A practical introduction to regenerative cotton through the U.S. Cotton Trust Protocol



Regenerative cotton is generating growing interest across the textile industry.

Brands are looking for ways to support farming practices that strengthen soil health, improve resilience and contribute to the long-term sustainability of agricultural systems. At the same time, they are seeking solutions that can be sourced at commercial scale and supported with credible evidence.

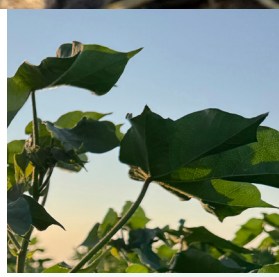
U.S. Regen™ was developed to help meet that need.

What is U.S. Regen™?

U.S. Regen™ is regenerative cotton grown under the U.S. Cotton Trust Protocol.

It builds on the foundation of the U.S. Cotton Trust Protocol and adds regenerative requirements designed to support positive outcomes for soil, water, biodiversity and farm resilience.

Growers must first qualify as U.S. Cotton Trust Protocol members and then meet additional regenerative program requirements.



What makes U.S. Regen™ different?

U.S. Regen™ combines several elements that brands increasingly need:

- Verified U.S. origin
- Regenerative farming practices
- Data-backed environmental measures, including soil health, water, biodiversity and carbon-related outcomes
- Measurable outcomes
- Independent verification
- Traceability
- Availability at commercial scale

The result is a regenerative cotton solution that is practical, credible and supported by measurable evidence.

Traceability and verification

Traceability works alongside measurement and verification, helping brands connect regenerative claims with real-world data and outcomes.

Every bale entering the program carries a unique Permanent Bale Identification (PBI) number.

These bales are authenticated by the USDA and tracked through the supply chain, providing confidence in the origin and status of the cotton.





Why scale matters

Many regenerative cotton programs operate at a small scale.

U.S. Regen™ is designed to help brands source regenerative cotton in volumes that support real business needs.

This allows regenerative cotton to move beyond limited collections and into broader sourcing programs.

Supporting growers

At the center of U.S. Regen™ are growers making long-term investments in their land.

Many are multi-generational farming operations focused on protecting the productivity, resilience and future of their farms.

When companies choose U.S. Regen™, they are helping support that work while strengthening confidence in their supply chains.



Three Cotton Solutions Through the U.S. Cotton Trust Protocol

Not every brand has the same sourcing priorities.

The U.S. Cotton Trust Protocol offers three U.S. cotton solutions built on the same foundation of quality, consistency and verified U.S. origin.

If Your Priority Is...	Cotton Solution	Provides
Country-of-origin assurance	Tracked U.S. Cotton	▪ Verified U.S. origin ▪ Bale authentication ▪ Sourcing confidence ▪ Traceability support
Environmental performance and sustainability reporting	Protocol Cotton	▪ Verified U.S. origin ▪ Participation in the U.S. Cotton Trust Protocol ▪ Environmental measurement ▪ Sustainability data and reporting support
Regenerative sourcing	U.S. Regen™	▪ Verified U.S. origin ▪ Regenerativeprogram requirements ▪ Measurableoutcomes across soil health, water, biodiversity and carbon-related measures ▪ Traceability ▪ Grower-centered regenerative sourcing

One Foundation

All three solutions are built on the same foundation:

- U.S. cotton quality
- U.S. cotton consistency
- Verified origin
- Supply chain confidence

Find out more

Get in touch with one of the Field Partners to find out more and shape your solution.

trustuscotton.org

Support

Brands can have direct access to a Field Partner.

U.S. Regen™ Frequently Asked Questions

What is U.S. Regen™?

U.S. Regen™ is regenerative cotton grown under the U.S. Cotton Trust Protocol.

How is it different from Protocol Cotton?

Protocol Cotton is sourced from growers participating in the U.S. Cotton Trust Protocol and supported by environmental measurement and continuous improvement.

U.S. Regen™ builds on that foundation and includes additional regenerative requirements.

Is U.S. Regen™ traceable?

Yes.

Every bale is authenticated through a unique Permanent Bale Identification number verified through the USDA, and U.S. Regen™ cotton is traceable to the finished product.

How does U.S. Regen™ help protect the integrity of claims?

Through traceability, verified PBI, annual measurement data, third-party validation and a dedicated U.S. Regen™ fiber coin that helps ensure regenerative outcomes are clearly attributed and safeguards against double counting.

Can you trace a T-shirt back to a single farm?

Cotton is typically blended during manufacturing.

As a result, finished products often contain cotton from multiple bales and multiple farms.

The U.S. Cotton Trust Protocol provides verification and confidence in origin, program participation and regenerative status throughout the supply chain.

How is U.S. Regen™ verified?

The program combines grower participation requirements, data collection, measurement and verification processes designed to support credible sourcing claims. This includes measurable outcomes across soil health, water, biodiversity and carbon-related measures, helping brands move toward evidence-based sustainability claims.

How much U.S. Regen™ is available?

U.S. Regen™ has been designed around commercial-scale availability rather than limited pilot volumes.

Why does the program focus on growers?

Healthy agricultural systems depend on the long term success of farming operations.

The program is designed to support growers who are investing in regenerative practices while helping brands access credible regenerative cotton sourcing options.

Why doesn't regenerative agriculture look the same on every farm?

The strength of regenerative agriculture lies in its flexibility. What works on one farm may not be right for another. Instead of prescribing the same practices everywhere, regeneration encourages growers to adopt approaches suited to their land and measure success through the outcomes they achieve. The focus is not on following a checklist. It is on delivering meaningful improvements over time.

How can brands buy U.S. Regen™?

Brands can work with participating merchants, mills and manufacturers within the U.S. Cotton Trust Protocol supply chain.

Get in touch with one of the Field Partners to find out more.