The Prime Focus for the U.S. cotton's Sustainability

Over the past 35 years, U.S. cotton production has used 79% less water per bale and 54% less energy, reduced greenhouse gas emissions by 40%, all while reducing land use per bale by 49%. The adoption of practices such as minimal tillage, GPS and sensor-driven precision agriculture, and the growing of winter cover crops have further improved soil health, reducing loss and erosion by 37% per acre and increasing soil carbon levels.

The U.S. Cotton Trust Protocol is the only fiber sustainability system that provides quantifiable, verifiable goals and measurement and drives continuous improvement in six key sustainability metrics. The Trust Protocol aims to set a new standard for more sustainably grown cotton that provides brands and retailers the critical assurances that the cotton fiber used in their supply chain is more sustainably grown with lower environmental and social risk.

To learn more about COTTON USA™ please visit : cottonusa.org
To learn more about Trust Protocol please visit : TrustUSCotton.org

U.S. COTTON
TRUST PROTOCOL®

2025 U.S. NATIONAL GOALS

18% Reduce water use

13% Increase land use efficiency

39% Reduce greenhouse gas emissions

30% Increase soil carbon

50% Reduce soil loss

15% Decrease energy use