



U.S. COTTON  
TRUST PROTOCOL®  
Trust in a smarter cotton future

# DO YOUR PART TO ASSURE GLOBAL DEMAND FOR U.S. COTTON

Brands and retailers are increasingly expected to show the sourcing data for their products. Virtually all the top 100 global brands and retailers have created lists of sustainable raw materials and publicly committed that 100% of their sourcing will come from these lists over the next 5-10 years. Despite its reputation for quality, U.S. cotton risks not being included on these lists due to the rigorous criteria that must be met. The U.S. Cotton Trust Protocol was designed to meet and exceed this criteria.

As a grower member, you can help assure that the U.S. remains a leading producer of more sustainably grown cotton to global markets. The Trust Protocol's mission is to bring quantifiable and verifiable goals and measurement to sustainable cotton production which provides brands and retailers with the critical assurances they need to confidently source more U.S. cotton.

In its first year, the program welcomed more than 560 brand, retailer, mill and manufacturer members.

This includes brands and retailers such as:

**LEVI STRAUSS & CO.**

T O M M Y  HILFIGER

GAP



Calvin Klein

**However, as supply chain membership continues to grow, we must ensure there is enough cotton in the system to meet demand. This means getting as many producers as possible to enroll and complete their data entry.**

To assist with enrollment, growers can also authorize account access for your crop consultant who can then enter the information on your behalf. By adding your crop consultant, they can help ensure that all of your necessary enrollment information is entered and accurate.



The **first 750 growers** to complete their enrollment and data entry will receive a **\$250 gift card** as a thank you for your time and an opportunity to receive redistribution of program revenue.

— — **Trust Protocol grower members also receive:**



Verified data year-over-year



Access to peer data to baseline their own operation



Insights and best practices from across the industry



Use of the Trust Protocol logo to market their cotton



Closer communication with their end customer



Regular communications of Trust Protocol news and other information



Opportunity to receive redistribution of program revenue

All individual data is secured and remains confidential. The only use of data will be in an aggregated form. For questions or assistance with enrollment, please reach out to the Grower Help Desk at [growers@trustuscotton.org](mailto:growers@trustuscotton.org).

**Enrolling is quick, easy and complete in a few steps.**

**Don't be left out. Sign up today.**

Join now.



Visit [TrustUSCotton.org](http://TrustUSCotton.org) to get started.