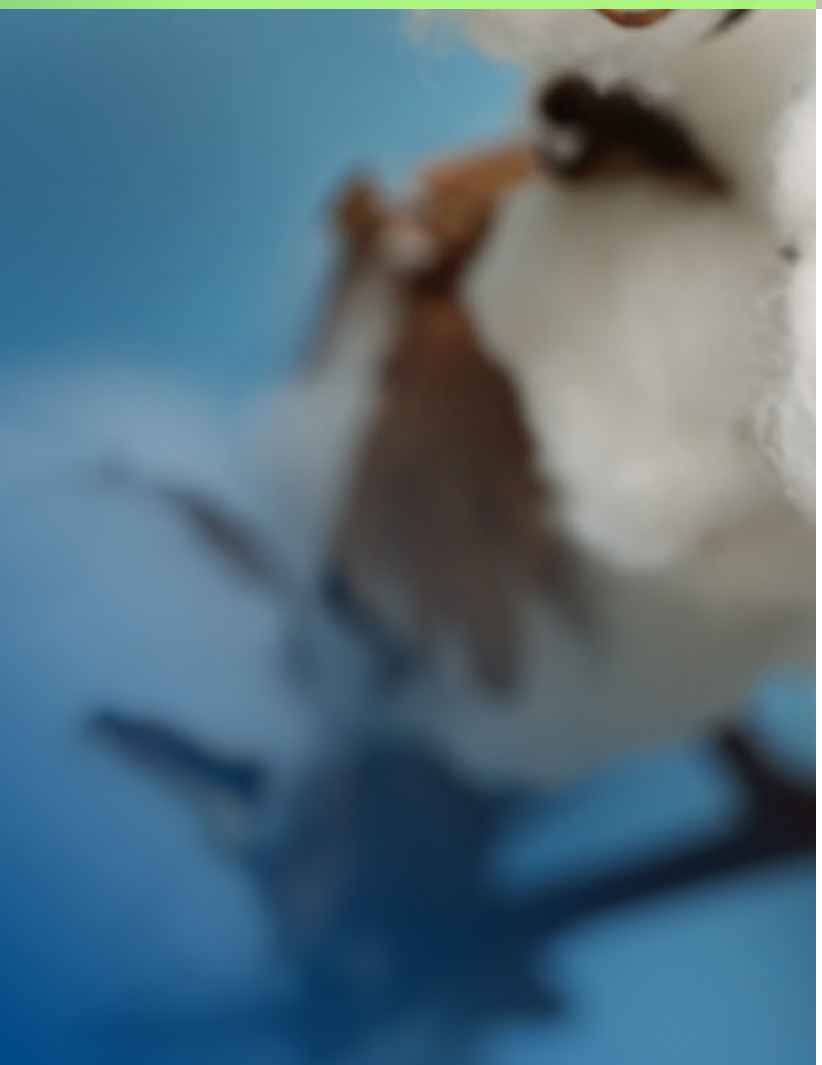


Shaping the Future of Regenerative U.S. Cotton

A founding brand opportunity through the U.S. Cotton Trust Protocol



Regenerative U.S. cotton at scale. Available today.

The U.S. Cotton Trust Protocol is inviting brands to help shape the next chapter of regenerative cotton.

U.S. Regen™ has been developed to bring together regenerative practices, measurable outcomes, verified U.S. origin, traceability and grower value within a single program framework. It is built on the U.S. Cotton Trust Protocol, with regenerative and carbon assurance, measurement across soil health, biodiversity and water, and traceability through Permanent Bale Identification (PBI) and dedicated fiber tracking.

This is an opportunity to help demonstrate that regenerative cotton can be credible, data-packed, scalable and grounded in measurable outcomes and the realities of farming and supply chains.



01. A Different Kind of Regenerative Cotton Opportunity

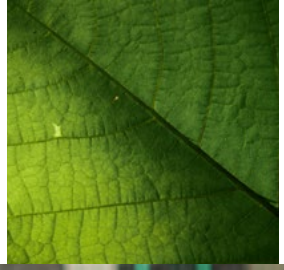
Regenerative agriculture has become one of the most important conversations in apparel, textiles and agriculture.

