



THE BEST COTTON TELLS A STORY.

THE BEST FARMERS ARE HELPING WRITE IT.

e3® sustainable cotton is changing the game. From California to North Carolina, cotton growers are joining a fully traceable, fully verified, fully certified program for cotton production. They're writing the story and reaping the rewards.



\$2.50 PER BALE
GROWER INCENTIVE



500+ GROWERS ENROLLED
IN THE PROGRAM



EXCLUSIVE PARTNERSHIP
WITH THE ONLY U.S.-BASED
TEXTILE MILL, VIDALIA MILLS



**EVERY COTTON-
PRODUCING STATE** HAS
GROWERS ENROLLED



**SEVERAL TEXTILE AND
HOME-FURNISHING
BRANDS** ARE CHOOSING
e3 SUSTAINABLE COTTON



700,000+ BALES
PRODUCED DURING THE
2019 GROWING SEASON



THE ONLY TRACED-
TO-FIELD COTTON
SUSTAINABILITY PROGRAM

Want to write your own chapter?

Enroll in the program today.

Contact us at e3cotton@basf.com

or talk to your local BASF
Seed Advisor.





**DIRECTLY
CONNECTING
YOUR COTTON
TO CONSUMERS**

It's what consumers want to know:

WHERE IS THIS COTTON COMING FROM?

From apparel to home goods, today's brands need to be transparent about the products they offer. That's a story you can help tell. Our Certified FiberMax® and Authentic Stoneville® Cotton Seed can be traced from your farm to the gin and right through to the merchant, mills and retailer. That way, consumers know exactly what their products are made of, how they're made – and where they started: with the e3® sustainable cotton program.

A commitment to sustainable production

When you commit to growing e3 sustainable cotton, our certification and verification process tracks specific environmental and social measures to your individual farm. From water efficiency to identity preservation, we create complete transparency from farm to end use.

SUSTAINABILITY MEASURES



WATER
EFFICIENCY



PESTICIDE
MANAGEMENT
AND USAGE



SOIL AND
FERTILITY
MANAGEMENT



GREENHOUSE
GAS
REDUCTION



ENERGY
CONSERVATION



WORKER HEALTH
AND SAFETY



IDENTITY
PRESERVATION

The proven sustainable choice

As the only supplier providing this level of traceability, e3 sustainable cotton is driven by comprehensive verification and growers who value raising **socially equitable, economically viable, environmentally responsible** cotton.

This is how we got here:

Environmentally conscious: The only cotton supply that tracks environmental outcomes back to each cotton field.

Farm-to-retailer traceable: The only conventional cotton supply that can deliver item-level sustainability promises.

Third-party verified: A cotton supply vetted by independent auditors, Wakefield Inspections and STEP, allows you to focus on minimizing your “fieldprint” in areas like water efficiency, pesticide management and greenhouse gas reduction as you grow high-quality cotton for brands.

The e3 sustainable cotton mission

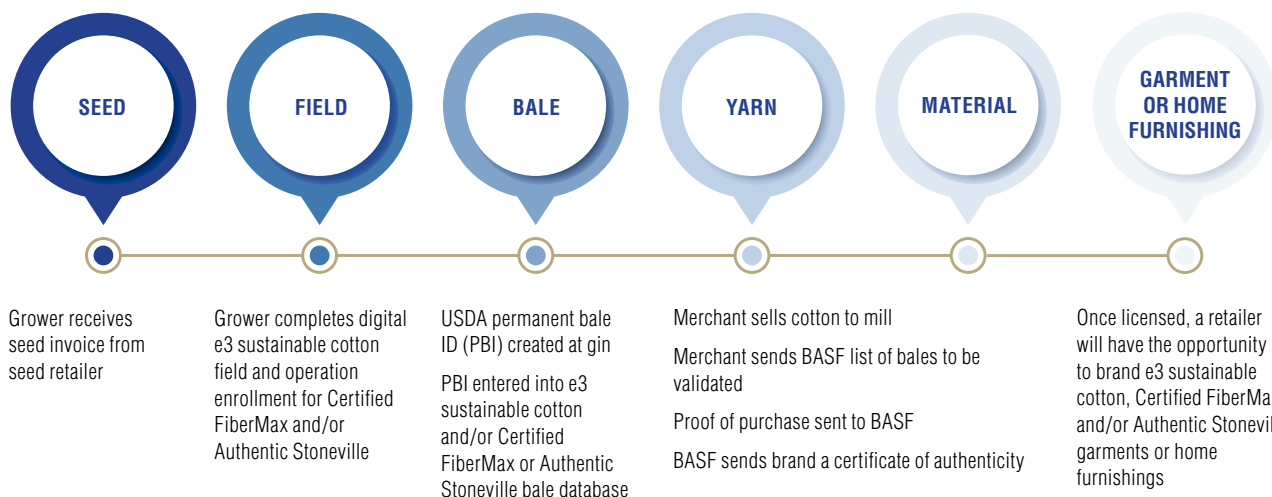
Establish an industry leadership position for cotton sustainability by connecting relationships through the entire farmer-to-retailer channel.

e3 sustainable cotton: Drive consumption of sustainable, traceable cotton from BASF.

Certified FiberMax: Protect the high-quality FiberMax trademark by having a traceable, certifiable program from the farm to the mill, allowing BASF to promote differentiated fiber quality to the spinning mill that provides added value to the farmer and confidence in the mill's purchase.

Authentic Stoneville: Protect the storied and authentic Stoneville trademark by having a traceable, certifiable program from the farm to the apparel and home furnishings brand, enabling BASF to promote added value to the farmer.

Creating a traceable supply chain



Simply put, we're a differentiator for your cotton:

- Partner and sole cotton supplier for Vidalia Mills (vidaliamills.com)
- Work with proven brand partners, like Wrangler Rooted Project. Learn more at wrangler.com/collections/wrangler-rooted.html.
- Third-party verified/certified sustainably grown cotton
- Shareable metrics and successes
- Full traceability and authenticity

We value your commitment to sustainably grown cotton. Let's work together to share your story through the e3 sustainable cotton program.

Contact your BASF Seed Advisor or visit www.e3cotton.us to learn more about e3 sustainable cotton and how to get involved.

BASF
We create chemistry