



AUSTRALIAN COTTON

SUSTAINABLE, TRACEABLE COTTON GROWN
BY AUSTRALIAN FARMING FAMILIES WHO CARE



AUSTRALIAN
COTTON



THE AUSTRALIAN COTTON INDUSTRY



Australian cotton is grown by around 1,200 farmers in 150 regional communities. They produce some of the highest quality cottons in the world using fewer natural resources than ever before. They are the most efficient cotton farmers on the planet, and operate with the highest environmental and social standards.

The Australian cotton industry works together to improve. It invests strongly in R&D and innovation behind and beyond the farm gate. It's an industry that leads the way in sustainable, ethical cotton production and its people help others in cotton communities, both locally and around the world.



PREMIUM QUALITY

Australian cotton is contamination-free and whiter, finer, longer and stronger than most other cottons. It makes beautiful yarns, fabrics, garments and homewares and the quality keeps getting better over time. Australian cotton is often used in white products because of its naturally vibrant colour and it works equally well in knits, denim and high-quality wovens.

Our farmers work hard to maximise the quality of the fibre from the moment the seed is planted, to the way it's cared for while it grows and at picking time. They use state-of-the-art harvesting and ginning technology to preserve fibre quality, and Australian cotton is wrapped in cotton fabric for shipping to minimise contamination.



A MILLION TONNES OF FIBRE, WITH A VERY SMALL FOOTPRINT

Australian cotton is grown with the world's highest social and environmental standards, underpinned by a voluntary certification program that's been around for more than 20 years. In fact we grow around a million tonnes of cotton fibre each year, using less land than 30 years ago.

The myBMP (Best Management Practices) program covers water use efficiency, soil health, biodiversity, pesticide management, worker health and safety, and lots more. The program is matched to the Better Cotton standard, and more Better Cotton from Australia is making its way into the supply chain every year.

World's best practice is everyday practice for Australia's cotton growers.

Australian cotton's myBMP program is recognised by:





TRACEABLE AUSSIE COTTON

MEASURING IMPACT

It's not enough to change farming practices. The Australian cotton industry believes these changes must result in meaningful positive impacts for the natural environment, our farm businesses and our communities. That's why we measure changes over time.

We've set industry-wide, bold sustainability targets to continue to strive for better. We conduct full industry-wide environmental audits every decade and regularly report on our progress to stakeholders via Sustainability Reports.

Some of our achievements include:

- > Yields three times the world average
- > Reduced pesticide use by over 90%
- > Increased water use efficiency by 42%

Every bale of Australian cotton comes with a unique identifier barcode that can trace the bale back to the farm on which it was grown. We offer full traceability from the farm to the spinning mill.

Cotton Australia also works with supply chain partners including spinning and fabric mills, suppliers and brands to establish cotton supply chains for 100% Australian cotton.

Understanding where your cotton has come from and trusting that source will become even more important in the future. That's why we're on the lookout for new and innovative ways to confidently deliver fully-traceable Australian cotton.



COTTON WITH A CONSCIENCE

People are a cotton farm's greatest asset and cotton growers play an important part in their local communities. Every cotton farm in Australia employs an average of six people and a safe and skilled workforce is critical to the industry's success. Cotton farm workers in Australia are paid fairly and are treated with respect, and our growers spend significant amounts of their own money in local communities.

The Australian cotton industry has a long history of supporting local businesses and sponsoring community projects. Recently the industry has begun helping overseas cotton farmers to improve their practices by sharing what they've learned.

- > 40% of leadership positions are filled by women
- > Cotton Australia is a signatory to the National Farmers Federation Diversity Pledge
- > Each cotton grower is involved in more than four community activities
- > Cotton has the best safety performance of any Australian agricultural industry
- > Cotton growers have the highest levels of education of any Australian agricultural industry



CONSUMERS TRUST COTTON



Despite the dominance of synthetics, cotton remains a significant part of the fibre market and remains the world's favourite natural fibre. That's because people love to wear cotton. Our competitors may mimic and strive to make fabrics that look and feel like cotton but there's no substitute for the real thing. Consumers associate cotton with quality, durability and comfort. They love to buy natural, sustainable products that are grown by farmers they can trust. New innovations mean even more can be done with cotton than ever before.

Natural and renewable. Long-lasting and versatile. Cool and soft.

“75% of consumers say better quality clothing is made from natural fibres like cotton.”



GROWN BY FARMERS NOT FACTORIES

When you source cotton into your business, you're supporting the livelihoods of millions of farmers around the globe, including more than 1,000 rural families in Australia. That's a great story.

Cotton is naturally solar-powered, renewable and biodegradable. It's been around for thousands of years, and it breaks down fast in water and soil. Choosing cotton is one way to minimise the harmful impact of fashion on our rivers and oceans and at the same time, support countless families and communities who rely on cotton for their livelihoods.

Australia's cotton farmers produce enough cotton to clothe 500 million people every year.

CLOSING THE LOOP ON COTTON

Cotton has a natural place in the circular economy. It's biodegradable, renewable and recyclable and it doesn't have the microplastics problem associated with synthetic fabrics.

Cotton Australia is working with the textile industry to find solutions to the textile waste problem, with the ultimate goal of turning textiles into products that can be used back on the farm.

We're investing in research and development, and we are part of the Cotton Converts group that's aligning problems with solutions for textile waste as we all grapple with our place in the circular economy.



WANT TO BE PART OF THE AUSTRALIAN COTTON JOURNEY?

We work with brands and supply chain partners that share our values...

EXCEPTIONAL QUALITY. SUSTAINABLE.
SUCCESSFUL. SOCIALLY CONSCIOUS. AMBITIOUS.

We're interested in long-term partnerships with brands, retailers and manufacturers that want to source Australian cotton, then tell the world all about it. We want a relationship that brings ideas, businesses and people together to solve problems and find new ways with cotton.

WHAT YOU CAN DO

- > Source Aussie cotton in your products
- > Make Australian Cotton part of your long-term supply chain strategy
- > Include Australian Cotton in your definition of 'sustainable cottons'
- > Collaborate on research and development projects
- > Be part of a growing network of brands tackling sustainability issues together
- > Become a BCI member
- > Join the Cotton LEADS™ Program
- > Come along to our Farm Tours and other engagement events – get closer to your raw materials and the people that grow them
- > Apply to use the Australian Cotton Marks on your Australian cotton products



WHAT WE OFFER

- > Assurance that your cotton was grown with the highest environmental and social standards
- > Help establishing Australian cotton supply chains
- > Traceability checks on Australian cotton bales
- > Marketing support and loads of great content to tell the story of Australian cotton
- > Training for your staff including webinars and group sessions
- > Collaborations with other brands and NGOs for the greater good

**FOR AUSTRALIAN COTTON SOURCING,
TRACEABILITY, BRAND LICENSING AND MARKETING**

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**FOR SALES AND MARKETING
OF AUSTRALIAN COTTON FIBRE**

The Australian Cotton Shippers Association

www.austcottonshippers.com.au

FOR AUSTRALIAN COTTON NEWS

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