Cotton's Social and Environmental Impacts: Myth and Reality

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Cotton Council International
Cotton's Social and Environmental Impacts: Myth and Reality
• Keeping our product in front of manufacturers and retailers
• Convincing consumers with a focus on “natural”
• The importance of market share for cotton’s future
A Simple View of the Cotton Supply Chain

Cotton Producers → Textile Mills → Retailers and Brands → Consumers
• Natural variability in size and fiber quality among individual fibers

• Rapidly escalating cost relative to other fibers

• Cotton’s environmental footprint in agriculture and manufacturing
Making the case for cotton: Trade Missions
Bangladesh/Pakistan Team
U.S. Cotton at Texworld
Being friendly to the environment starts with choosing the right fiber

Modern technology minimizes the environmental impact of cotton production. U.S. farming with modern techniques means there is now less land, water and energy use, less soil erosion, and reduced pesticide application per unit output. Advanced production practices annually already save over 1 billion liters of tractor fuel and limits greenhouse gas (CO2) emissions. Growing cotton reduces GHGs and produces more energy than it uses – the amount of CO2 removed by cotton plants worldwide is equivalent to taking over 7 million cars off the highways. Consumers consider cotton as safe. Results from our Global Lifestyle Monitor™ show that consumers consider cotton to be the safest fiber for the environment, rating it a positive 8.47 on a 0 to 10 scale.

cottonusa.org
SÜRDÜRÜLEBİLİR
SUSTAINABLE

Promoting U.S. Cotton

Türkiye'deki COTTON USA Lisanslı Firmalara Teşekkür Ederiz
Special Thanks to COTTON USA Licensees in Turkey
Hilos y Telas de Algodón de Estados Unidos:
Comprometidos con la Sostenibilidad y la Producción Responsable. Su Aliado para Proteger el Medio Ambiente.

Visite nuestro sitio web
www.cottonusasourcing.com
Si desea más información comuníquese al:
+ 506.2288.2626 o al e-mail floribeth.schuyler@cotton-cr.com
What is a Life Cycle Inventory?

- A LCI contains the data such as energy use and carbon emissions for the raw materials and processes used to make a product.
- A useful tool to identify what process and/or material input has the biggest impact on a particular part of a product’s life cycle. The area where the biggest impact occurs is a good starting point to examine what changes can be made to improve that process.
Challenges to Consumer Promotion of Cotton

1. Keeping the emphasis on cotton versus synthetic
2. Getting the consumers’ attention
3. Fostering the cotton promotion effort worldwide
FCStone’s Pete Nessler

• “Why is cotton at $2.00? Because there are no substitutes.” WRONG!
World Fiber Consumption
Cotton vs. MMF

### Challenge: Getting the consumers’ attention

What’s important when consumers buy clothes?

<table>
<thead>
<tr>
<th>Is this important?</th>
<th>US % saying “Yes”</th>
<th>UK % saying “Yes”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>86%</td>
<td>88%</td>
</tr>
<tr>
<td>Color</td>
<td>63%</td>
<td>91%</td>
</tr>
<tr>
<td>Style</td>
<td>54%</td>
<td>88%</td>
</tr>
<tr>
<td>Fabric Content</td>
<td>37%</td>
<td>50%</td>
</tr>
<tr>
<td>Environmentally-friendly</td>
<td>8%</td>
<td>20%</td>
</tr>
</tbody>
</table>
### Challenge: Getting the consumers’ attention and being credible

Percent of consumers who say the following industries are believable when making claims about the environment

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>63%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>56%</td>
</tr>
<tr>
<td>Appliances</td>
<td>57%</td>
</tr>
<tr>
<td>Infant and Baby Care</td>
<td>55%</td>
</tr>
<tr>
<td>Apparel</td>
<td>55%</td>
</tr>
<tr>
<td>Automobile</td>
<td>38%</td>
</tr>
<tr>
<td>Oil Companies</td>
<td>27%</td>
</tr>
</tbody>
</table>
Cotton is a natural fiber. Isn’t that obvious?

Not so fast...
SOFT, SENSUAL AND SUSTAINABLE.
IT'S COTTON USA!

Feel the difference
www.discovercottonusa.com

For the ultimate sensation in cotton, the natural choice of many leading brands is COTTON USA, with its versatility and guaranteed quality. Look for the COTTON USA Mark as a reassurance of excellence.

So, for an exceptional experience choose COTTON USA.
SOFT, SENSUAL AND SUSTAINABLE.

IT’S COTTON USA!
COTTON USA

Soft, sensual and natural

For the ultimate sensation in cotton, the natural choice of many leading brands is COTTON USA.

