Mission: To bring quantifiable and verifiable goals and measurement to the key sustainability metrics of U.S. cotton production.

Vision: To set a new standard in sustainable cotton production where full transparency is a reality and continuous improvement to reduce our environmental footprint is the central goal.

Core values: A commitment to U.S. cotton’s legacy of authenticity, innovation and excellence, environmental stewardship, caring of people, and personal and corporate integrity.

Our Theory of Change is based on science based measurement and feedback

**Farm to Fabric**

**Member and Stakeholder contribution**
- Adopting continuous improvement measures to reduce environmental footprint on the field
- Implementing regenerative practices in cotton production
- Sharing farm data to validate progress toward quantifiable and verifiable goals
- Validating supply chain transactions by each member of the value chain
- Consumption of Protocol Equivalent Cotton by brands and retailers

**Grower adoption of production principles and criteria**
- Soil health
- Nutrient management
- Crop health management
- Water management
- Biodiversity
- Farm management
- Worker well-being

**Trust Protocol contribution**
- Measuring and validating environmental impact shared with farmers and stakeholders
- Setting and tracking progress against environmental indicators
- Facilitating supply chain transparency for U.S. cotton
- Sharing sustainable crop growing practices
- Ensuring compliance with responsible labor practices

**Impacts**
- Increased environmental sustainability of U.S. cotton production, in line with climate goals and the development of resilient ecosystems
- Sustainable livelihoods are maintained for growers and their communities, protecting and preserving the fields and farms for generations to come
- Securing the future of U.S. cotton by building market trust in transparent, evidence based, responsible practice

**Outcomes**
- Scaling sustainable agriculture and adaptation to climate change
- Worker well-being is promoted and supported
- Cotton supply chain map available to brands and retailers
- Increased consumer awareness, market reach and uptake of U.S. by brands and retailers
- Increased demand for fiber supports farmer enrollment at scale
- Greater alignment, integration and comparability of cotton sustainability programs

**Outputs**
- Robust field level data linked to farming practices is available for both farmer and stakeholder analysis
- Regulatory protection for worker well-being is enhanced with additional assurance
- Adoption of farm practices aligned to continuous improvement opportunities
- A transparent supply chain for cotton is demonstrated
- Collaboration across the sector to align on common definitions and measurement of cotton impact metrics and interventions
- Brands and retailers up-taking and promoting U.S. cotton as a more sustainable source

**Interventions**
- Engaging farmers in regular, data assured, reporting of field practices
- Obtaining farmer commitment to continuous improvement and adoption of innovative approaches
- Facilitating systemic flow of information through the value-chain
- Aligning of cotton production benchmarking and analysis with industry needs
- Engagement of all stakeholders in creating demand across the supply-chain
- Building industry awareness of environmental impact and improvement opportunities for cotton

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