OUR CONNECTION TO SUSTAINABLE FARMING PRACTICES

The cotton industries of Australia and the United States created the Cotton LEADS program to connect companies like ours with opportunities to support cotton farmers and researchers who are leading the way in protecting and improving our natural resources.

Our company has much in common with them. Like us, they are dedicated to reaching sustainability goals. They champion traceable, transparent cotton production systems and science-based goals and targets. They seek continuous improvement in areas like:

- Energy use and greenhouse gas emissions
- Water stewardship
- Soil health and land use efficiency
- Pesticide use
- Biodiversity
- Circularity for cotton products

WHY WE PARTNER WITH THE COTTON LEADS PROGRAM

Through this program, we gain knowledge and insight into Australian and U.S. cotton farming practices. We are provided with the data we need to verify progress on our sustainability goals. By joining the Cotton LEADS community – hundreds of textile manufacturers, brands and retailers – we connect with new opportunities to collaborate, innovate and grow. It all becomes part of our sustainability story, a story consumers want and need to hear.

See the benefits of our partnership on the next page >
What the Cotton LEADS partnership means for brands and retailers

Our partnership is a meaningful yet simple way to live out our sustainable values and act on our goals. Here are five ways our company benefits by supporting sustainable cotton production.

**SUPPORT FOR SOURCING**
Cotton LEADS partnership fits into our existing supply chain with no added costs or disruptions. It gives us the flexibility to source and manufacture with sustainable cotton, such as Australian and U.S. cotton, and connects us with resources to help make informed, strategic sourcing decisions to meet our sustainability targets.

**COLLABORATIVE NATURE**
We have joined a global community of partners engaged in ongoing dialogue about sustainable innovation in the cotton supply chain. This opens unique opportunities for us to collaborate on sustainability initiatives or get involved with on-farm research projects.

**TRANSPARENCY THROUGHOUT**
Cotton production in Australia and the U.S. is traceable thanks to comprehensive tracking and identification systems. Our partnership helps us use this level of transparency to reduce risk, benefit our supply chain, meet consumer needs and verify our progress.

**LEADERSHIP OPPORTUNITY**
As a Cotton LEADS partner, we’re better equipped to help shape our industry’s response to sustainability challenges. And as sustainable practices, expectations and regulations continue to evolve, we will be prepared for what’s ahead.

**A STORY CONSUMERS WANT TO HEAR**
The Cotton LEADS program helps us tell our sustainable sourcing story in a way that consumers and stakeholders like to hear. When we use partner resources, including on-product messaging, consumers can see that our products meet all their expectations – sustainability, traceability, comfort and style.

Good for the long term

This is a smart approach to both environmental and business sustainability. Engaging in this partnership will help us increase the resilience of our supply chain, enhance our reputation and make good on our goals.

Learn what we’re committed to as a partner with the Cotton LEADS program – listen to what other companies say about their partnership and get the facts on sustainably grown cotton at [cottonleads.org](http://cottonleads.org).