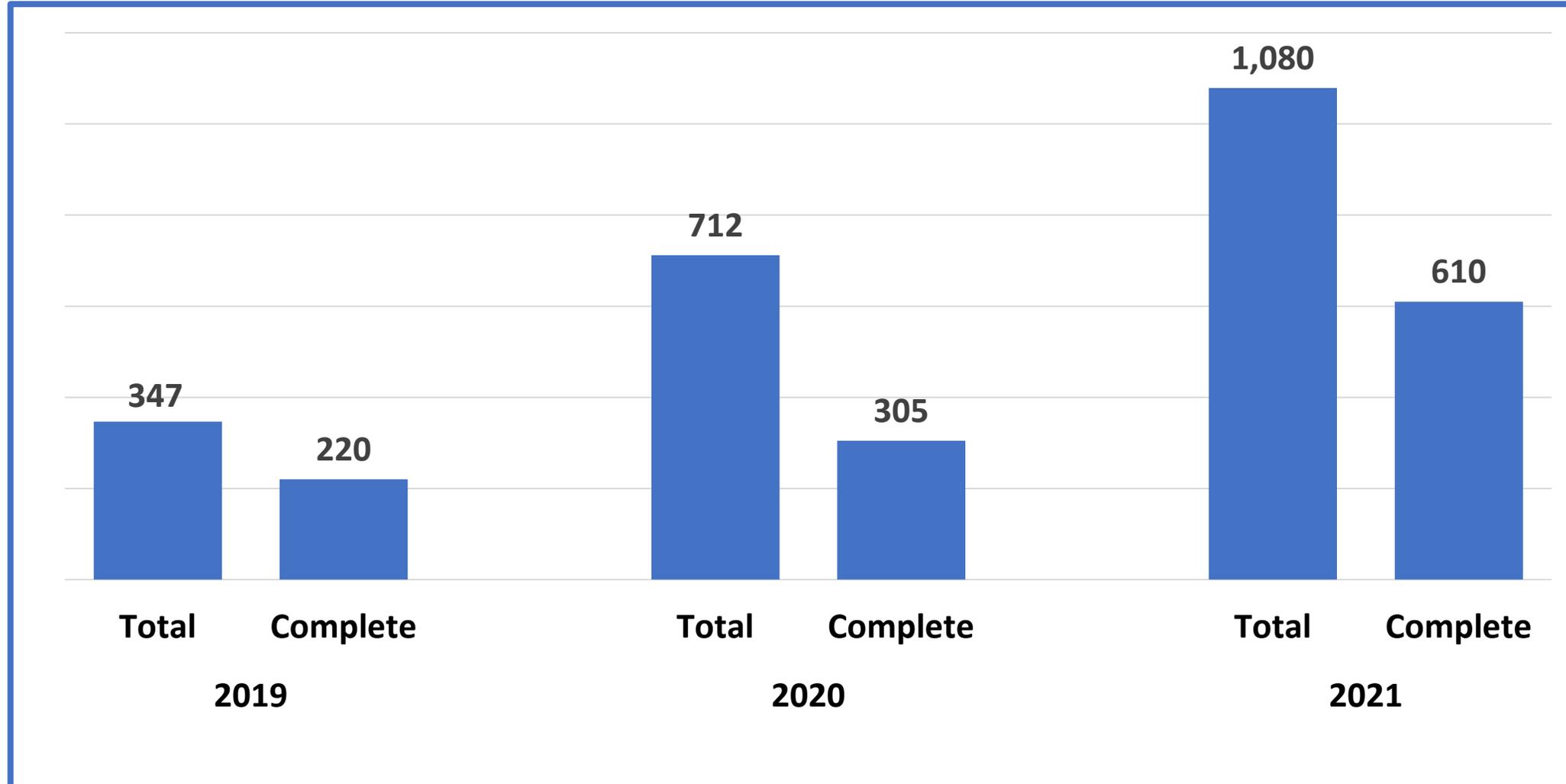
2nd and 3rd party verification serves several purposes:

- Enables us to monitor success
- Ensures the question set remains applicable
- Allows us to understand any gaps between self-declaration and actual data
- And gives brands and retailers critical assurances they need that the cotton fiber element within their supply chain is sustainable



# Enrollment Update

# Grower Enrollment

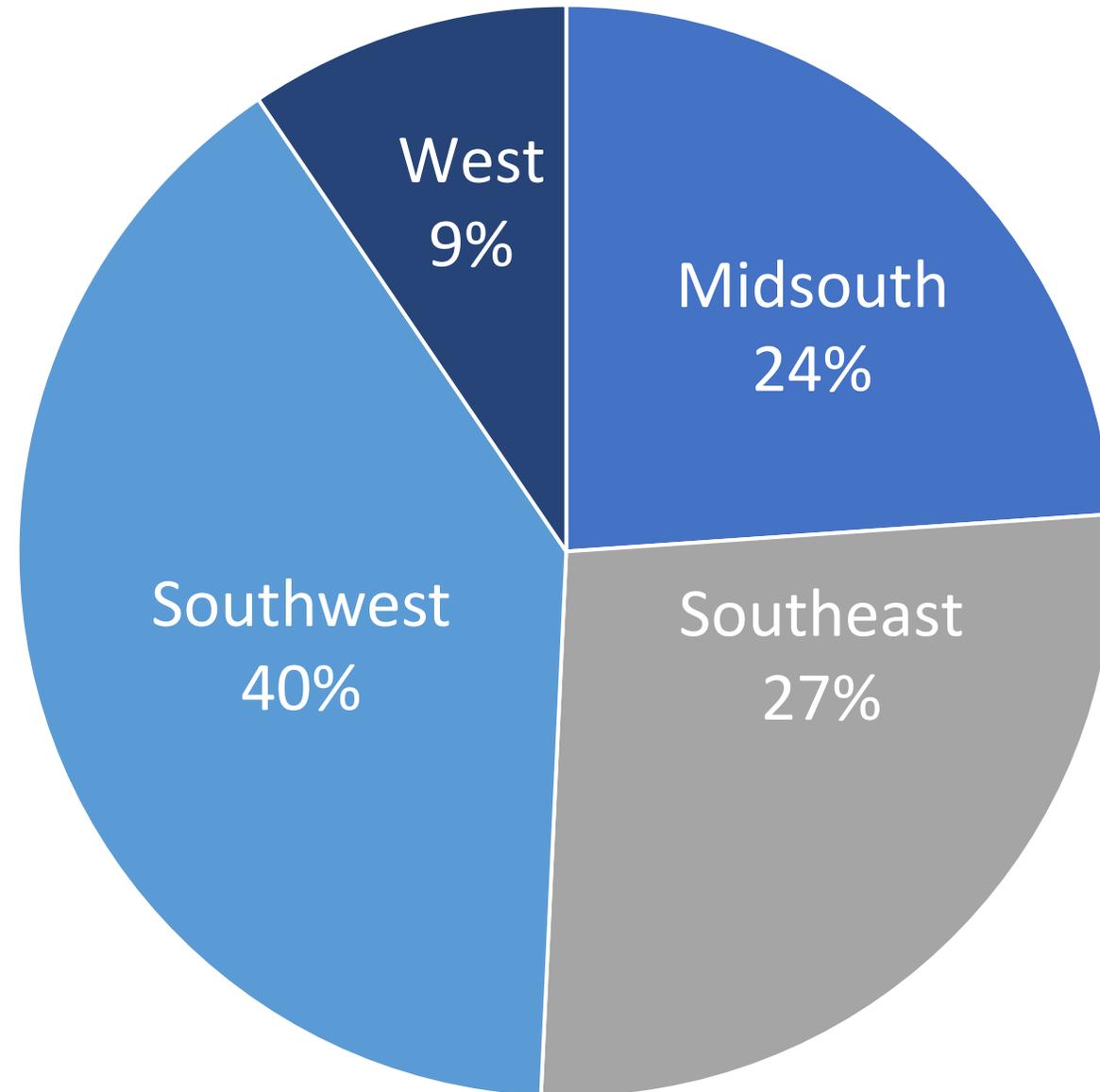


# 2021 Estimated Bale Volume Total



Approximate **2.25M** Bales  
In Process or To Be Uploaded

1M Total Bales in Process



# 900+ Mill Manufacturer Members



TEXHONG  
天虹集团



SAITEX



BROS®

DENIMVILLE



# 30 brand and retailer members

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Gap Inc.



