MAXIMIZE BENEFITS, DRIVE DEMAND FOR U.S. COTTON

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January 2024

U.S. COTTON
TRUST PROTOCOL®

"Data from the Trust Protocol means we can measure and improve our growing practices.

I can look at the way I'm doing things, and I can compare the aggregated data to other sustainable practices from growers within Texas and nationwide.

The program provides a lot of encouragement to continue to improve."

- Barry Evans
Protocol grower, Texas

WHY PROVE, VERIFY, AND DOCUMENT SUSTAINABILITY?
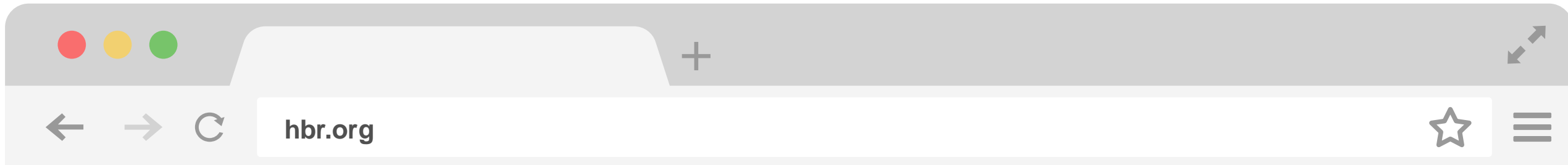
Harvard Business Review

Research: Consumers' Sustainability Demands Are Rising

Three factors are driving us toward a major shift in consumption patterns where consumers will consider sustainability as a baseline requirement for purchase:

1) Trust drives behavior and, ultimately, business outcomes;

2) Sustainability promotes trust, particularly among younger generations; and

3) Younger generations will soon have most of the purchasing power in the U.S.

PROGRAM GROWTH CONTINUES

2023 ENROLLMENT: 974 GROWERS
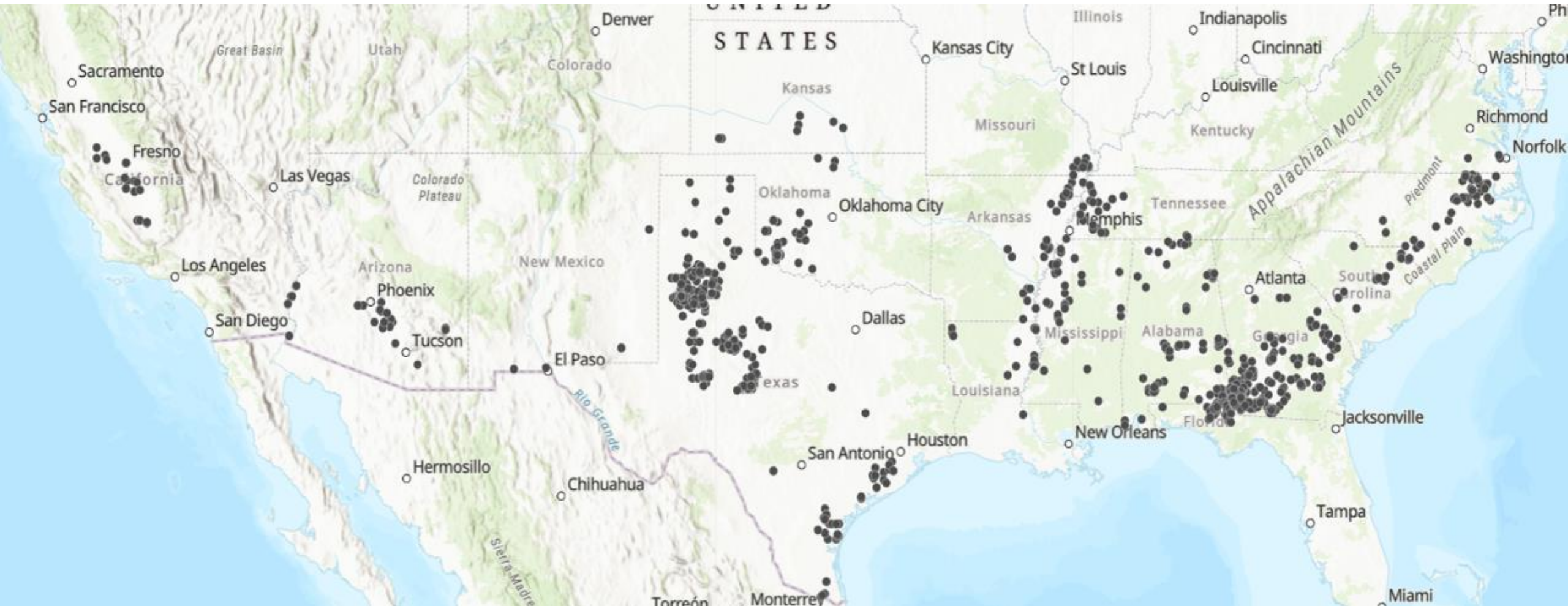
TRUST PROTOCOL MEMBERSHIP BENEFITS

- **Economic:**
  Field-level insights to help save money and improve efficiencies

- **Commercial:**
  Established platform that connects cotton with supply chain members

- **Environmental**
  o National sustainability initiative for the industry and proven program infrastructure

  o Ability to measure and verify sustainable growing practices

  PLUS: Opportunity to apply for the Climate Smart Cotton Program

U.S. COTTON
TRUST PROTOCOL®

WATER
USE

METHODS FOR CONTINUOUS IMPROVEMENT

- Sustainability is a journey

- Aggregated data year to year identifies potential areas for continuous improvement

- Regenerative agriculture practices can positively influence water systems
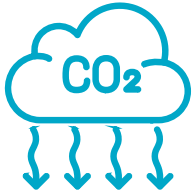
CLIMATE SMART COTTON PROGRAM

Provides financial and financial assistance to U.S. cotton farmers

Equips the knowledge and tools to adopt new farming practices that meet the global fashion and textile industry's demand for cotton with a lower carbon footprint

Enhances grower operations, profitability and environmental stewardship

TAKING SUSTAINABILITY TO THE NEXT STEP

- Advance adoption of CSA practices on 1.2M U.S. cotton acres

- Produce 4.2M bales of Climate Smart Cotton™ over five years

- Reduce CO_2e emissions by 1.14M metric tons

- Enroll 1,650 U.S. farming entities, including 330 from historically underserved communities

U.S. COTTON TRUST PROTOCOL | climateSMART

CLIMATE SMART COTTON PROGRAM SUMMARY

Program Levels	Level 1: U.S. Cotton Trust Protocol Membership	Level 2: Implement a Climate Smart Practice Change	Level 3: Carbon Inset Payment

Maximize Benefits, Drive Demand *for U.S. Cotton*

Learn more and begin enrollment at
www.TrustUSCotton.org.

THANK YOU