

CCI and COTTON USA: Global Partners for Sustainability

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CCI AND COTTON USA

THE HISTORY OF COTTON COUNCIL INTERNATIONAL

- CCI was formed in October of 1956 by the National Cotton Council and worked closely with the US government to drive U.S. agricultural exports.
- We are funded by the US government as part of the Farm Bill and by the U.S. cotton industry.
- CCI is a non-profit organization. We do not make, buy or sell anything. Our only job is to “promote” U.S. cotton via various means around the world.

CCI TODAY: WHO WE ARE

- Headquartered in Washington DC.
- Our reach extends to 50 countries around the world with offices in 15 countries. 20 people in the U.S. and 30 international.



INTRODUCTION

- CCI works with spinning mills, fabric and garment manufacturers, brands and retailers, textile associations, governments and the USDA around the world.
- Our work is based on relationships and we work closely with cotton spinning and fabric manufacturing companies to build connections across the entire supply chain down to retailers and brands.

A blue-tinted photograph of three people standing in a field of low-lying plants, possibly cotton. The person in the center is wearing a plaid shirt and overalls, with their arm around the person on the left. The person on the right is wearing a patterned shirt and trousers. The background shows a hazy horizon under a cloudy sky. The text "VALUES AND SUSTAINABILITY" is overlaid in white, bold, sans-serif capital letters.

VALUES AND SUSTAINABILITY

SUSTAINABILITY: WHAT IS IT?

- **The ability to meet the needs of the present without compromising the ability of future generations to meet their own needs.**

Source: Gro Harlem Brundtland, Chairperson of the World Commission on Environment and Development.



COTTON SUSTAINABILITY IN THE U.S.

- Preserving the environment for future generations
 - Greenhouse Gases
 - Water
 - Soil
 - Biodiversity



THE SUSTAINABILITY STORY FOR COTTON USA

Today, we would submit that the U.S. produces the most sustainable cotton of any country in the world for 5 reasons:

1. Our family farmers own the land. It is in their own best interest to save it.
2. One of the highest rates of adoption in the world for Precision Agriculture.
3. U.S. farmers operate under the most voluminous, stringent, and enforceable regulations in the world.
4. In the U.S., cotton is a food crop. Cotton seeds not only produce lint but also cottonseed oil for human consumption.
5. The U.S. has the most comprehensive system for monitoring and measuring all the key metrics involved in sustainability.

1. THE U.S. FARMER IS A FAMILY THAT LIVES ON THE LAND THAT THEY FARM

- Our cotton is produced by over 18,000 family farmers who operate as small businesses and have farmed the land for decades.
- The majority of our farmers own the land and live on the land that they farm. This is often their single biggest asset. Without land that consistently produces high quality crops, they would go out of business. This land will be passed on to their sons, daughters and grandchildren.



2. THE U.S. HAS A HIGH RATE OF ADOPTION FOR PRECISION AGRICULTURE

- **Precision Agricultural Management** is a combination of modern technologies used by U.S. Cotton farmers which manage the variations of the soil, nutrient requirements, plant stresses and optimizes inputs.



MICRO MANAGEMENT OF THE LAND

- Precision agriculture means you can direct small precise dosages of water or plant protection products to achieve high quality and yield with less water and chemicals by using high tech measurement systems driven by computer.



