U.S. Cotton Trust Protocol Welcomes Global Brands and Retailers

October 10, 2021

Dear U.S. Cotton Trust Protocol Members,

COTTON USA appreciates the trust that you have with the U.S. Cotton Trust Protocol by joining the program from the very beginning. After almost a year in service, although COVID pandemic is still an enormous challenge, the Protocol has made a significant achievement with over 450 members including brands, retailers, mills and manufacturers. This list includes Gap Inc. and its collection of purpose-led lifestyle brands Old Navy, Gap, Banana Republic and Athleta as well as global apparel manufacturer Gildan, Levi Strauss & Co., one of the most recognizable denim companies worldwide, and their legacy brands Levi’s®, Dockers®, Denizen® by Levi’s®, and Signature by Levi Strauss & Co.™ recently joined the program. We are also honored to welcome PVH, one of the world’s largest and most admired fashion companies, and its iconic brands to become the members. The Trust Protocol has also welcomed UK retailers Tesco, Byford and Next Plc. Other Trust Protocol member announcements include the first 10 U.S. mills to join and the first members in Latin America.

All global brands and retailers are actively fulfilling their commitments of sourcing more sustainable cotton and U.S. Cotton Trust Protocol can provide quantifiable and verifiable evidence they need. “Membership in the U.S. Cotton Trust Protocol will be an important step and a key partnership in our efforts to source 100 percent more sustainably grown cotton,” said Jeffrey Hogue, Chief Sustainability Officer, Levi Strauss & Co. Alice Hartley, Director of Product Sustainability for Gap Inc. shared “With two thirds of U.S. cotton not using any irrigation at all, this allows us to further our commitment to sustainable cotton and enables us to support U.S. cotton growers.” “This program will enhance our ability to provide sustainable product offerings to our consumers.” said Marissa Pagnani McGowan, Chief Sustainability Officer, PVH Corp.
About the U.S. Cotton Trust Protocol

In a period of ever-greater supply chain scrutiny and a growing demand for transparency, the U.S. Cotton Trust Protocol sets a new standard for more sustainably grown cotton. It brings quantifiable and verifiable goals and measurement to responsibly-grown cotton production and drives continuous improvement in key sustainability metrics.

The Trust Protocol underpins and verifies U.S. cotton’s progress through sophisticated data collection and independent third-party verification. Choosing Trust Protocol cotton will give brands and retailers the critical assurances they need that the cotton fiber element of their supply chain is more sustainably grown with lower environmental risk. Brands and retailers will gain access to U.S. cotton with sustainability credentials proven via Field to Market, measured via the Fieldprint Calculator and verified with Control Union Certifications. Our third party service provider, Textile Genesis, ensures the transparency of the supply chain system within our overall Protocol Consumption Management Solution.

The U.S. Cotton Trust Protocol is aligned with the UN Sustainable Development Goals, recognized by Textile Exchange and Forum for the Future, and part of the Sustainable Apparel Coalition, Cotton 2025 Sustainable Cotton Challenge, Cotton 2040 and Cotton Up initiatives.

U.S. Cotton Trust Protocol brands and retailers have been planning to test Protocol Consumption Management System – PCMS, and they will possibly contact you to coordinate in their pilot programs. If you have any questions or inquiries regarding this program, please do not hesitate to contact us for detailed instructions.

Best Regards.

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