

INTERNATIONAL
**COTTON
CONFERENCE
BREMEN**

2024



20 – 22 MARCH 2024 | BREMEN PARLIAMENT HOUSE

PRESENTATION

Session:

Keynotes Second Day

Title:

Sustainability – The U.S. Perspective

Speaker:

Nicolas Rubio, Agricultural Counselor U.S. Embassy, Berlin (Germany)

Conference Organization

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37th International
Cotton
Conference,
Bremen

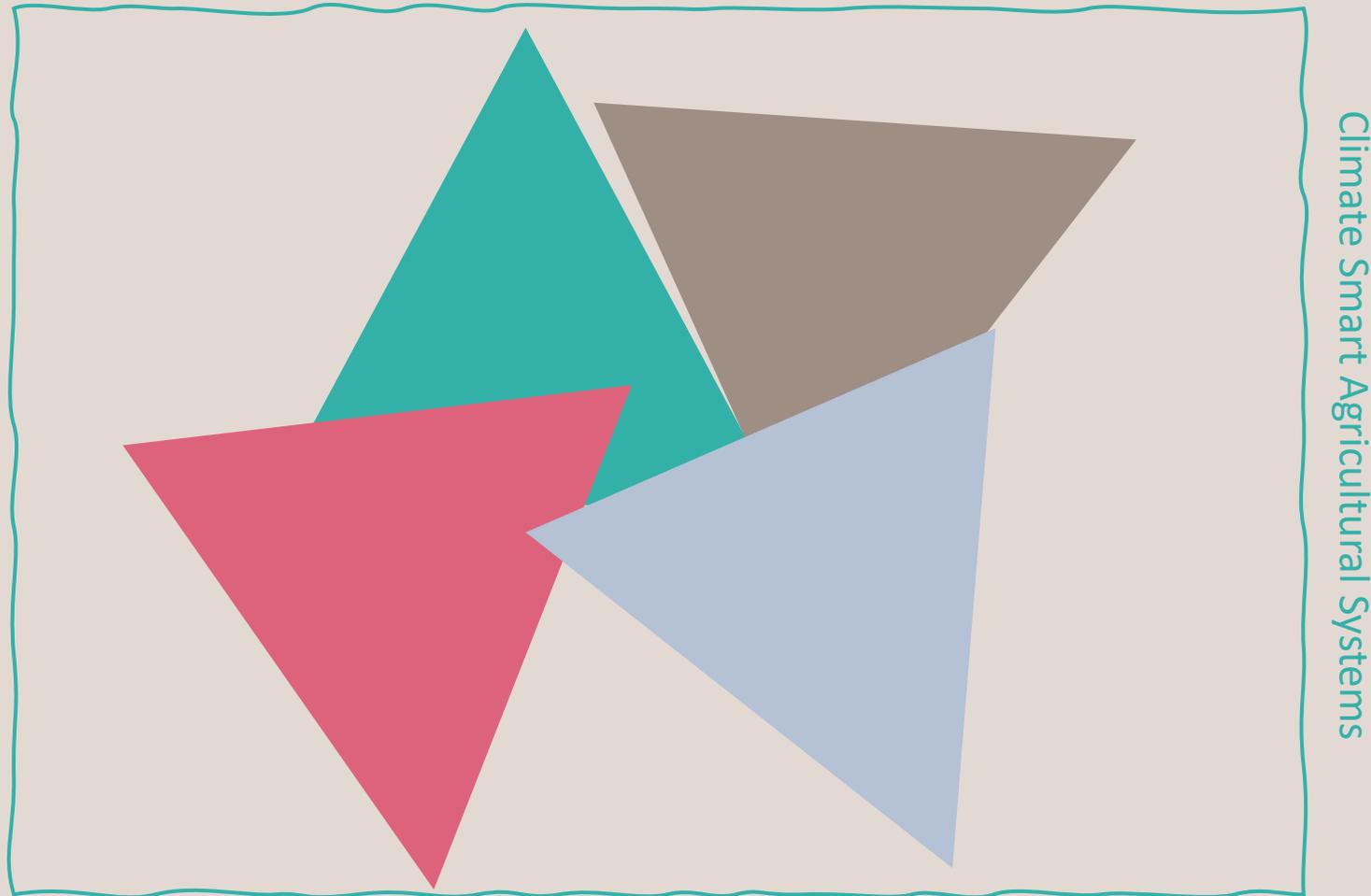


Sustainability – The U.S. Perspective

KEYNOTE

Nicolas Rubio,
Agricultural Counselor
U.S. Embassy Berlin

Many challenges and no one-size-fits-all solution...

