

# FACT SHEET

## WHY CHOOSE AUSTRALIAN COTTON?



Cotton is grown in more than 100 countries and accounts for around 30% of worldwide fibre production. Australia is a relatively small producer by world standards – accounting for around 5% of global production – but is the fifth largest exporter. Almost all of Australia's cotton lint is used for producing high-quality fine to medium count yarns for use in the woven and knitted apparel sectors.

Australian cotton is in high demand due to its high-quality, sustainability, traceability and consumer appeal. Increased focus on supply chain transparency and sustainably produced products is driving demand for Australia's cotton. Brands and retailers are increasingly introducing clothing and homeware ranges made entirely from Australian cotton, meeting both business and customer needs.

### THERE ARE MANY GREAT REASONS TO CHOOSE AUSTRALIAN COTTON

#### 1 AUSTRALIAN

- > Customers love to support Aussie farmers, their families and communities
- > Global consumers perceive Australia's agricultural products to be high quality, sustainable and safe
- > Australia produces consistently high quality fibre that continues to improve

#### 2 PREMIUM QUALITY

- > Almost zero contamination means few faults and breakages
- > Australia produces longer, finer cotton that is spun and woven into high-quality yarns and fabrics
- > Australian cotton is strong, producing durable, long-lasting yarns and fabrics
- > Naturally whiter, Australian cotton has superior dye uptake for brighter colouration

#### 3 SUSTAINABLE

- > To grow a bale of Australian cotton now requires
  - 97% less pesticides
  - 48% less water
  - 34% less land

- > The industry's PLANET PEOPLE PADDOCK sustainability framework sets industry-wide targets and a united vision for further positive change
- > Australian cotton has one of the most rigorous cotton certification programs in the world. myBMP (Best Management Practices) includes over 300 practices across 10 categories that farmers must satisfy to achieve certification

#### 4 TRACEABLE

- > The traceability of raw materials has become increasingly important to brands and retailers wanting greater visibility throughout the supply chain
- > Every bale of Australian cotton comes with a unique barcode allowing traceability back to the farm on which it was grown

#### 5 STORYTELLING

- > Australian cotton is grown by up to 1500 farmers, with 90% of these family owned and operated
- > Connecting your customers with the real facts and stories of where and how cotton is grown provides compelling reasons to choose Australian cotton
- > Sustainable, traceable, ethical fibres are what customers increasingly want - all of that can be delivered by sourcing Australian cotton and bringing these stories to life

