



U.S. COTTON
TRUST PROTOCOL®

BRAND &
RETAILER

MEMBER BENEFITS

— — — — 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.

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 Consumption Units through the **Protocol Consumption Management Solution**



Quantifiable, verifiable program level data against science-based goals for sustainable cotton production



Article-level full **supply chain transparency**

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- Toolkit for communications, storytelling and marketing
 - 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
 - Opportunity to hear from experts within sustainable agriculture and cotton production
 - Option to participate in strategic external communication opportunities
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— — — — **Learn more** and become a member:

trustUScotton.org 