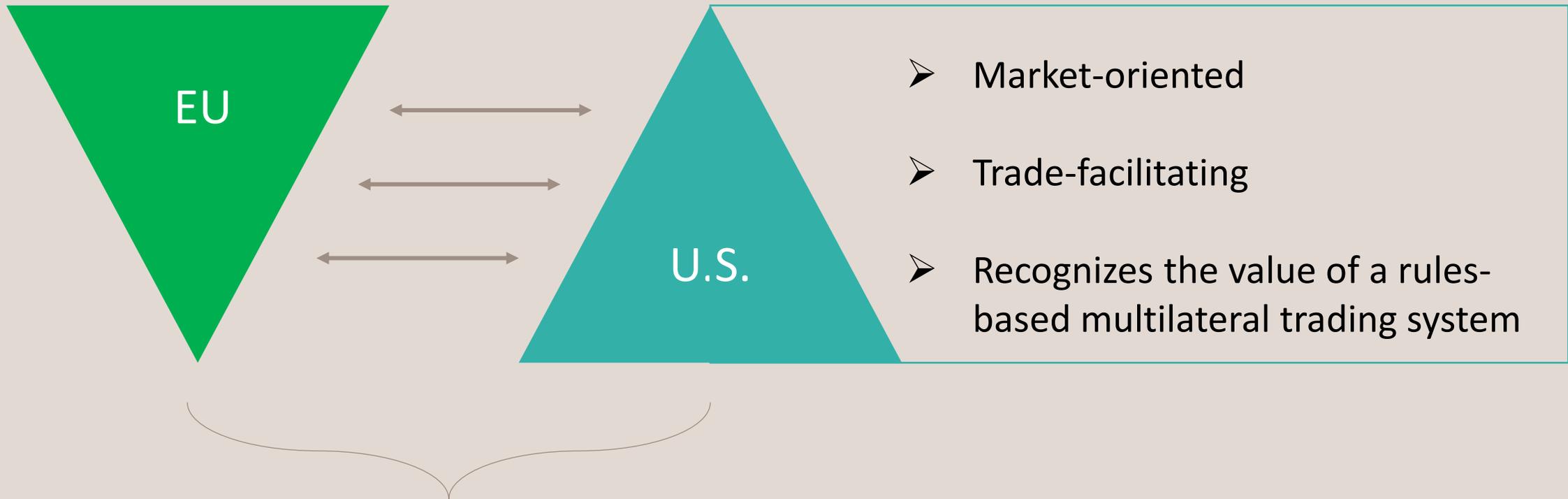


Climate Smart Agricultural Systems

... we're focusing on climate-smart agricultural systems that can adapt to specific contexts.

Increasing Agricultural Sustainability

Similar Goals - Different Approaches



We need to use all tools in the toolbox!

Fast Fashion is out of fashion!

Uncertainties surrounding EU policies



Biodegradable

Renewable

Circular



Will cotton be
labelled
sustainable?

How will the
EU categorize
cotton fibers?

U.S. Leadership in Sustainable Cotton Production



USDA is investing up to 2.8 billion in 70 selected projects for Climate-Smart Commodities.

\$90 million of funding will be allocated to the U.S. Climate Smart Cotton Program.

U.S. Cotton Trust Protocol & Climate Smart Cotton program establish the U.S. industry as a leader in mitigating the impact of climate change.

23 %

Of the entire cotton-grown areas in the U.S. participate

79 %

Reduction in soil loss with yields 12 % greater than the national average.



Thank you!

Please feel free to reach out
to us.

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