



e3[®] Sustainable Cotton

transparent. honest. fair.

It's what consumers want to know: Where is this cotton coming from? At BASF, that's a question we're passionate about answering. e3[®] Sustainable Cotton is the only program that follows our FiberMax[®] and Stoneville[®] cotton seed from the farmer to the gin and right through to the merchant, mill and retailer. That way, your customers know exactly what their clothes are made of, how they are made and where they started: with sustainably grown cotton.

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. Our dedicated farmers commit to certification and verification through independent audits, allowing us to track specific environmental and social measures to each individual field.

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

These 8 sustainability measures ultimately result in our e3 Sustainable Cotton farmer network producing more responsibly raised cotton.¹

64%

implement reduced tillage practices

Reduced tillage helps decrease soil erosion while also improving soil quality.

31%

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

A simple crop rotation involves growing two different crops on the same ground over a two-year period; a complex rotation occurs when at least three of the previous five crops are different. Both improve soil health and increase biodiversity on farms.

10%

plant a cover crop on some of their acres

A cover crop is planted after cotton is harvested, adding protection from soil erosion. When the cover crop decomposes, it adds important nutrients back into the soil for the next cotton-growing season.

52%

rely on natural rainfall instead of irrigation to grow their cotton

The 48% who used irrigation averaged 233 gallons of water per pound of lint cotton produced. Some sources report cotton production can require as much as 2,400 gallons to produce the same amount of cotton.²

48%

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

That equates to less than an ounce of soil loss per square foot for e3 Sustainable Cotton production. By comparison, the average soil loss across all crops, including cotton grown outside the e3 Sustainable Cotton program, is 4.6 tons per acre per year.³

78%

incorporate practices that build carbon through their production system

Building carbon in the soil improves soil quality, increases yields and can potentially offset the amount of CO₂ in our atmosphere.⁴

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 individual bale.

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

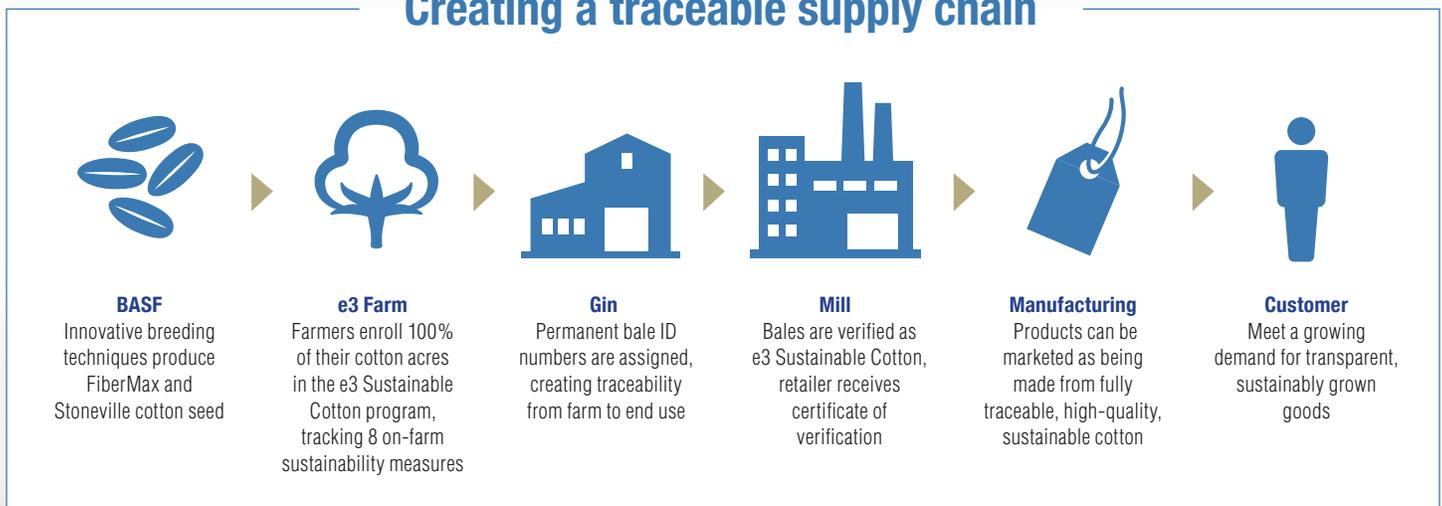
Third-party verified: A cotton supply vetted by independent auditors allows our farmers to focus on minimizing their “fieldprint” in areas like water use, pesticide management and greenhouse gas emissions as they grow high-quality cotton for your brand.

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 pride in our farmers, in the work they do and in the cotton they produce with the utmost transparency. Because transparency breeds trust and innovation.

From textiles to apparel, the e3 Sustainable Cotton label means the cotton used in your products is grown 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. And we invite you to join us on this mission for socially equitable, economically viable and environmentally responsible cotton.

Creating a traceable supply chain



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

- Third-party verified/certified sustainably grown cotton supply
- High-quality cotton supply from the USA
- Marketing story with sub-brand potential
- Shareable metrics and successes
- Unmatched field– and bale-level traceability and authenticity

Knowing where your cotton comes from and how it’s grown is important. It’s a story we value, and it’s one we’d like to help you share with your customers.

Get in touch:

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BASF
We create chemistry

1. Calculated using data from MyFarms, the e3 Sustainable Cotton online farm management system.
2. World Wildlife Federation: <https://www.worldwildlife.org/industries/cotton>.
3. USDA. Summary Report: 2017 National Resources Inventory.
4. Cornell University Cooperative Extension, The Carbon Cycle and Soil Organic Carbon. 2016.