



U.S. COTTON TRUST PROTOCOL SUSTAINABILITY

What exactly is the U.S. Cotton Trust Protocol?

The U.S. Cotton Trust Protocol is a voluntary farm-level stewardship program created by the U.S. cotton industry. This program is designed to strengthen our industry's market opportunities by documenting U.S. cotton producers' commitment to sustainable production.

If it's voluntary, then why should you participate?

Here are four good reasons:



Demonstrate your pride

As a U.S. cotton grower, you produce one of the highest quality and most responsibly produced fibers on the planet. Your enrollment will help you show how you're responsible for the success and continual improvement of our industry.



Market access

The U.S. Cotton Trust Protocol will help you market your cotton to the growing number of large brands and retailers that have set firm goals on sustainable cotton sourcing.



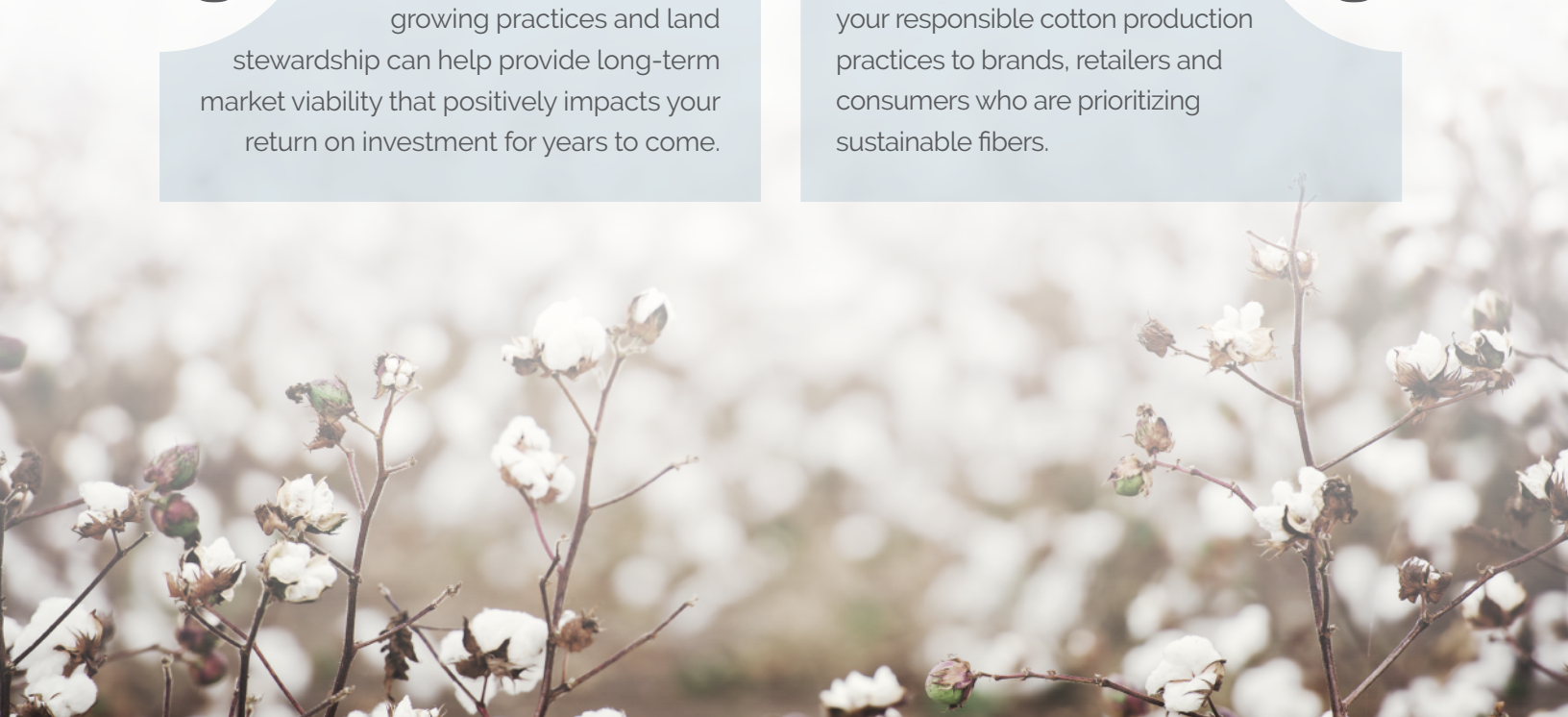
Achieve long-term profitability

Promoting your responsible growing practices and land stewardship can help provide long-term market viability that positively impacts your return on investment for years to come.



Own your narrative

You'll have a platform to highlight your responsible cotton production practices to brands, retailers and consumers who are prioritizing sustainable fibers.



GET INVOLVED

Why does your involvement matter?

U.S. cotton production is among the most sustainable in the world, and your enrollment will help provide aggregate data to prove this to potential buyers. The U.S. Cotton Trust Protocol anonymized survey is the first step in communicating your responsible cotton production practices to brands that are sourcing cotton that's more sustainably produced.

How do I get involved with the U.S. Cotton Trust Protocol?

Visit trustUScotton.org to register and become a participant.

Once you've registered, you'll need to:

- Complete a confidential farm-level survey to outline current and anticipated farming practices. Topics include soil health, nutrient management, water management, tillage, crop protection, harvest preparation and more. The assessment takes approximately 30 minutes to complete and develops a baseline measurement for your farm.
- Use the [FieldPrint Platform](#) or any [qualified data partner](#) that measures key performance indicators on sustainability and efficiency metrics such as energy, water, land use and soil loss.

You are the expert. This is not a prescriptive program and will not attempt to tell you how to farm. By participating in the U.S. Cotton Trust Protocol, you will document the sustainable practices you already have in place and, when possible, the program will provide feedback and resources that may be helpful to your operation.

This program is based on long-term improvement. You will maintain the flexibility to modify your management system to address year-to-year challenges in pests, weather conditions and other factors.

For more information and to get started on your enrollment, visit trustUScotton.org or contact the Executive Director, Ken Burton, at (901) 274-9030 or kburton@cotton.org