For brands, the opportunity is clear: source cotton in a way that supports healthier soils, more resilient farming systems and stronger long-term supply chains. But the challenge is equally clear. Many regenerative cotton programs remain limited in scale, difficult to verify or disconnected from the commercial volumes brands actually need.

U.S. Regen™ was created to help address that gap.

Grown under the U.S. Cotton Trust Protocol, U.S. Regen™ is designed to offer regenerative U.S. cotton at meaningful scale, supported by traceability, measurable outcomes and grower participation. The U.S. Cotton Trust Protocol communications recommendations identify scale and availability as one of the core differentiators, with regenerative U.S. cotton available at the scale brands actually buy.

This is not a pilot positioned as a future possibility. It is a practical pathway for brands ready to engage with regenerative cotton through an established U.S. cotton program.



02. Why this Moment Matters

As expectations continue to rise from customers, investors and regulators, brands increasingly need more than sustainability commitments. They need evidence. The ability to understand where cotton came from, support claims with measurable outcomes and demonstrate progress through real-world data is becoming increasingly important.

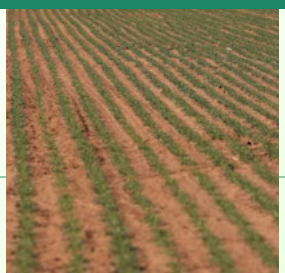
At the same time, sourcing teams need solutions that are commercially workable. Regenerative cotton must be more than a story. It needs to be available, traceable, measurable and able to move through real supply chains.

U.S. Regen™ brings those needs together through the U.S. Cotton Trust Protocol. The program is designed around regenerative practices and measurable outcomes, including soil health, biodiversity, water and carbon, and is supported by data, technology and third-party validation.

For brands, this creates an opportunity to move beyond intent and toward practical participation in a regenerative cotton model that can scale.



Brands need more than sustainability commitments. They need evidence.



03.
Why U.S. Regen™

U.S. Regen™ is regenerative U.S. cotton grown under the U.S. Cotton Trust Protocol, built on regenerative practices and outcomes, traceability and supported by measurable evidence.

It builds on the foundation of the U.S. Cotton Trust Protocol and adds regenerative requirements designed to support positive outcomes for the land, growers and supply chain.

What makes U.S. Regen™ different is the combination of four elements:



Scale and availability

U.S. Regen™ is designed around cotton volumes that can support commercial sourcing needs, not just small test programs. The communications recommendations identify “regenerative cotton at the scale you actually buy — available now, not someday” as a core message.

Measurable outcomes

The program is built around both regenerative practices and measurable outcomes related to soil health, water, biodiversity and carbon-related measures. Rather than relying solely on practice adoption, U.S. Regen™ is designed to help demonstrate progress through data, measurement and verification, creating a stronger foundation for sustainability communications and stakeholder engagement.

Proof and traceability

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.

Grower value

The opportunity is not only about fiber. It is also about recognizing the growers and communities doing the work on the ground. The recommendations identify grower value-share, funds routed to producers and grower profitability as central to the grower-centric pillar.

For brands, the opportunity is not simply access to regenerative cotton. It is access to regenerative cotton that can be supported by measurable evidence, at scale.

04.
Why Growers Matter

The future of regenerative cotton begins on the farm.

Across the United States, growers are investing in practices intended to improve the long-term health and productivity of their land. For many, this work is connected to family farms, local communities and the ability to keep producing cotton for future generations.

Every farm is different, shaped by its soils, climate, crops and local conditions. Rather than following a fixed checklist of practices, growers can choose the approaches that make the most sense for their land, while demonstrating measurable progress through outcomes such as soil health, water stewardship and biodiversity.



Support the growers making long-term investments in the land, creating benefits that flow from farm to supply chain to brand.

U.S. Regen™ is designed to connect brand demand with those efforts.

When brands choose U.S. Regen™, the value extends beyond the fiber itself. It helps recognize and support the growers making long-term investments in the land, creating benefits that flow from farm to supply chain to brand. This reflects the agreed communications direction that value should flow back to growers and that grower profitability should remain central to the program.