NEW TECHNOLOGIES ARE THE KEY DRIVERS FOR SUSTAINABILITY

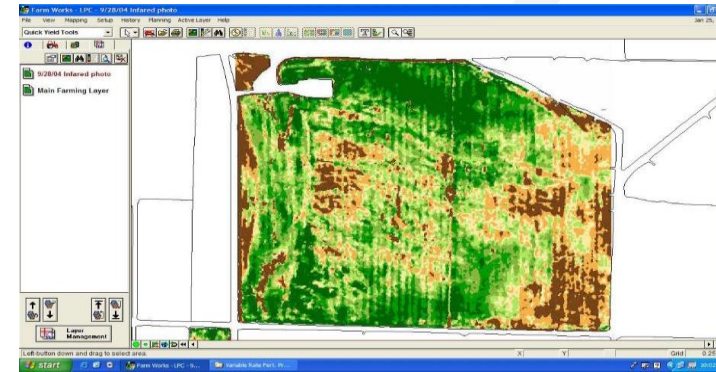
Sensors for Improved Water Efficiency



Minimal or No Tillage



Drone Mapping



Higher-Yielding Varieties

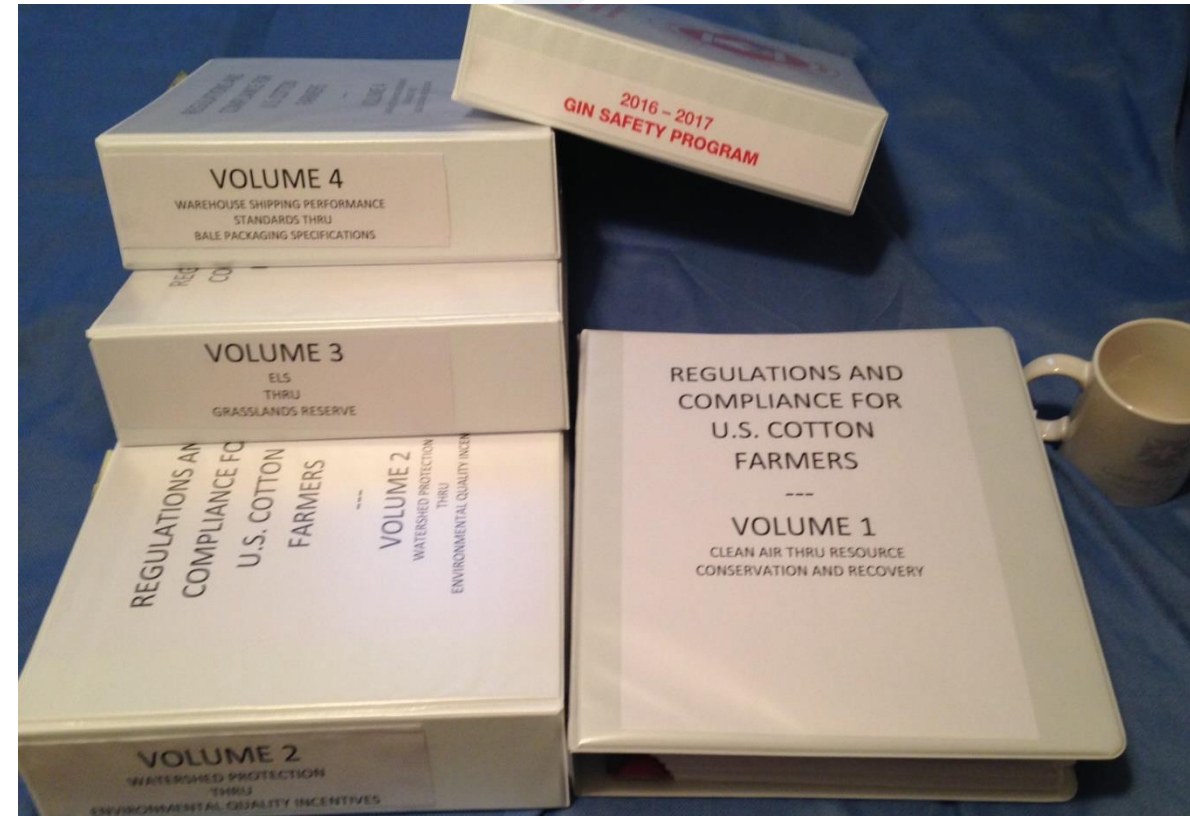


3. U.S. COTTON IS HIGHLY REGULATED

U.S. cotton production is governed by a **stringent regulatory system**. Food safety, environmental, and workplace regulations are strictly enforced by federal and state agencies:

- Environmental Protection Agency
- U.S. Department of Agriculture
- Occupational Safety and Health

The penalties for non-compliance are both civil and criminal. Farmers fill out mountains of paperwork and are inspected by both state and federal officials.



4. U.S. COTTON PRODUCTION IS REGULATED AS A FOOD CROP

- Cottonseed is crushed to make cottonseed oil which is used the same way other vegetable oils are used.



Japanese chef Masao Matsui, who opened New York City's first fine dining restaurant focusing on tempura, says, "The light cottonseed oil allows the flavor of fresher fish to come through."



