In a period of ever greater supply chain scrutiny and a growing demand for transparency, the U.S. Cotton Trust Protocol sets a new standard in more sustainably grown cotton.

BRAND & RETAILER MEMBER BENEFITS

The program helps brands and retailers measure and verify sustainability commitments to its customers, to its broader stakeholders, and to itself.

It is the only system that provides quantifiable, verifiable goals and measurement in six key sustainability metrics and article-level supply chain transparency. **Together this represents one of the most ambitious and robust sustainability initiatives available.**

A key principle of the Trust Protocol is safe labor and worker well-being. The Trust Protocol mandates that all federal and state regulations are strictly followed. Furthermore, each grower member must re-enroll every year and re-verify that they are in compliance with all regulations.
Membership in the U.S. Cotton Trust Protocol will provide brands and retailers with:

- Opportunity to claim Protocol Cotton Consumption Units through the Protocol Consumption Management Solution
- Quantifiable, verifiable data against science-based goals for sustainable cotton production
- Article-level full supply chain transparency

- Package for communications, storytelling and marketing
- Support for environmental claims and reporting
- Ability to highlight commitment to continuous improvement regarding environmental impact
- Membership showcased on Trust Protocol website and within communications about the program
- Promotion of the member’s sustainability commitments on social media
- Ability to interact with and learn from Trust Protocol grower members
- Opportunity to hear from experts within sustainable agriculture and cotton production
- Option to participate in strategic external communication opportunities

Learn more and become a member:
trustUScotton.org