*Madewell*

**NEXT**

J.CREW



**TESCO**



 **ATHLETA**

**LEVI STRAUSS & CO.**



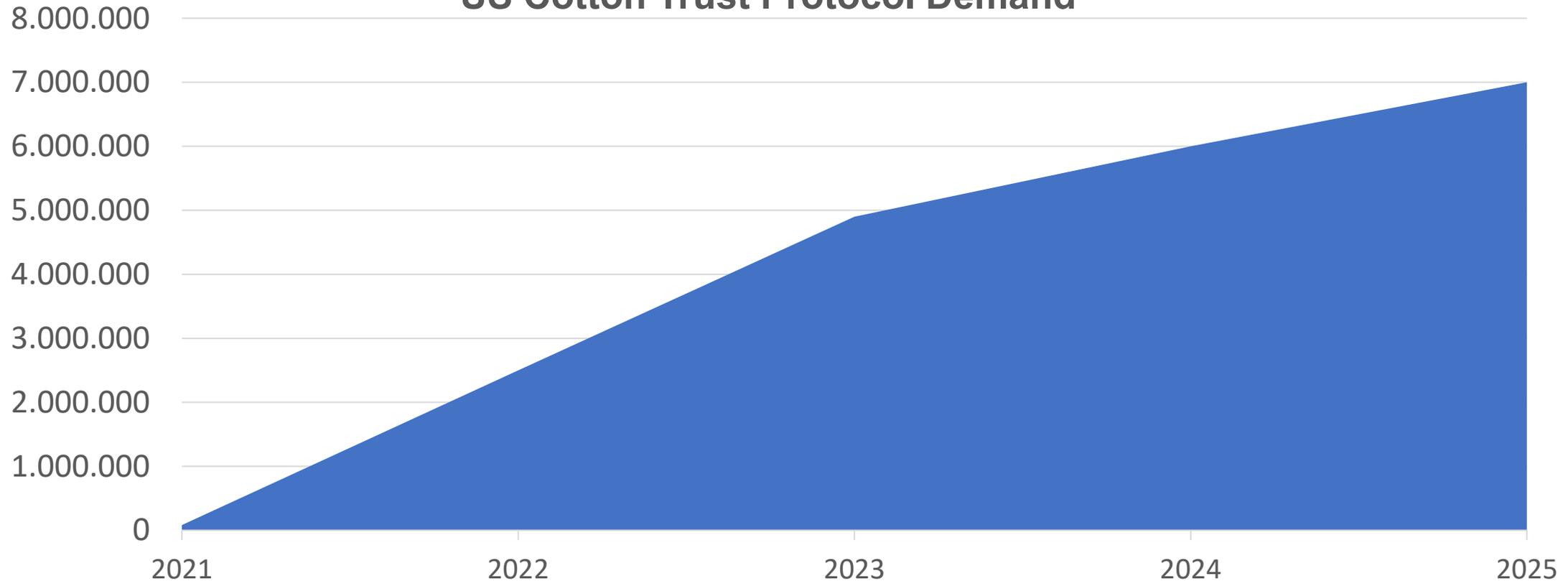
BANANA REPUBLIC

**GAP**

# Demand is Coming

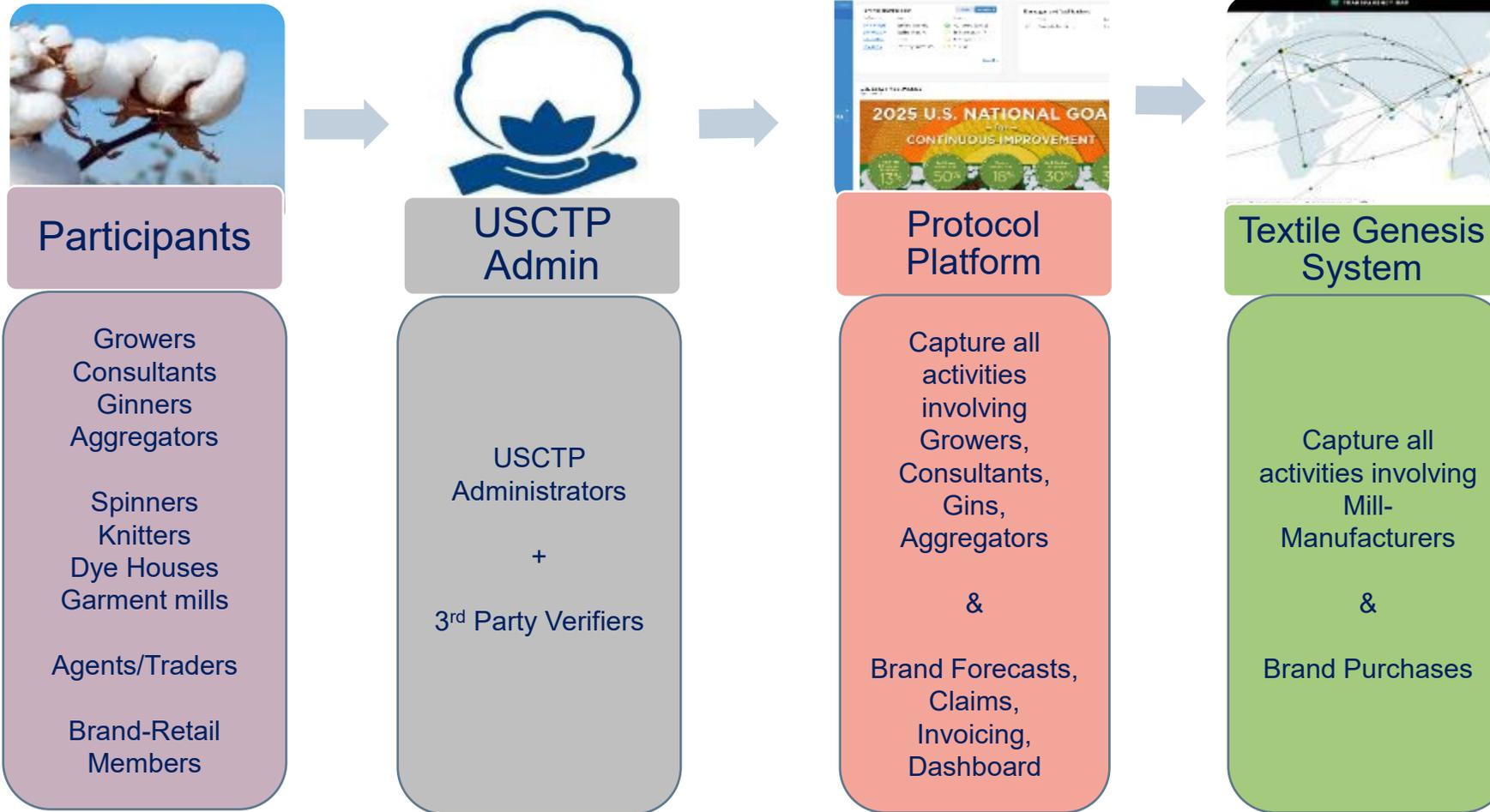


US Cotton Trust Protocol Demand



Over 50% of the brands we have engaged have committed to sourcing sustainable cotton by 2025 and global sources are limited.

