Why Regenerative Cotton Matters

From responsible to regenerative: The next step for U.S. cotton

U.S. cotton growers have long been stewards of their land. For many, farming is a family endeavour passed from one generation to the next, creating a deep commitment to the long-term health of the land they farm.

Regenerative cotton builds on that tradition of stewardship, using practices that strengthen soil health, improve water retention and help farmland become even more productive and resilient season after season. By working with natural systems, growers can support the future of their farms, their communities and the brands that choose U.S. cotton.



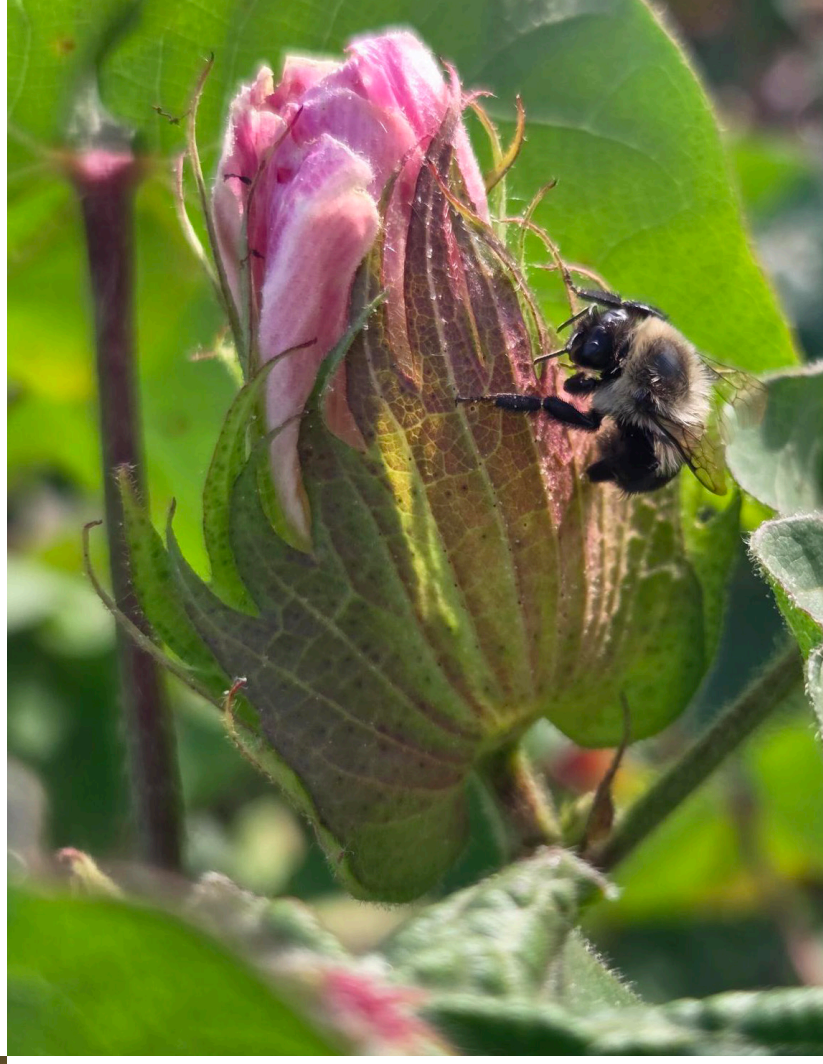
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ADJECTIVE

What “regenerative” really means

Regenerative cotton is grown using farming practices that restore the living system beneath our feet: cover cropping, reduced tillage, keeping living roots in the ground, and bringing biodiversity back to the field. What sets it apart is that it is judged on measurable outcomes, not just intentions: healthier soil, cleaner water, more biodiversity, and carbon drawn down into the ground.





Regenerative agriculture is not a one-size-fits-all approach. 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.

Set apart by measurable outcomes



Why it matters



Water that stays where it's needed

Soil with living roots and cover absorbs rainfall instead of shedding it. That means less runoff and erosion, and more resilience through dry spells—a direct benefit in cotton-growing regions.

Healthier soil

Healthy soil behaves like a living sponge—richer in organic matter, better at holding water, and more fertile year after year. Rebuilding it is the foundation everything else rests on. Keeping it covered also protects a valuable resource, reducing soil lost to wind and water.

Biodiversity and a healthier landscape

Crop rotation, cover crops and protected habitat bring life back to the field—from the microbes in the soil to the pollinators above it—making the whole system more resilient.

A carbon contribution

Farming this way helps move carbon out of the atmosphere and store it in the soil, strengthening the positive role that well-managed cotton farmland can play in supporting climate resilience.

Stronger farming communities

Regeneration puts growers at the center. Done well, it supports farmer livelihoods and rewards the people investing in the long-term health of the land. For many U.S. cotton-growing families, that means making decisions today that help ensure their farms remain productive and resilient for future generations. It also supports fair, safe working conditions and helps keep rural communities strong.



