



U.S. COTTON
TRUST PROTOCOL®

MILL &
MANUFACTURER

MEMBER BENEFITS

— — — — Evolving attitudes regarding sustainability and changing priorities among brands, retailers and consumers are creating demand for greater sustainability and transparency throughout the entire supply chain.

Research conducted by the U.S. Cotton Trust Protocol found that **61% of brands and retailers say their customer demand has increased for environmentally sustainable business practices and goods** in the last few years.

Launched in 2020, the **U.S. Cotton Trust Protocol was designed to set a new standard in more sustainably grown cotton**, ensuring that it contributes to the protection and preservation of the planet, using the most sustainable and responsible techniques. It is the only system that provides quantifiable, verifiable goals and measurement in six key sustainability metrics and article-level supply chain transparency.

With the increased scrutiny on sustainability, brands and retailers want to ensure what they buy is what they get, with raw material sourcing more important today than ever before. Trust Protocol research found that **raw material sourcing** was the most common response to the question of a brand or retailer's main area of focus in the next 12 months.

Mills and manufacturers who join the Trust Protocol are provided a host of benefits, the biggest being **they can be identified as part of a fully transparent supply chain** and selected by brands and retailers as they look to source U.S. cotton fiber.

In its first year the Trust Protocol welcomed more than 525 mill and manufacturer members from:

- Pakistan
- Bangladesh
- India
- China
- Latin America
- Thailand
- Indonesia
- Vietnam
- Turkey
- Korea
- Japan
- Taiwan
- United States
- Western Europe

The program also added 40 global brands and retailers including:

LEVI STRAUSS & CO. **GILDAN**
Gap Inc. J.CREW *Madswell*

Membership benefits in the U.S. Cotton Trust Protocol for mills and manufacturers include:



Opportunity to be identified as part of a **fully transparent supply chain** and be selected by brands as they look to source U.S. cotton fiber



Access to a **specialized package of technical support** free of charge for members who license U.S. cotton and participate in the Trust Protocol



Ability to use the **Trust Protocol logo and materials** to communicate about sustainability goals



Recognition on the **Trust Protocol website**

Learn more and become a member:

trustUScotton.org