

e3 Sustainable Cotton

transparent. honest. fair.

MADE IN THE USA STARTS WITH GROWN IN THE USA

From beginning to end product, the e3 Sustainable Cotton program by BASF provides an entirely traceable, transparent, sustainable cotton supply chain – all stewarded by FiberMax® and Stoneville® cotton growers right here in the U.S. This means that high-caliber brands and their customers know exactly what their clothes and home goods are made of, how they are made and where they started: with high-quality cotton from your fields.



Sustainable cotton – backed by real data

We demand the best from our cotton. Specifically, that it's **socially equitable**, **economically viable** and **environmentally responsible**. Hence the name, **e3 Sustainable Cotton**. When you join the program, you'll use the MyFarmsSM online farm management platform to track eight specific on-farm environmental and social measures – which are creating impressive results.¹

SUSTAINABILITY MEASURES



IRRIGATION
WATER USE &
WATER QUALITY



PESTICIDE
MANAGEMENT
& USAGE



SOIL CONSERVATION
& FERTILITY
MANAGEMENT



GREENHOUSE GAS
EMISSIONS



ENERGY USE &
CONSERVATION



WORKER HEALTH
& SAFETY



IDENTITY
PRESERVATION



SOIL
CARBON

RESULTS

71%

implement reduced tillage practices

5%

plant a cover crop on some of their acres

38%

lost less than a ton of soil per acre per year due to erosion

33%

use a simple crop rotation on at least half their ground, while 14% use a complex rotation

44%

rely on natural rainfall instead of irrigation to grow their cotton

69%

incorporate practices that build carbon through their production systems

The unmatched traceable choice

It's a powerful claim: Made and Grown in the USA. Even more powerful is a cotton supply chain that provides individual field-level and cotton bale traceability. We do that by capturing and analyzing your real farm data to demonstrate that e3 Sustainable Cotton farmers are excellent stewards of their land and resources. And it all starts with your cotton story.

CREATING A TRACEABLE SUPPLY CHAIN



BASF

Continue using cotton that you trust: high-quality, high-yielding FiberMax and Stoneville cotton.

e3 Farm

Eight on-farm sustainability measures are tracked through the growing season, allowing you to identify areas for improved profitability and sustainability.

Gin

Access enhanced bale-capturing digitization and partnership at the gin level thanks to a collaboration with Plains Cotton Cooperative Association (PCCA) and EWR, Inc.

Mill

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

Manufacturing

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

Consumer

Your cotton helps meet a demand for transparent, traceable, sustainably grown cotton with a story.

What e3 Sustainable Cotton means for your farm

Growing cotton under the e3 Sustainable Cotton label means that products ranging from textiles to finished apparel and home goods were made according to the highest sustainable production standards while meeting the demands of today's industry. It's American-grown cotton with a story – backed by sustainable growing practices, high-quality fiber performance, complete traceability and real data.

- 900+ growers enrolled during the 2021 season
- Every cotton-producing state represented
- Numerous textile and home furnishing brands are choosing e3 Sustainable Cotton
- Field- and bale-level traceability
- Collaboration with Plains Cotton Cooperative Association (PCCA) and EWR, Inc., provide enhanced bale-capturing digitization and partnership at the gin level

Let us help tell your “Grown in the USA” story

We value your commitment to being the best steward of your land. Let's work together to grow traceable, sustainable cotton and share your story through the e3 Sustainable Cotton program.

ENROLL IN THE PROGRAM TODAY:

Contact us at e3cotton@basf.com or talk to your local BASF Agronomic Solutions Advisor.

BASF
We create chemistry

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