

## U.S. Cotton Trust Protocol welcomes (mill/manufacturer) as new member

*(Mill/manufacturer) joins Trust Protocol to make progress towards a fully transparent supply chain*

**MEMPHIS, TENN. – (XX XX, 2020)** – Today the U.S. Cotton Trust Protocol welcomes (mill/manufacturer) as a member of the system that provides mills and manufacturers critical assurances they need to prove to their customers that they are an approved supply chain partner for brands and retailers who are sourcing more sustainably grown cotton.

“[M/m] wants to make sure our brand and retailer customers have transparency throughout their supply chain, which is why we have decided to source more sustainable fiber through the U.S. Cotton Trust Protocol.”

A combination of a unique credit accounting system and the Permanent Bale Identification (PBI) system enables brands to have transparency throughout the supply chain to finished product.

Mills and manufacturers who become members of the Trust Protocol have access to the Trust Protocol credit system to validate consumption of cotton and associated credit; and to aggregate year-over-year data in six areas: water use, greenhouse gas emissions, energy use, soil carbon, soil loss, and land use efficiency.

“One of our goals is to give brands and retailers greater confidence when including U.S. cotton in their sourcing mix. The Trust Protocol’s emphasis on measurement and independent verification can provide confidence and trust that a brand is using responsibly grown cotton and producing a product that consumers can believe in,” said Dr. Gary Adams, president of the U.S. Cotton Trust Protocol. “We are delighted that (M/m) has joined the Trust Protocol as that supports the much sought-after supply chain transparency and helps us in our ambition of traceability”

The Trust Protocol is on the Textile Exchange’s list of 36 preferred fibers and materials that more than 170 participating brands and retailers can select from as part of Textile Exchange’s Material Change Index program.

### **About XX mill/manufacturer**

### **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 and social 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.

The U.S. Cotton Trust Protocol is overseen by a multi-stakeholder Board of Directors comprised of representatives from brands and retailers, civil society and independent sustainability experts as well as the cotton-growing industry, including growers, ginners, merchants, wholesalers and cooperatives, mills and cottonseed handlers.

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TrustUSCotton.org

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Suggested Social Copy

Mills/manufacturers

**Twitter/Facebook/Instagram**

**Option 1**

We're excited to be joining the U.S. Cotton Trust Protocol. With this membership brings supply chain transparency and quantifiable and verifiable goals to more sustainably and responsibly grown cotton. #TrustUSCotton

**Option 2**

Thrilled to join the U.S. Cotton Trust Protocol. Membership brings transparency and critical assurances that measure and validate that the cotton fiber element of our supply chain is responsibly grown! #TrustUSCotton

**Option 3**

"Each new member that joins the Trust Protocol can feel confident that they are sourcing high quality, sustainably-grown U.S cotton and supporting growers who are committed to continuous improvement and responsible stewardship of the land." – Dr. Gary Adams president of the U.S. Cotton Trust Protocol. We are proud to welcome (mill/m manufacturer) to the U.S. Cotton Trust Protocol #TrustUSCotton

**LinkedIn**

Thank you @U.S. Cotton Trust Protocol for welcoming us! We can now provide transparency and assurance that from field to end product we are using sustainably grown cotton. #TrustUSCotton

U.S Cotton Trust Protocol

**Twitter/Facebook/Instagram**

### Option 1

We are pleased to welcome (mill/mmanufacturer) as a member of 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.  
#TrustUScotton

### Option 2

A warm welcome to (mill/mmanufacturer) as the latest member of the U.S. Cotton Trust Protocol. Membership provides mills and manufacturers with critical assurances they need to show that the cotton fiber element of their supply chain is responsibly grown. #TrustUScotton

### Option 3

A combination of a unique credit accounting system and the Permanent Bale Identification (PBI) system will ensure (mill/mmanufacturer) has transparency throughout the supply chain from field to the finished product. #TrustUScotton

### Linkedin

We are pleased to welcome (mill/mmanufacturer) as the latest member of the U.S. Cotton Trust Protocol. Membership provides brands and retailers with the critical assurances they need to show that the cotton fiber element of their supply chain is responsibly grown. Through a combination of a unique credit accounting system and the Permanent Bale Identification (PBI), the system enables brands to have transparency throughout the supply chain to the finished product. A new commitment for a new day (PLUS ANIMATION).