

# A PARTNERSHIP COMMITTED TO GOOD

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## Sourcing sustainable cotton with confidence

As a Cotton LEADS<sup>SM</sup> program partner, our company is positioned to do good – for the world and our customers. We have joined this program in the mission to advance responsible cotton production and meet the growing expectations of our customers for sustainable raw materials.

### **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. They champion traceable, transparent cotton production systems that enable us to meet customer needs efficiently and consistently. Like us, they are dedicated to continuous improvement. They pursue science-based targets and implement best practices in:

- 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**

We recognize the need to advance the supply and use of traceable and transparent cotton globally. We believe the cotton farming practices used in Australia and the U.S. produce the sustainable cotton we need. The Cotton LEADS program connects us with the information, expertise and industry collaboration we require to support our customers' ambitious sustainability goals.

The Cotton LEADS community includes hundreds of textile manufacturers, brands and retailers. As a partner, we have many opportunities to contribute to the long-term viability of the world's cotton supply and to cultivate long-lasting relationships within our supply chain.

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*See the benefits of our partnership on  
the next page >*

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# What the Cotton LEADS partnership means for our manufacturing company

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 needed to source and manufacture with sustainable cotton, such as Australian and U.S. cotton. We also gain access to data and resources to help us make informed, strategic sourcing decisions to meet our customers' sustainability goals.



## **DATA THAT TELLS A STORY**

The Cotton LEADS program helps us do what's right – and communicate the actions that are underway at the cotton production level. Thanks to the program, our actions are an important part of the sustainability stories our customers tell their consumers.



## **COLLABORATIVE OPPORTUNITIES**

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 participate in on-farm research projects.



## **TRANSPARENCY AND COMPLIANCE**

Cotton production in Australia and the U.S. meets robust government regulations and uses comprehensive tracking and identification systems. Our partnership helps us translate this compliance and transparency into reduced risk.



## **COMPETITIVE EDGE**

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.

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## Good for the long term

This is a smart approach to both environmental and business sustainability. Engaging in this partnership will help us reduce risk, increase the resilience of our supply chains, and efficiently meet our customers' sustainable sourcing needs.



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**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](https://cottonleads.org).