Source:
New York Post

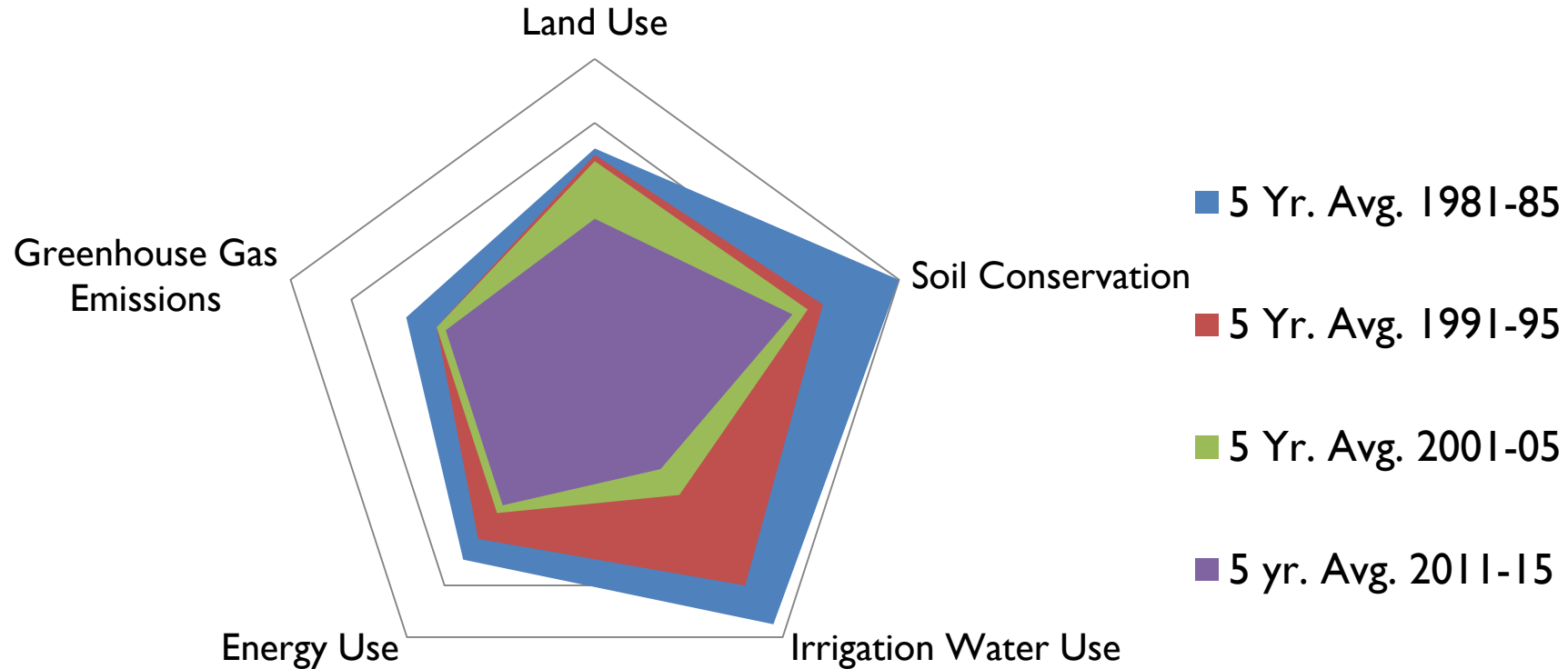
5. MEASUREMENT

- **No other country in the world has a more comprehensive system of sustainability measurement.** Field to Market works across the entire agricultural supply chain for continuous improvement. Its work is grounded in science based tools and resources, system wide collaboration and transparency.
- It uses a Fieldprint Platform to measure the environmental impacts of crop production and identify opportunities for improvement.

FIELD TO MARKET®: THE ALLIANCE FOR SUSTAINABLE AGRICULTURE IS A DIVERSE COALITION OF 125 ORGANIZATIONS.

