MEMPHIS, TENN (January 11th, 2022) – The U.S. Cotton Trust Protocol has been recognized and published in the standard mapping process by the International Trade Centre, giving brands and retailers around the world greater choice when it comes to sourcing sustainably grown cotton.

The ITC Standards Map is the world’s largest database for sustainability standards. It offers users access to comprehensive, verified, and transparent information on over 300 standards for environmental protection, worker and labor rights, economic development, quality, and food safety, as well as business ethics.

To be included in the Standards Map, an organization must address at least one pillar of sustainable development (economics, environment, social), and/or focus on ethics or quality management. As part of its core program, the Trust Protocol is focused on continuous improvement of six key sustainability metrics including land use, soil carbon, water management, soil loss, greenhouse gas emissions and energy efficiency.

The addition of the Trust Protocol in the Standards Map provides brands and retailers a unique perspective from the U.S. cotton industry. Through the collective work of its members the Trust Protocol aims to measure sustainability progress, collaborate on research, and identify and mitigate industry challenges. By joining the U.S. Cotton Trust Protocol, members can be sure they are sourcing responsibly produced, quality fiber, and reducing environmental and social risk in their field-to-mill supply chain.

“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,” said Dr. Gary Adams, president of the U.S. Cotton Trust Protocol. “Inclusion in the ITC Standards Map signals to businesses and consumers that a trusted independent organization has verified this information.”

“During a time of increased supply chain scrutiny, brands and retailers face challenges in keeping track of sustainability initiatives and meeting requirements,” said Mathieu Lamolle, Senior Advisor at ITC. “We appreciate that organizations such as the Trust Protocol voluntarily submit their sustainability metrics for verification and mapping in our Standards Map database, so that companies can make better-informed decisions about certification and involvement in sustainable production of their raw materials.”

The U.S. Cotton Trust Protocol is aligned with the UN Sustainable Development Goals, recognized by Textile Exchange and Forum for the Future, and part of the Sustainable Apparel Coalition, Cotton 2025 Sustainable Cotton Challenge, Cotton 2040 and Cotton Up initiatives.

To learn more about the U.S. Cotton Trust Protocol visit TrustUSCotton.org.

To learn more about ITC Standards Map visit https://www.standardsmap.org
About the U.S. Cotton Trust Protocol
In a period of ever-greater supply chain scrutiny and growing demand for transparency, the U.S. Cotton Trust Protocol sets a new standard for more sustainably grown cotton. It brings quantifiable and verifiable goals and measurement to responsibly grown cotton production and drives continuous improvement in key sustainability metrics.

The Trust Protocol underpins and verifies U.S. cotton’s progress through sophisticated data collection and independent third-party verification. Choosing Trust Protocol cotton will give brands and retailers the critical assurances they need that the cotton fiber element of their supply chain is more sustainably grown with lower environmental risk. Brands and retailers will gain access to U.S. cotton with sustainability credentials proven via Field to Market, measured via the Fieldprint Calculator and verified with Control Union Certifications.

The U.S. Cotton Trust Protocol is overseen by a multi-stakeholder Board of Directors comprised of representatives from brands and retailers, civil society and independent sustainability experts as well as the cotton-growing industry, including growers, ginners, merchants, wholesalers and cooperatives, mills and cottonseed handlers.

About International Trade Centre
ITC is the joint agency of the World Trade Organization and the United Nations. ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the Aid-for-Trade agenda and the Sustainable Development Goals of the United Nations.

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U.S. Cotton Trust Protocol Adds Global Apparel Leader, PVH Corp., and its Iconic Brands as Members

MEMPHIS, TENN (September 9, 2021) - The U.S. Cotton Trust Protocol is pleased to announce the membership of PVH Corp., one of the largest global apparel companies. This membership will help PVH achieve its commitment to sustainably source 100% of its cotton by 2025.

By joining the Trust Protocol, PVH will receive verified data on sustainability practices from U.S. cotton growers and access to aggregate year-over-year data for water use, greenhouse gas emissions, energy use, soil carbon, soil loss and land use efficiency.

“Joining the Trust Protocol helps us move forward in reaching our sustainability goals and driving continuous improvements in sustainable cotton sourcing for our brands and at scale for the industry,” said Marissa Pagnani McGowan, Chief Sustainability Officer, PVH Corp. “This program will enhance our ability to provide sustainable product offerings to our consumers.”

“We are proud to welcome PVH as a new member and to help them meet their bold sustainability ambitions as established in their Corporate Responsibility strategy Forward Fashion,” said Dr. Gary Adams, president of the U.S. Cotton Trust Protocol. “In a period of growing demand for verifiably sustainable supply, the Trust Protocol empowers U.S. growers to demonstrate their stewardship and be recognized for the environmental efforts they’ve increasingly undertaken.”

The Trust Protocol has welcomed more than 450 brand, retailer, mill and manufacturer members since its launch in 2020. This includes Levi Strauss & Co. and its legacy brands, Gap Inc., and its collection of purpose-led lifestyle brands as well as global apparel manufacturer Gildan. The Trust Protocol has also welcomed UK retailers Tesco, Byford and Next Plc. Other Trust Protocol member announcements include the first 10 U.S. mills to join and the first members in Latin America.

The U.S. Cotton Trust Protocol is aligned with the UN Sustainable Development Goals, recognized by Textile Exchange and Forum for the Future, and part of the Sustainable Apparel Coalition, Cotton 2025 Sustainable Cotton Challenge, Cotton 2040 and Cotton Up initiatives.

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About the U.S. Cotton Trust Protocol

In a period of ever-greater supply chain scrutiny and a growing demand for transparency, the U.S. Cotton Trust Protocol will set a standard for more sustainably grown cotton. It brings quantifiable and verifiable goals and measurement to the issue of responsibly-grown cotton production and drives continuous improvement in key sustainability metrics.

The Trust Protocol underpins and verifies U.S. cotton’s progress through sophisticated data collection and independent third-party verification. Choosing Trust Protocol cotton will give brands and retailers the critical assurances they need that the cotton fiber element of their supply chain is more sustainably grown with lower environmental and social risk. Brands and retailers will gain access to U.S. cotton with sustainability credentials proven via Field to Market, measured via the Fieldprint Calculator and verified with Control Union Certifications.

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About PVH Corp.

PVH Corp. is one of the world’s largest and most admired fashion companies, connecting with consumers in over 40 countries. Our 140-year history is built on the strength of our brands, our team and our commitment to drive fashion forward for good. That’s the Power of Us. That’s the Power of PVH.

Find out more about PVH’s Corporate Responsibility strategy, Forward Fashion, [HERE](#).

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