# Connecting the Supply Chain.... One Robust Solution - Two Platforms



\* Merchandiser records transactions in Protocol Platform

\* Mills record transactions in Textile Genesis system

# Protocol Consumption Management Solution

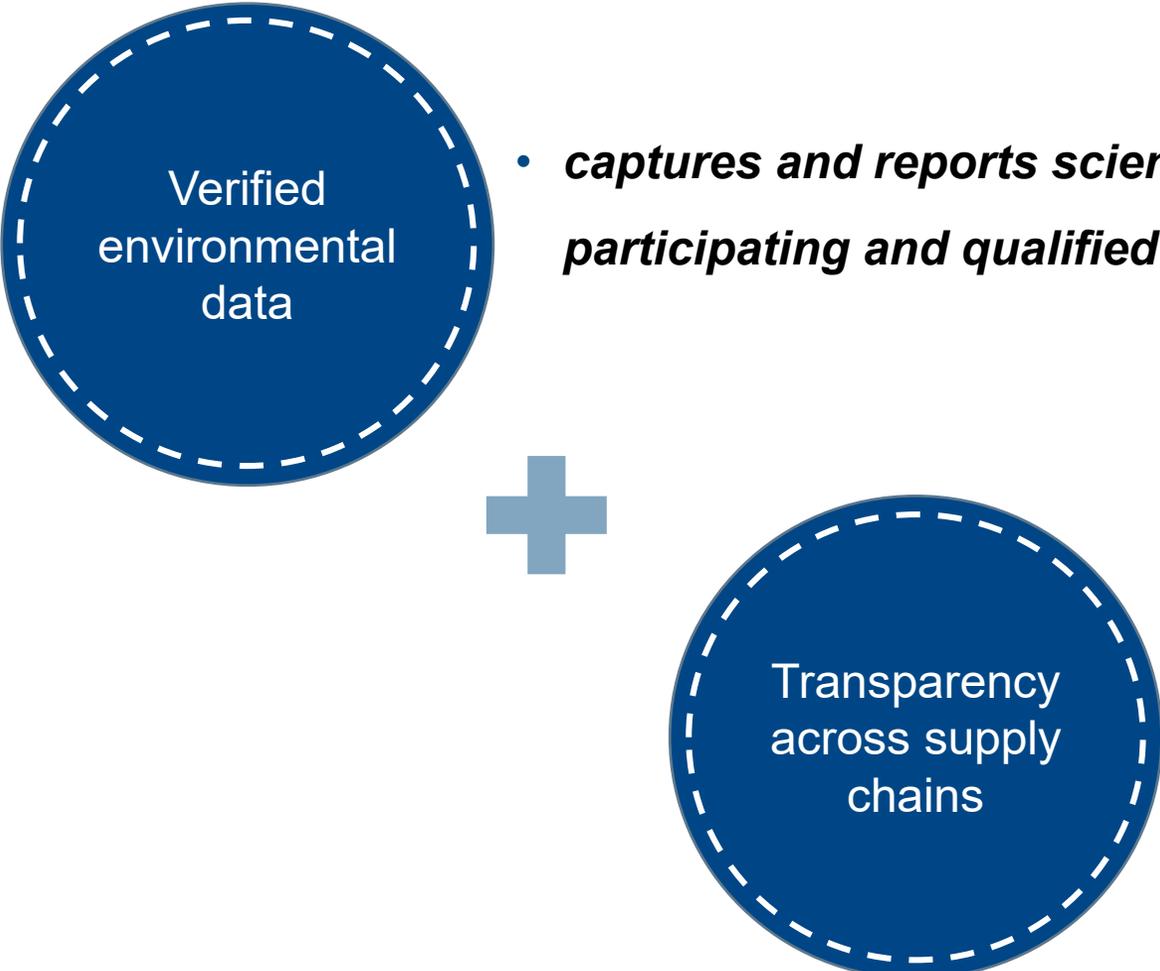


Article-level transparency map showing names and locations of all Trust Protocol mill members in production of goods



# USCTP program does TWO things

- **Delivers environmental data and tracks cotton fibers in supply chains**



Verified  
environmental  
data

- ***captures and reports science-based environmental data from participating and qualified Protocol farms' activities***

Transparency  
across supply  
chains

- ***Tracks US Cotton and Protocol Cotton fibers across supply chains to give brands unprecedented visibility***



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# The U.S. Cotton Trust Protocol

