



U.S. COTTON
TRUST PROTOCOL®
Trust in a smarter cotton future

The U.S. Cotton Trust Protocol

The U.S. cotton industry has traditionally led the way in innovation, quality and the responsible growing and sourcing practices. But evolving attitudes regarding sustainability, the likelihood of more aggressive EU textile regulation, and changing priorities among brands, retailers and consumers is threatening our future.



What is the U.S. Cotton Trust Protocol?

The Trust Protocol sets a new standard for more sustainably grown cotton. It will communicate and verify U.S. cotton's leading sustainability practices through sophisticated data collection, independent third-party verification, and commit to a more sustainable cotton future.

The Trust Protocol's cotton sustainability credentials are proven via Field to Market, measured through its proprietary Fieldprint Calculator. We have also taken the added step of verifying our data by using an experienced and trusted third party verification company, Control Union Certifications.

The U.S. Trust Protocol utilizes a "mass balance" credit system for record keeping to audit U.S. Trust Protocol cotton sales.

The Trust Protocol provides **brands and retailers** the critical assurances they need from U.S. cotton as they seek to purchase sustainable cotton.

For **mills and manufacturers**, it provides the transparency in the supply chain that brands and retailers are increasingly demanding.

For **growers**, the Trust Protocol enables them to demonstrate sustainable stewardship and support their drive for continuous improvement.

By becoming a participant in the Trust Protocol, merchants will receive \$0.50 per bale that is created, and more importantly, it creates a competitive advantage to sell your cotton over others'.

Protect our product for the future. Help drive future demand for U.S. cotton by helping your partners.

What do you need from me?

As a fundamental contributor to the U.S. cotton industry, merchants play a critical role in the U.S. Cotton Trust Protocol's success often acting as the vital link between the mills and manufacturers and the aggregators, gins and growers. As member brands and retailers are requesting orders for Trust Protocol cotton, merchants need to know how to source that for the mills and manufacturers.

To fulfill the increasing demand, we need as many growers enrolled in the Trust Protocol as possible to keep supply meeting demand. Our goal is to have 750 to 1000 growers enrolled in the Trust Protocol by the end of 2020, and we need your help to recruit these producers.



Help enroll growers to the Trust Protocol



Assist Trust Protocol growers in completing the Fieldprint analysis



Support growers during the 2nd and 3rd party verification processes



Communicate the benefits and advantages of Trust Protocol cotton to mills and manufacturers



For growers to enroll: Go to <https://trustUScotton.org>
Perform a brief, click by click, self-assessment against the new Trust Protocol standards. The process involves growers answering a series of simple questions in 9 different sustainability categories. The survey should take no more than about 30 to 45 minutes of a grower's time.

Scan here to get a step-by-step demo of how to sign up

What do I get out of the Trust Protocol?

As a member of the U.S. Cotton Trust Protocol, you will be an essential part of the Trust Protocol's ability to show transparency throughout the supply chain and ultimately provide your end users the critical assurances they need to prove that the fiber they source and sell is more sustainable.

By becoming a member, you are ensuring the future demand for U.S. cotton and unlocking a powerful system that gives you an advantage to sell your cotton to mills and manufacturers and meet the needs of brands and retailers.

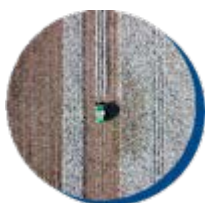
What are the key components of the Trust Protocol?



The Trust Protocol uses a credit system



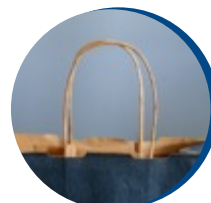
Credits correspond to harvested cotton



Each credit is unique, and combined with the Permanent Baled ID (PBI)



Supply chain transparency through the Protocol Tracking Ticket (PTT)



The end-user finalizes the credit transaction



There will be 2nd and 3rd party verification required

Trust in a smarter cotton future.