

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 third 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 a proven track record in meeting manufacturer and consumer needs. It is of consistently high quality, with almost zero contamination.

Consumer desire for sustainably produced goods is driving domestic and global demand for Australia's cotton. Leading brands are now introducing clothing ranges made entirely from Australian cotton, with minimal impact on price, and strong uptake from consumers.

THERE ARE MANY GREAT REASONS TO CHOOSE AUSTRALIAN COTTON

1 AUSTRALIAN

- > Consumers love to support Aussie farmers and industry.
- > Consumers perceive Australian agricultural products to be of high quality, safe and sustainable.

2 PREMIUM QUALITY

- > Low levels of contamination, strength, whiteness and spinning ability make it a favourite among spinners.
- > Australian cotton is known for its long staple length. The longer the cotton fibres, the better suited they are to be spun and woven into high-quality fabrics.
- > Australian cotton is strong, so it produces durable, long-lasting products.

3 SUSTAINABLE

- > Australian cotton yields are three times the world average.
- > Australia is the most water-use efficient cotton producer globally, growing more crop per drop
- > In the past 10-15 years, Australia has demonstrated a 40% improvement in water use efficiency and a 92% reduction in pesticide use.
- > Australian cotton has one of the most rigorous farm and environmental management programs in the world. myBMP has 300 separate standards across 10 categories that farmers must satisfy to be fully certified.

4 TRACEABLE

- > The traceability of raw materials through cotton supply chains has become a very important issue for brands and retailers wanting greater levels of visibility around where products originate.
- > Australia can trace a bale of cotton from the spinning mill back to the field in which it was grown.