For founding brands, this is an opportunity to support a model where regenerative cotton is not treated only as a sourcing attribute, but as part of a broader value chain.

05. How Traceability Supports Confidence





This matters because brands need confidence that regenerative cotton entering the program is identified, authenticated and supported by program controls.

It is designed to support accurate reporting and claim integrity through traceability and safeguards against double counting.

It also helps create the evidence base needed for credible communication. The goal is not to overcomplicate the story. It is to make clear that U.S. Regen™ combines regenerative criteria, measurable outcomes and traceability within the U.S. Cotton Trust Protocol framework.

Traceability is one part of the larger program architecture. It works alongside grower participation, measurement, verification and supply chain engagement to provide brands with a clearer understanding of the cotton they are sourcing.

Traceability is central to the U.S. Regen™ proposition.



06. What Founding Brands Will Help Shape

Founding brands will have the opportunity to engage early as U.S. Regen™ develops and moves into market.

This is not simply an invitation to buy a new fiber. It is an opportunity to help shape how regenerative U.S. cotton is understood, communicated and scaled across the industry.



Founding brands may help inform:

- How regenerative cotton is positioned with consumers, customers and internal stakeholders.
- What information brands need to support claims and communications.
- How traceability, measurement and grower value are explained clearly.
- How U.S. Regen™ can be integrated into sourcing conversations.
- How the program can support both immediate adoption and longer-term market development.

The communications recommendations identify the need for brand-facing business materials, a founding-brand prospectus and a claim-led one-pager that helps brands understand what claim they are trying to make and how that maps to different program options.

Founding brand participation can help ensure these tools are grounded in real brand needs.

07. What Founding Brands Receive

Founding brands will be part of the first wave of companies helping advance U.S. Regen™ in market.



Participation is expected to provide access to:

Early program engagement

Opportunities to engage with the U.S. Cotton Trust Protocol team as U.S. Regen™ develops and as brand-facing materials, claims guidance and market education are refined.

Clearer sourcing pathways

Support in understanding how U.S. Regen™ can be sourced through the U.S. Cotton Trust Protocol supply chain and how it fits within the broader portfolio of U.S. cotton solutions.

Traceability and claims education

Access to educational materials that explain traceability, program verification, regenerative outcomes and the appropriate use of claims.

Grower-centered storytelling

Opportunities to connect U.S. Regen™ sourcing with grower stories, stewardship and the value created at farm level. The recommendations identify grower profiles, social cuts and field-photo content as part of the storytelling layer.

Thought leadership participation

Opportunities to contribute to a broader conversation about how regenerative cotton can be scaled responsibly, credibly and practically.

08. The Role of the U.S. Cotton Trust Protocol

It brings together program participation, measurement, traceability and supply chain engagement in a way that allows regenerative cotton to be positioned within a broader, established framework.





The U.S. Cotton Trust Protocol provides the foundation for U.S. Regen™.





The recommendations emphasize that U.S. Regen™ is built on the U.S. Cotton Trust Protocol plus regenerative and carbon assurance, with practices and measurable outcomes measured and monitored through data and technology.

That foundation matters.

It means brands are not being asked to engage with a standalone concept. They are being invited into a program connected to existing U.S. cotton infrastructure, grower participation and supply chain relationships.

U.S. Regen™ is the next step in that evolution.



09. Join the First Wave

The regenerative cotton market is still being shaped.

The choices brands make now will influence how the market develops, what kinds of programs gain traction and whether regenerative sourcing can move from limited pilots to credible scale.

U.S. Regen™ offers a practical way to engage.

Within the U.S. Cotton Trust Protocol, it brings together:

- **Regenerative Practices**
- **Measurable Outcomes**
- **Soil Health**
- **Water**
- **Bio-diversity**
- **Carbon-related Measures**
- **Traceability**
- **Grower Value**
- **Commercial-scale Availability**



Most importantly, it gives brands an opportunity to participate in a model that is built not just on regenerative ambition, but on measurable evidence.

A Founding Brand Opportunity Through the U.S. Cotton Trust Protocol

Find out more

To learn more about becoming a founding brand participant in U.S Regen™, please contact the U.S Cotton Trust Protocol team or one of our Field Partners.

trustuscotton.org