To find out more, visit our website on www.discovercottonusa.com
ICAC and ITMF Language

• “Cotton is a natural fiber regardless of production methodology or seed technology.”

• The ICAC agrees that the fiber produced from cotton plants is a “natural fiber,” regardless of production methodology or seed technology.
Embrace Nature. Choose Cotton!
Challenge: Keeping the emphasis on cotton versus synthetic

The real choice is cotton versus synthetic fibers, not one type of cotton versus another cotton.
Kirkland Signature
Premium Unscented BABY WIPES
ULTRA SOFT CLOTHS

704 WIPES
EIGHT 88 CT. PACKAGES

Natural Softness of Real Cotton
With Vitamin E
Hypoallergenic
Alcohol-Free

704 WIPES 7.1 in x 7.9 in
(18 cm x 20 cm)
Kirkland Signature Baby Wipes

All Natural Fiber*

Unscented Ultra Soft Cloths

- Wipes Made From 100% Renewable Resources
- With Vitamin E
- Hypoallergenic & Alcohol Free

900 Wipes

NINE-100 COUNT PACKAGES
7.1 in x 7.9 in (18 cm x 20 cm) wipes
Kirkland Signature Baby Wipes are made with Tencel®, a naturally soft, environmentally friendly fiber. The fiber is made from wood pulp, and is a 100% renewable resource. These wipes are ideal for your baby’s delicate skin as they are hypoallergenic, alcohol- and chlorine-free, and contain aloe.
Made with Tencel® New Age Fiber

KIRKLAND Signature

Baby Wipes

- Unscented
- Ultra Soft Cloths
- Wipes Made From 100% Renewable Resources
- With Vitamin E
- Hypoallergenic & Alcohol Free

900 WIPES
NINE 100 COUNT PACKAGES
7.1 in x 7.9 in (18 cm x 20 cm) wipes
Kirkland Signature Baby Wipes are made with 70% Tencel® Fiber, a naturally soft, environmentally friendly fiber. The fiber is made from wood pulp, and is a 100% renewable resource. These wipes are ideal for your baby’s delicate skin as they are hypoallergenic, alcohol- and chlorine-free, and contain aloe.
Using a 0-10 Scale, where 0 means “Extremely Harmful” and 10 means “Extremely Safe”, in your opinion how harmful or safe are these fibers to the environment?

GLOBAL

- Nylon (4.65)
- Polyester (5.46)
- Lycra (5.2)
- Rayon (4.9)
- Silk (7.43)
- Wool (7.16)
- Cotton (8.47)

Source: 2010 Global Lifestyle Monitor
Today’s Strategies & Tomorrow’s Opportunities
From 2000 to 2050, world textile demand will rise by 3 - 4.5 times.

Source: Cotton Incorporated
ASIA COTTON DAYS

2010 COTTON DAY

COTTON USA

COTTON DAY 2010

Love
2010 Cotton Day
Taiwan
Over half of global consumers say cotton is the best fiber for today’s fashions.
Willing to Pay More for Natural Fibers

Majority of global consumers are willing to pay more for clothing made from natural fibers

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes (%)</th>
<th>No (%)</th>
<th>Don’t Know/Didn’t Answer (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>61%</td>
<td>32%</td>
<td>7%</td>
</tr>
<tr>
<td>2001</td>
<td>65%</td>
<td>29%</td>
<td>6%</td>
</tr>
<tr>
<td>2003</td>
<td>64%</td>
<td>31%</td>
<td>5%</td>
</tr>
<tr>
<td>2006</td>
<td>64%</td>
<td>30%</td>
<td>6%</td>
</tr>
<tr>
<td>2008</td>
<td>64%</td>
<td>30%</td>
<td>7%</td>
</tr>
<tr>
<td>2010</td>
<td>58%</td>
<td>33%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: 2010 Global Lifestyle Monitor; Total All Countries
Vision 21: China & India cotton consumption research

- Consumer Survey
- Retail Audit
- End-Use Cotton Consumption Forecast Model
Challenges: Fostering the cotton promotion effort worldwide

- The International Forum for Cotton Promotion
- Generic promotion efforts in China, India, and Brazil
Global Cotton Promotion
Discover Natural Fibers

• Cotton is the largest natural fiber in the global fiber, textile and apparel economy, representing roughly 80 percent of all natural fibers consumed.

• Cotton represents hundreds of billions of dollars of economic activity and employs hundreds of millions of people from field to fabric.
Cotton’s Share of Global Fiber Consumption

(Sources: ICAC and CCI)
COTTON USA

Naturally!