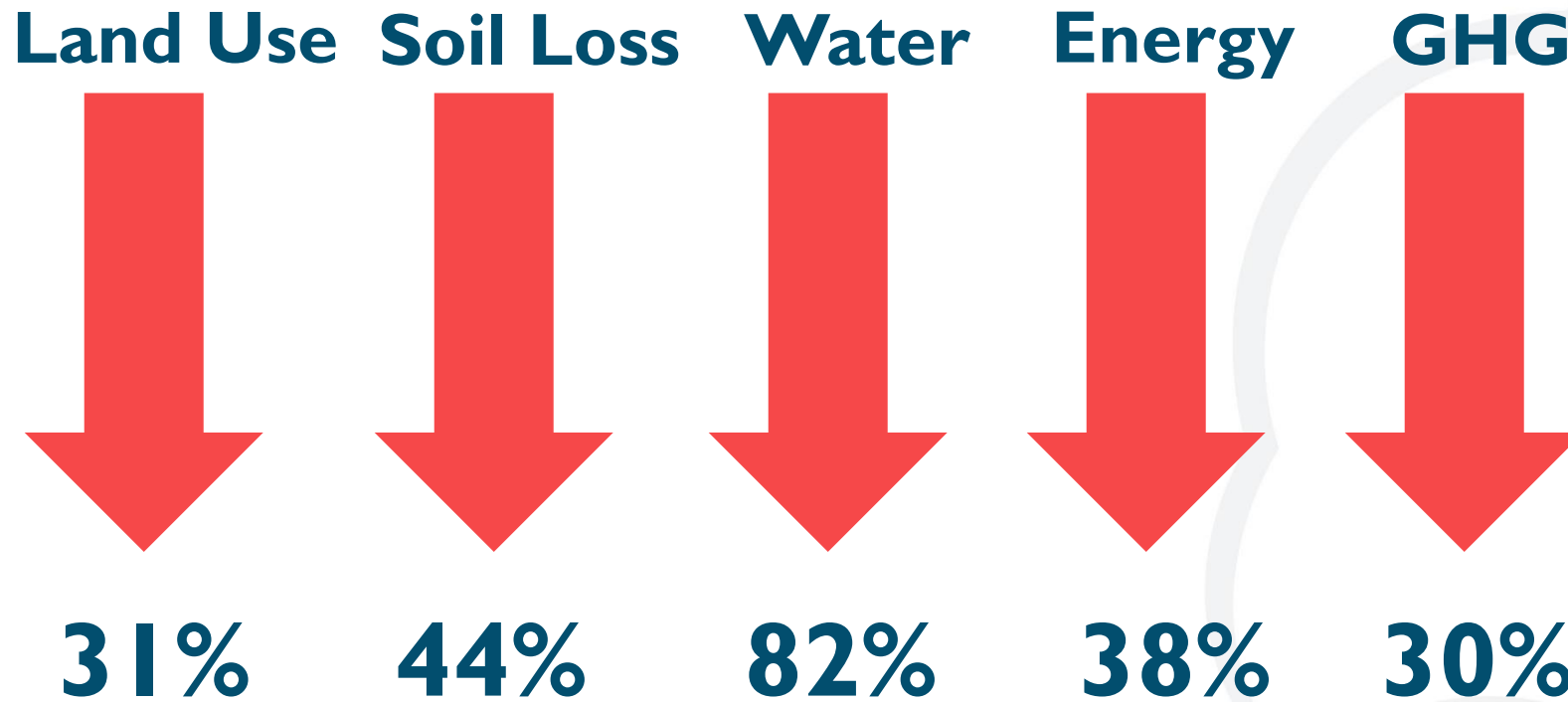


U.S. Cotton's Shrinking Footprint



Field to Market (2016 V3). Environmental and Socioeconomic Indicators for Measuring Outcomes of On-Farm Agricultural Production in the United States; Summary Report: Second Report (Version 3), December 2016. Available at: www.fieldtomarket.org.

35 YEARS OF REDUCED ENVIRONMENTAL IMPACT



Source: Field to Market 2016 Environmental and Socioeconomic Indicators Report. Available at: www.fieldtomarket.org.



GOALS

- **The United States National Cotton Council adopted a sustainability resolution in February and subsequently just announced goals for 2025 for land use, soil, water, greenhouse gases, energy and carbon.**
- **We believe that the USA may be the only country in the world with these kind of specific, measurable, quantified goals.**

