

e3[®] Sustainable Cotton

because transparency matters

From seed to end product, the e3[®] Sustainable Cotton program by BASF is creating an entirely traceable, transparent, sustainable cotton supply. This means consumers know exactly what their clothes and home goods are made of, how they are made and where they started: with sustainably grown cotton from your fields.

A commitment to sustainable production

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 some pretty 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

64%

implement reduced tillage practices

52%

rely on natural rainfall instead of irrigation to grow their cotton

31%

use a simple crop rotation on at least half their ground, while 15% use a complex rotation

48%

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

10%

plant a cover crop on some of their acres

78%

incorporate practices that build carbon through their production systems

WHY WE MEASURE

In producing fully transparent, traceable, sustainable cotton, we can capture, analyze and leverage real farm data to demonstrate, like no one else can, that e3 Sustainable Cotton farmers are making a difference. With this data, we can share these improvements with consumers and tell our cotton growers' stories.

The proven sustainable choice

As the only supplier providing individual field-level and cotton bale traceability, e3 Sustainable Cotton is driven by comprehensive verification and a valued reputation for growing **socially equitable, economically viable, environmentally responsible** cotton.

This is how we got here:

Environmentally responsible: The only cotton sustainability program that tracks environmental outcomes back to each individual cotton field and cotton PBI.

Economically viable: The e3 Sustainable Cotton program isn't possible without the farmer, and sustainability can't be achieved if it's not economically viable. That's why this program does everything it can to show its commitment to, and support for, the farm families growing FiberMax® and Stoneville® cotton.

- **\$2.50 per bale incentive** – Growers enrolled in the program are also eligible for this BASF incentive.
- **e3 Sustainable Cotton Grower Fund** – Cotton fiber value chain partners will have the opportunity to contribute a monetary amount at their discretion to the fund. At the end of each year, 100% of those funds will be distributed equally to e3 Sustainable Cotton farmers.

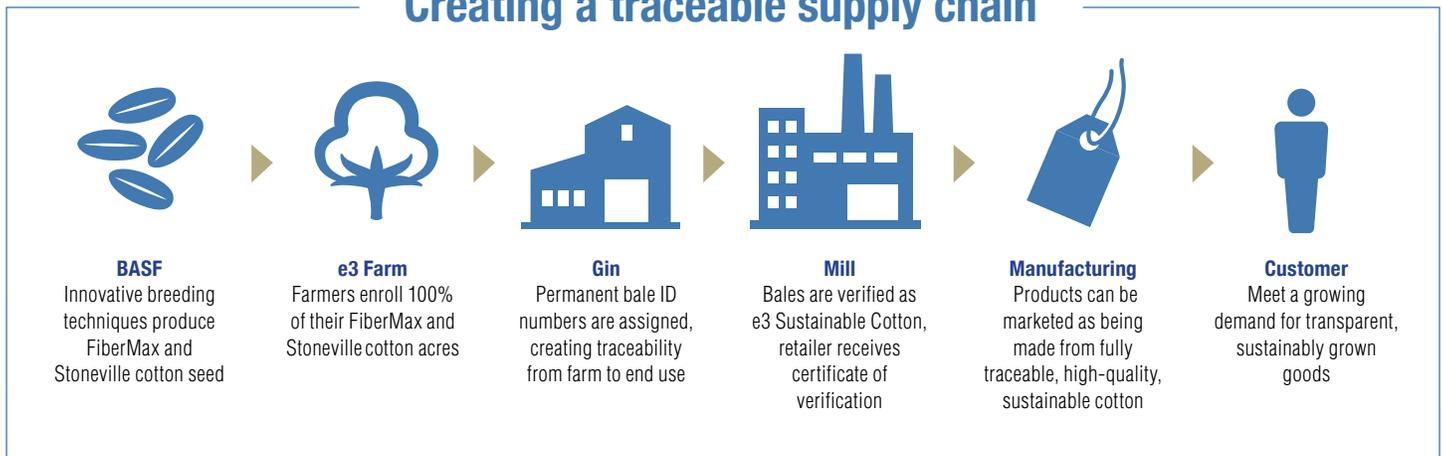
Third-party verified: A cotton supply vetted by independent auditors allows you to focus on minimizing your “fieldprint” in areas like water use, pesticide management and greenhouse gas emissions while growing high-quality cotton.

The e3 Sustainable Cotton mission

At e3 Sustainable Cotton, we believe it's our duty to create a better world. A world that is honest, fair and environmentally sustainable. We take great pride in you, the work you do and the cotton you grow.

Growing cotton under the e3 Sustainable Cotton label means that products ranging from textiles to apparel were made according to the highest sustainable production standards while meeting the demands of today's industry. Simply put, e3 Sustainable Cotton has the sustainable growing practices, high-quality fiber performance, transparent production tracing and hard data to back up our claims. Take a look below to see how, through this mission, we're redefining the cotton fiber value chain.

Creating a traceable supply chain



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

- \$2.50 per bale grower incentive
- 500+ growers enrolled during the 2019 growing season
- e3 Sustainable Cotton Grower Fund supports cotton farmers' commitment to the program
- Exclusive collaboration with U.S.-based 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
- Unmatched field- and bale-level traceability
- Collaboration with Plains Cotton Cooperative Association (PCCA) and EWR, Inc., provide enhanced bale-tracking digitization and partnership at the gin level

We value your commitment to sustainably grown, fully traceable cotton. Let's work together to 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 Ag Solutions Advisor.

BASF
We create chemistry

1. Calculated using data from MyFarms, the e3 Sustainable Cotton online farm management system.