

yarnexpo

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National Convention
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C O T T O N S U S T A I N A B I L I T Y

Cotton Council International (CCI) will highlight U.S. cotton's sustainability, quality, transparency and premium value, as well as the findings of current market and consumer studies and its ongoing Sourcing Programs that match U.S. cotton buyers and suppliers throughout the supply chain.

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COTTON COUNCIL INTERNATIONAL (CCI) AT YARN EXPO AUTUMN 2019

Being Asia's comprehensive yarn & fibre business platform, Yarn Expo Autumn 2019 welcomes global non-profit organisation, **Cotton Council International (CCI)**, which promotes US cotton using their COTTON USA™ brand.

S U S T A I N A B I L I T Y F R O M T H E G R O U N D U P

Cotton Council International (CCI) shares their sustainability efforts at Yarn Expo because it's the beginning of the supply chain.

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COTTON SUSTAINABILITY

*"Innovation is at the heart of everything we do"
"We will continue to share new technologies and opportunities that help
our partners move their business forward, and it starts with U.S. cotton."*

Cotton Council International (CCI) is a global non-profit organisation, which **promotes US cotton using their COTTON USA™ brand**. At the forthcoming Yarn Expo Autumn, CCI will highlight **U.S. cotton's sustainability, quality, transparency and premium value**, as well as the findings of current market and consumer studies and its ongoing **Sourcing Programs** that match U.S. cotton buyers and suppliers throughout the supply chain.

CCI's main purpose is to promote the US cotton industry to overseas markets – like a matchmaking service. The US cotton industry is really one entity, because it is so strictly governed by the United States Department of Agriculture. There are 18,500 different farmers but only one set of standards for the whole country. This helps to **set a benchmark for the best practices in sustainable cotton growth**. Farmers can be audited at any time, and if they don't pass, they can't sell their cotton, so the quality of US cotton is ensured and **completely traceable**.

The beautiful advantage of using **traceable cotton** is that it's easier for the brands and retailers to do their due diligence, by starting right from the origin. It also makes sense for business. Costs can be reduced when **cotton is contamination-free**, because the running is smoother, there's less breakage; it really makes a difference at every single stage. CCI has the technical expertise now to help mills upgrade and improve their capabilities. At the end of the day, having a **higher quality product** means you can command a higher premium at retail. Everybody benefits, throughout the whole supply chain.

There is more **awareness of the environmental damage caused by microfibres**. The world is overproducing synthetics, and only a tiny fraction is recycled. The rest ends up in landfill, or is burned, or contributes to plastic pollution in the oceans just through laundry alone. Cotton presents a **naturally biodegradable alternative** that can be produced with renewable energy. People are consciously shopping and impulse-buying is declining, depending on demographics. Millennials in particular are really starting to see fast fashion, especially if synthetic, as completely unsustainable. They are becoming more interested in **higher quality products** that last longer and are **more environmentally-friendly** – and they are willing to pay more and proudly wear it often, like a statement. **It's the opposite of a trend. It's a conscious lifestyle choice.**

SUSTAINABILITY FROM THE GROUND UP

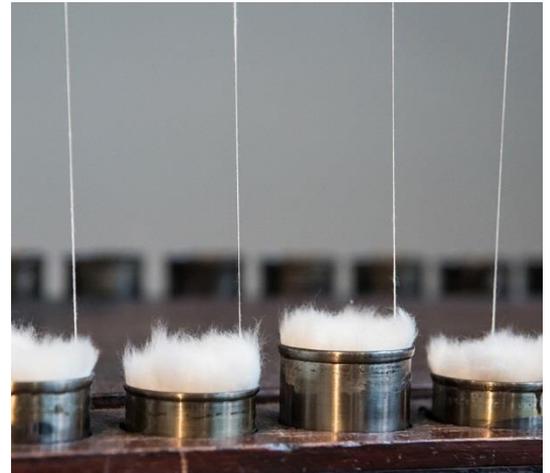
“Your finished product is as good as the material you put into it. It’s that simple!”

CCI hopes to share their **sustainability efforts** with people by exhibiting at **Yarn Expo** because it’s the **beginning of the supply chain**.

“If you don’t get it right at the beginning, you’ll never get it right at the end. Your finished product is as good as the material you put into it. It’s that simple! We really start from the ground up,” said Ms Karin Malmström, Director of CCI China & Northeast Asia.

CCI have been working with Field to Market, who are a neutral third party, to measure US cotton industry’s sustainability efforts over the last 35 years. Finally the results are out, and the US cotton industry has **reduced its water usage by 82% and soil loss by 44%**. CCI uses **technology** to achieve their goals to **keep reducing environmental impact**.

One exciting thing CCI have just established this year is the **US Cotton Trust Protocol**, which will be their **signature sustainability programme** from now on. The US Cotton Trust Protocol is ready to roll out officially next year, in **2020**, and CCI is exhibiting at Yarn Expo to give a preview. It’s a stringent system of checks and balances; independently, **every single bale can be traced and tested**. In terms of environmental impact, this system makes sure that **every bale of US cotton is traceable, transparent and measurable**.



**Information extracted from [interview](#) with Ms Karin Malmström, Director of CCI China & Northeast Asia*

Website: <https://cottonusa.org/>

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