THE NATIONAL COTTON COUNCIL OF AMERICA SUSTAINABILITY RESOLUTION

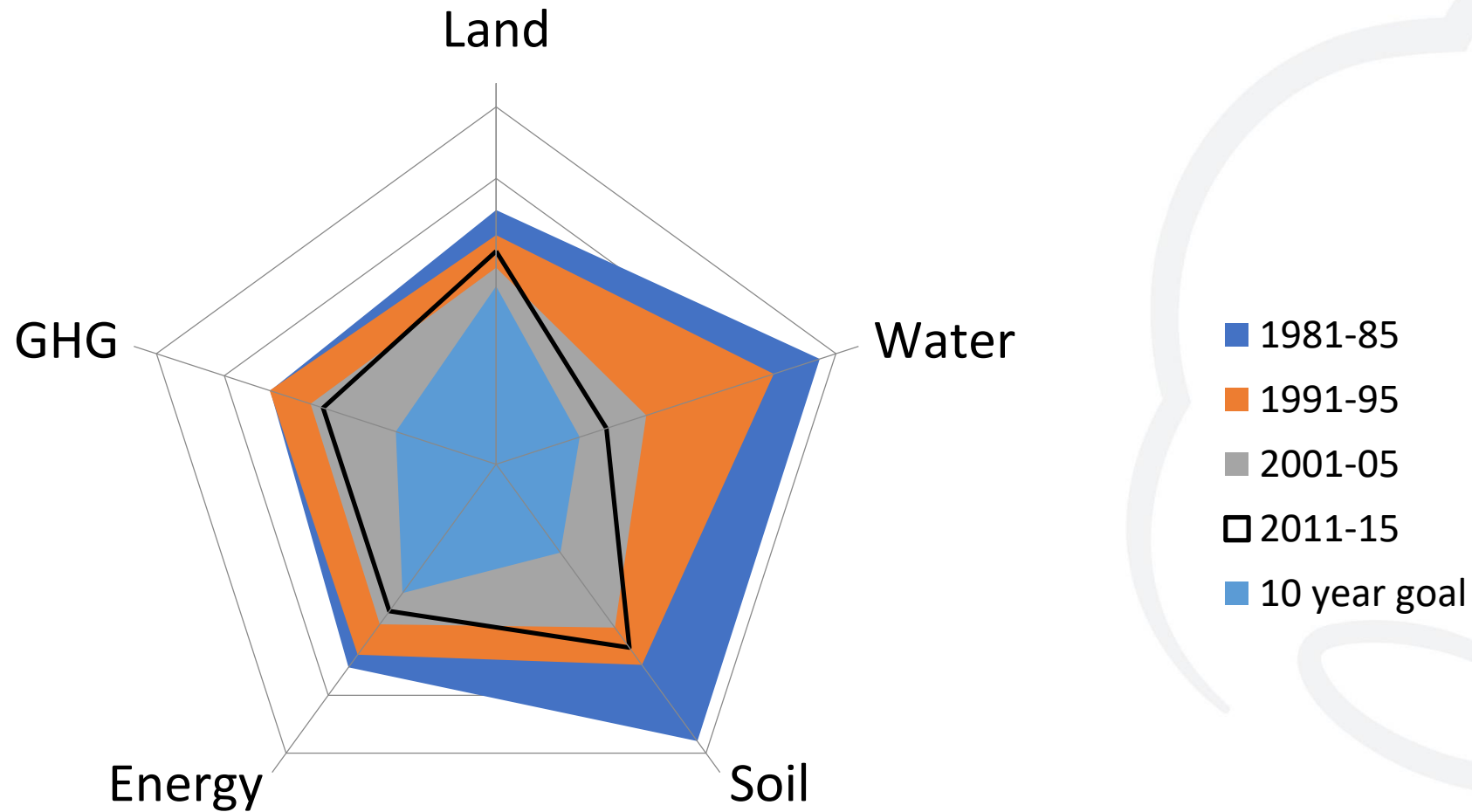
- In order to meet the current and future challenges of sustainability and maintain the U.S. as the global leader in responsible cotton production, the NCC created a task force of industry leadership to work with U.S. cotton industry associations to develop industry-wide goals for measurable continual improvements in key metrics in the areas of environmental stewardship, farm productivity, and resource efficiency such as land, water, air, input, and energy use.



SUMMARY NATIONAL GOALS (2025)

Key Performance Indicator	10 YEAR
Reduce Land Use (acres/pound fiber)	13%
Reduce Soil Loss (tons/acre) (Soil loss balanced with new soil formation)	50%
Increase Fiber Per Gallon Water* *Increased water use efficiency	18%
Reduce GHG (Pound CO ₂ e/pound fiber)	39%
Reduce Energy (Btu/lb. fiber)	15%
Increase Soil Carbon (% fields)	30%

U.S. COTTON WILL CONTINUE TO SHRINK OUR FOOTPRINT-2025 GOALS



COTTON USA SUMMARY

- We want to make a difference and drive change to make the world a better place for future generations.
- Our objective is to be the supplier of choice for those who are committed to only buying cotton that is produced with sustainable and responsible environmental, safety and labor practices.



NATHAN REED VIDEO

http://www.textiles.org.tw/icac2017/doc/speaker_2_3.wmv



COTTON USA

THE COTTON
THE WORLD TRUSTS





THANK YOU!

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