



SUSTAINABLE COTTON PROJECT

Cotton Tour 2011: An Inside Look at the Fiber in the Field

Consumers will get a behind-the-scenes look at how San Joaquin Valley growers are reshaping the future of California's \$700 million-a-year cotton industry during a day-long tour on Tuesday, November 8.

The free event offers an on-the-ground look at conventional cotton cultivation and the Sustainable Cotton Project's [Cleaner Cotton™](#) production in the heart of the Central Valley. Participants will inspect the crop before harvest, meet with farmers and visit a cotton gin during the tour.

Buses will leave the Best Western Apricot Inn – Interstate 5 and West Panoche Road about 23 miles southwest of Firebaugh – at 8:30 a.m. and return about 4 p.m. Registration is required and details are available under the [events section](#) of the SCP website, www.sustainablecotton.org.

The annual tour also highlights the successful efforts of SCP growers, who follow sustainable agriculture and bio-intensive integrated pest management practices to reduce the application of the most toxic pesticides used in cotton production.

Founded in 1996, the Sustainable Cotton Project is a California nonprofit that has worked with valley growers to produce environmentally friendly Cleaner Cotton™ to the consumer market. For more information about the Cotton Tour, contact Director Marcia Gibbs at (530) 370-5325.

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