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.

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.

What is the U.S. Cotton Trust Protocol?

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, you - merchants and cooperatives - will earn 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.
As a fundamental contributor to the U.S. cotton industry, merchants and cooperatives 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 and cooperatives need to know how to source it for the mills and manufacturers.

You can:

- 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
Perfom 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.

Your Benefits

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.