

e3<sup>®</sup> Sustainable Cotton

because transparency matters

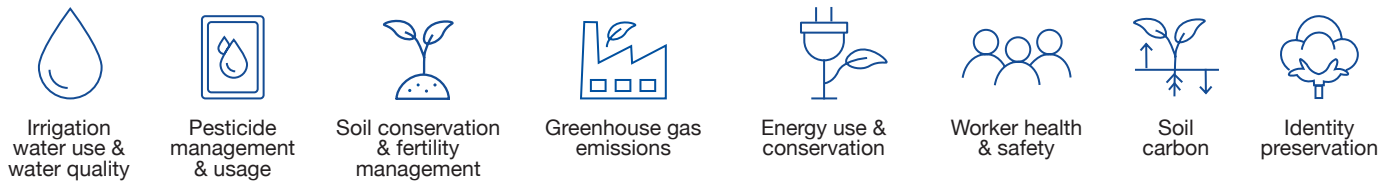
# BETTER MARKETS FOR COTTON? WE CAN CREATE THEM, TOGETHER.

Cotton growers today are under more and more pressure to exhibit sustainability. That's why we're committed to advocating for your success with the e3<sup>®</sup> Sustainable Cotton program. Not only does it give you credit for the work you put in, it helps you certify and supply your high-quality, sustainably grown FiberMax<sup>®</sup> and Stoneville<sup>®</sup> Cotton to an expanding market.

## SUSTAINABLE COTTON BACKED BY REAL DATA

When you join the program, you'll use the **MyFarms<sup>SM</sup> online farm management** platform to track eight specific on-farm environmental and social measures, which are creating impressive results.

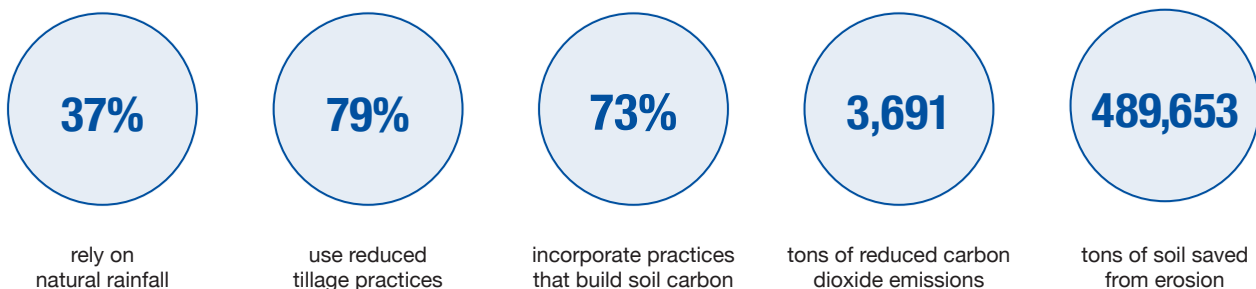
### e3 SUSTAINABILITY MEASURES



### 2022 RESULTS FROM e3 GROWERS<sup>1</sup>

Of all e3 Sustainable Cotton farmers:

As a group, they made a difference:



## THE e3® SUSTAINABLE COTTON JOURNEY



### SEED

Continue using high-quality and high-yielding FiberMax® and Stoneville® Cotton.



### AGRONOMICS

Adopt and accelerate practices that can drive both productivity and sustainability.



### HARVEST

Mechanized harvest equipment enables a safe and efficient harvest



### GIN

Access enhanced bale-capturing digitization and partnership at the gin level.



### SPINNING MILL

BASF creates and supports opportunities that foster a more sustainable cotton supply chain.



### CUT & SEW

Several textile and home furnishing brands are choosing e3 Sustainable Cotton like Wrangler, imogene + willie, Trinidad3 Jeans, and others.



### TRANSPORTATION

e3 Sustainable cotton works with partners who support on-farm and industry-wide accountability down the supply chain.



### RETAILER

Sustainably grown cotton enables claims and assurances for consumers and stakeholders.



### CONSUMER PURCHASE

Now more than ever, retailers are offering more sustainably sourced products to meet consumer demand.

## A POWERFUL, TRACEABLE CHOICE

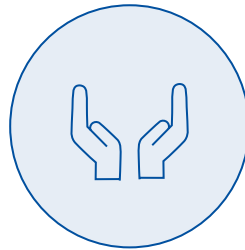
Capturing and analyzing your real farm data demonstrates that you're an excellent steward of your land and resources. As an e3 Sustainable Cotton farmer, you'll have:

- Field- and bale-level traceability for your sustainably produced cotton — providing demonstrable proof of your sustainability and regenerative agriculture practices
- Easy integration with your existing farm management system and local cotton gin software platforms
- Expanded market access and awareness to improve the earning potential of your sustainably produced cotton

## A NEW, STREAMLINED WAY TO JOIN THE PROGRAM

As a farmer, producing great cotton and implementing sustainable practices keep you plenty busy. That's why we've made it easier to enroll and certify your sustainably grown cotton — so you can stay focused on the work you enjoy.

Choose from two simple ways to enroll in the program:



OR



### CONCIERGE SERVICE

Get dedicated assistance and a one-time enrollment for both fields and bales.

### FOLLOW UP

Take steps to enroll your field information and follow up with bale information after ginning.



## ENROLLING IS SIMPLE

To learn more, scan this QR Code, contact us at [e3cotton@basf.com](mailto:e3cotton@basf.com) or talk to your local BASF Agronomic Solutions Advisor.

**BASF**  
We create chemistry

\*Based on 2022 MyFarms data and calculations of the sustainability contributions of e3 Sustainable Cotton growers' production practices. e3, FiberMax and Stoneville are registered trademarks of BASF Corporation. MyFarms is a service mark of MyFarms LLC. ©2023 BASF Corporation. All Rights Reserved.