



BRAND &  
RETAILER

# MEMBER BENEFITS

— — — — In today's evolving landscape, responsible sourcing is paramount. As the only system that provides quantifiable, verifiable goals and measurement in six key environmental metrics, the U.S. Cotton Trust Protocol provides brands and retailers with the tools and article-level supply chain transparency to navigate this landscape with confidence.

The Trust Protocol empowers brands and retailers to navigate responsible sourcing with robust supply chain traceability, transparency, and verifiable environmental data.

**Supply Chain Traceability:** Strengthen your supply chain with unparalleled visibility into your cotton's origin and journey to finished product. Confidently verify the origin and amount of U.S. Cotton or Protocol Cotton in your products.

**Verified Environmental Data:** Access quantifiable, verifiable field-level data against science-based goals for responsibly grown cotton. This data helps support corporate reporting and on-product marketing, measure progress, and demonstrate your commitment to continuous improvement.

## — — — — **Membership** in the U.S. Cotton Trust Protocol will provide brands and retailers with:

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### **Traceability:**

- **Comprehensive Technology Access:** Gain full access to our technology platforms, empowering you to track and verify your responsible cotton sourcing throughout the supply chain.

### **Environmental Data:**

- **Support Transparency & Corporate Reporting:** Meet increasing demands for transparency and sustainability reporting with ease. The Trust Protocol empowers informed decision making with data-driven insights to measure progress, set ambitious goals, support corporate reporting, and facilitate responsible brand and product marketing.
- **Collective Impact & Continuous Improvement:** Be part of a collaborative effort to transform the cotton industry, working alongside like-minded organizations committed to sustainability. Benefit from our continuous improvement model, ensuring you stay at the forefront of sustainable sourcing practices and adapt to evolving industry standards.

### **Communications:**

- **Communicate Effectively:** Leverage a comprehensive toolkit, brand visibility on our platforms, expert insights, strategic communications opportunities, and exclusive data to effectively communicate your commitment to sourcing responsible cotton.
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Brand and retailer members pay an annual membership fee based on their total cotton consumption. A variable Volume Based Fee is also included based on claimed PCCUs.

**Visit our website** to learn more  
about member benefits and pricing.

**TrustUSCotton.org** 