



COTTON USA to highlight new standard in sustainability

Focusing on sustainability, COTTON USA will showcase WHAT'S NEW IN COTTON™ to the global home textile industry at its booth in Hall 11.0 / Stand D 11 at Heimtextil in Frankfurt, Germany, from 7-10 January 2020.

"U.S. cotton's sustainability provides COTTON USA with a unique selling point, particularly with the development of the U.S. Cotton Trust Protocol," CCI Executive Director Bruce Atherley said. "U.S. cotton is a raw material that is leading the way in terms of sustainable practices – something that global brands now demand from their suppliers. The

U.S. Cotton Trust Protocol is committed to raising the bar for responsible, sustainable farming methods."

The new U.S. Cotton Trust Protocol is a tangible and transparent snapshot of U.S. cotton growing practices and the gains in sustainability standards resulting from them.

"The Trust Protocol will provide U.S. cotton's customers the confidence that they are sourcing, spinning and selling sustainably-produced U.S. cotton," Atherley said. "Through the collection of robust data, the Trust Protocol will remove risk by giving U.S. cotton's

customers the evidence they need to demonstrate progress toward the United Nations Sustainable Development Goals and other sustainability pledges – making the Trust Protocol the right choice for today and tomorrow."

COTTON USA also invites attendees to visit the booth to learn about its collaboration and sourcing opportunities with leading brands and retailers around the world, as well as how to license the COTTON USA™ Mark, which quantitative consumer research proves is of high value to consumers and can drive both preference and higher prices. ♦