

# e3 Sustainable Cotton

transparent. honest. fair.

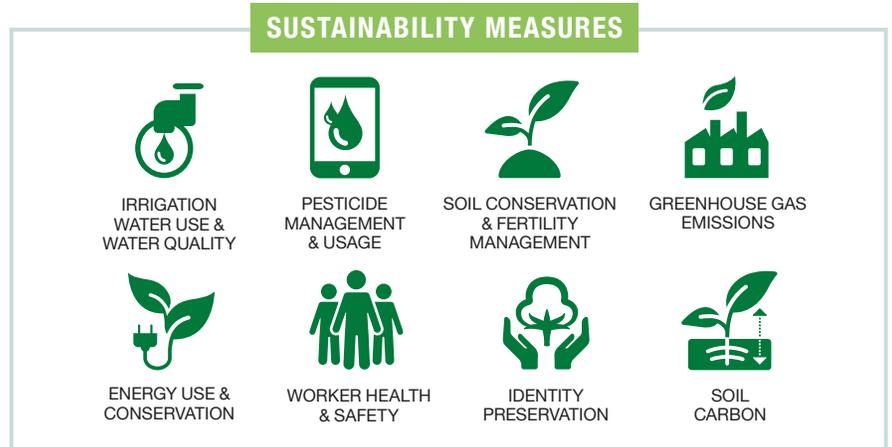
# MADE IN THE USA STARTS WITH GROWN IN THE USA

Made in the USA isn't just a trend; it's a growing movement that answers what today's consumers want to know: What are my clothes and home goods made of? At BASF, that's a question we're passionate about answering.

The e3 Sustainable Cotton program provides traceability starting from the cotton seed and farmer right through to the gin, merchant, mill and retailer when you choose FiberMax® and Stoneville® cotton. That way, your customers know exactly what their products are made of, how they are made and where they started: with e3 Sustainable Cotton.

## Sustainable, traceable 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**. Our dedicated farmers commit to certification and verification through independent audits, allowing us to track these specific environmental and social measures to each individual field and bale.



## RESULTS<sup>1</sup>

71%

### implement reduced tillage practices

Reduced tillage is the practice of minimizing how much a farmer turns over the soil each year. This helps keep soil healthy – the #1 asset when it comes to growing cotton. Not only does it keep soil from moving, but it also requires fewer machinery trips through fields – reducing greenhouse gas (GHG) emissions, too.

69%

### incorporate practices that build carbon through their production system

Practices like crop rotation, reduced tillage and cover crops build carbon in the soil, improving soil quality. By storing carbon in the soil, it also limits carbon loss to our atmosphere, reducing climate impacts from cotton production.

5%

### 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. The e3 Sustainable Cotton program has a three-year average of 9% cover crop usage.<sup>2</sup>

33%

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

By rotating crops – either two different crops or multiple different crops – farmers can naturally replenish important nutrients in the soil, like nitrogen, and potentially reduce how much they rely on chemical inputs.

38%

### lose 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. 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.<sup>3</sup>

44%

### rely on natural rainfall instead of irrigation to grow their cotton

The 56% who use irrigation average 259 gallons of water per pound of lint cotton produced in the e3 Sustainable Cotton program. Thanks to technology advancements, cotton farmers have become more precise with their water use.

# CREATING A TRACEABLE SUPPLY CHAIN



## BASF

When you choose high-quality FiberMax and Stoneville cotton, you can trace your cotton from farm to end product.

## e3 Farm

Eight on-farm sustainability measures are tracked for each farmer in our program, providing your brand with third-party verified, sustainable cotton.

## Gin

Permanent bale ID numbers are assigned at the gin, further creating traceability through the supply chain.

## Mill & Manufacturing

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

## Consumer

Meet a growing demand for local, sustainably grown goods.

## The movement starts with e3 Sustainable Cotton

From textiles to finished apparel and home goods, 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 can meet your cotton needs with:

- High-quality cotton grown in the USA
- Field- and bale-level traceability and authenticity
- Third-party verified/certified sustainably grown cotton supply
- Shareable metrics and successes
- A marketing story with sub-brand potential

GET IN TOUCH:

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**BASF**  
We create chemistry