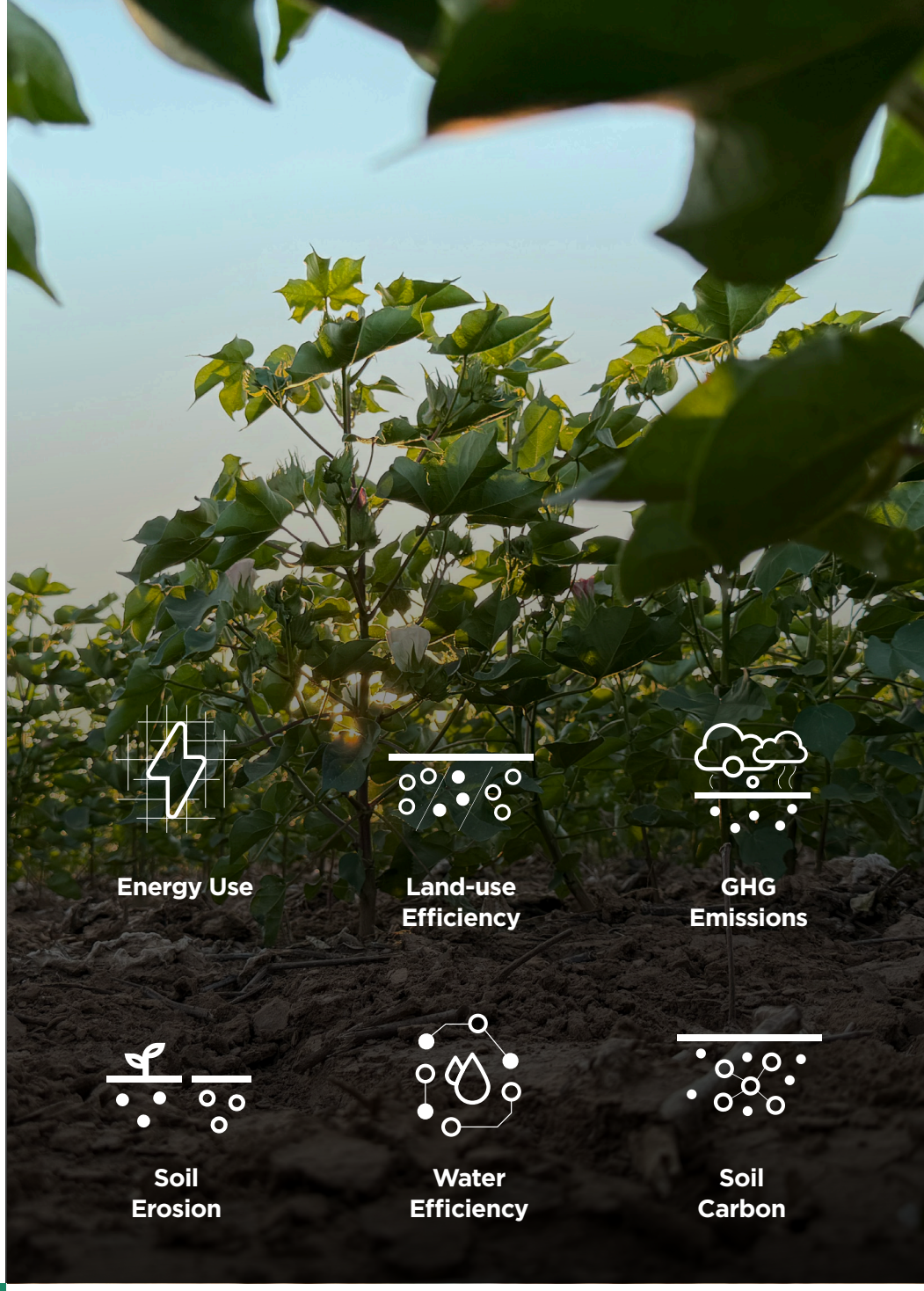
Why it matters for brands

Regenerative cotton is more than a feel-good story.

Healthy, resilient farmland means a more secure long-term supply of consistent, high-quality U.S. cotton, and keeping U.S. farms viable helps ensure that supply remains available for the brands that depend on it.

Regenerative practices can also deliver measurable environmental benefits. Healthier soils can hold more water, support more biodiversity and help store carbon in the ground, contributing to more resilient farming systems over time.

And as expectations continue to rise from customers, investors and new regulations, brands increasingly 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.



The U.S. Regen™ advantage

U.S. Regen™ bridges the gap between environmental goals and verifiable proof. Built on the U.S. Cotton Trust Protocol, it combines regenerative practices and measurable outcomes, including soil health, water, biodiversity and carbon-related measures, with traceability and independent verification.

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

In short, it gives brands something increasingly important: regenerative U.S. cotton they can source with confidence, support with evidence and build credible claims around.

The U.S. Regen™ difference





Turning commitments into verified progress

U.S Regen™ cotton grown under the U.S. Cotton Trust Protocol offers regenerative U.S. cotton at the scale brands buy —available now. Built on the U.S. Cotton Trust Protocol, data driven, grown to regenerative practices and outcomes, traceable, and then verified that the fiber comes from a qualified group of farms.

It is responsible cotton a brand can commit to at real volume, with regenerative cotton claims backed by measurable environmental metrics and independent verification.

"Regenerative cotton you can evidence and claim —at scale."

Find out more

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

trustuscotton.org