



SUSTAINABLE COTTON PROJECT

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Views From the Field:

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MEDIA KIT

Thank you for requesting our Media Kit. We hope these documents will give you an idea about who we are, what the Sustainable Cotton Project does and our mission for the future of sustainable fiber and farming.

This kit includes:

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SUSTAINABLE COTTON PROJECT

About Us

Who we are

The Sustainable Cotton Project (SCP) is an internationally recognized California-farm based program dedicated to changing the way cotton, one of the world's most widely traded commodities, is farmed and marketed.

Since 1996, the Sustainable Cotton Project has been dedicated to the production and promotion of sustainably grown domestic cotton fiber.

What we do

In the field we work with innovative growers to produce a high-quality fiber while eliminating the most toxic pesticides and herbicides. And, in the industry we connect growers, manufacturers and brands to help develop a Cleaner Cotton™ supply chain.

SCP provides growers with information about sustainable cotton farming and Integrated Pest Management practices. We educate the fashion and textile industry, students and the public about the importance of reducing chemical use in fiber and food products.

Our goal:

Lessen the toll that cotton production takes on the earth's air, water, and soil, and on the health of people living and working in cotton growing areas.

Our work:

- 1) Cleaner Cotton™ Field Program: We enable growers to learn about and test sustainable cotton farming processes and Integrated Pest Management technologies that reduce chemical use.
- 2) Cleaner Cotton™ Marketing Program: We educate those in the apparel and textile industry, the public and students about the importance of reducing chemical use in cotton and food products and we work with manufacturers and retailers to develop a strategy incorporating Cleaner Cotton™ into fashion product lines.
- 3) The San Joaquin Sustainable Farming Project is an expansion of our work in cotton. Here, we partner with alfalfa, almond and cotton growers in Madera, Merced and Fresno counties to develop sustainable farming systems in all three crops. The goal of this program is to maintain profitability while protecting the environmental and the health of their communities.





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California Cotton Facts

Most of California's cotton is grown in the San Joaquin Valley (where SCP operates) and has a reputation for being among the highest quality in the world – characterized by its extra-long, strong and silky fiber properties.

Cotton is an annual crop and in California it is planted in April, taking about 180 to 200 days to reach full maturity for harvest starting in October. The crop begins to flower in June; as the flower dies back, the inner part of the bloom gradually develops into a fruit called the “cotton boll”; once mature, the fiber is removed from the plant using a mechanical harvester.



Some measurement facts:

At its full size, the closed cotton boll is approximately 1.5” wide.

Cotton plants reach approximately 3-4’ height

Mature cotton fibers in California are approximately 1 1/16” long

Cotton in California is irrigated. Furrow irrigation is the most prevalent irrigation system used, with a small percentage of drip irrigation systems being implemented as water supplies tighten. Drip irrigation is very efficient, but also very expensive to install and maintain, so its use in a crop like cotton, which carries a small profit margin, is limited. The most critical time to apply water to cotton is as the young plants are developing. Cotton is generally irrigated about five times during the season, tapering off as the plant matures to encourage fiber development instead of leaf development. Irrigation ends in August to allow plants to dry out, and to prepare for harvest.

Once removed from the field, the harvested cotton is compressed into large “loafs” called modules, which weigh approximately 18,000 pounds. The modules (commonly known as “seed cotton”) are then trucked to a gin where the seed and fiber are separated. The fiber is then compressed into bales of approximately 500 pounds and labeled with a permanent bale identification (PBI) bar code, for easy identification and tracking to the spinner. The cottonseed is stockpiled by the gin and sold as cattle feed or to the oil seed market.

Cottonseed facts:

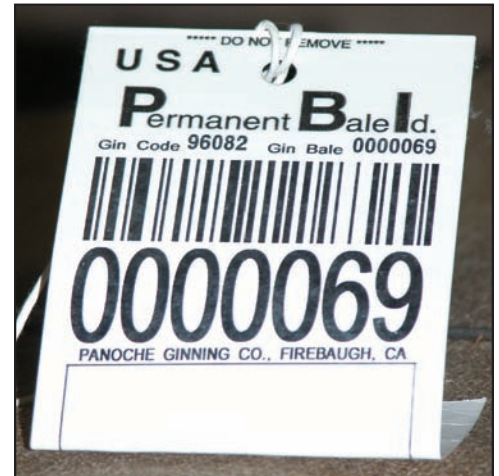
Cottonseed represents 60% of the cotton harvest by weight and is often used in processed foods, salad dressings, marinades and baked goods. Its light fresh taste and high smoke point, make it a common choice for stir fry dishes and frying and it is popular for cooking potato chips and other snack foods. Check the ingredient list of your favorite snacks or salad dressings to see if they contain cottonseed oil.

California Cotton Facts

The US Department of Agriculture (USDA) takes a fiber sample from every bale of cotton to test it for length, strength, color and fineness. This fiber data is collected using high volume instrument technology (hence the term “HVI data”) and is matched to the bale barcode at the gin, so that every US bale of cotton shipped to the spinner carries with it information on quality, gin location, producer and field identification. Each bale has its own, unique number and can therefore be tracked through production. This sophisticated tracking system is important to the farmer because higher quality cotton sells for a higher price; it’s important for the spinner since they match the fiber quality of each incoming bale to the yarn content and quality they need to achieve for their customers; and this tracking system is also of value to consumers because ensures that Cleaner Cotton™ is identified and differentiated from conventional cotton.



Covering a cotton module.



An example of a USDA Bale Tag used for tracking.

California grows two main varieties of cotton:

San Joaquin Valley Acala

Acala is a special type of upland cotton. San Joaquin Valley acala is grown only in the Central Valley, and commands a premium price because it has a long and silky fiber, which is used to make finer yarns and higher quality products. (1/30’s yarns and finer, ring spun yarns, fine twills, shirtings and finer knits)

American Pima

California produces approximately 90% of the nation’s pima cotton. Pima is considered the Cadillac of cotton in the U.S. and rivals fine Egyptian cotton. Pima cotton is an extra long fiber and particularly silky. It is used for the finest quality yarns (1/40’s and finer) and goes into dress shirts, bed linens and underwear.

SCP farmers grow both these types of cotton as Cleaner Cotton™.

Cotton Acreage in California:

Cotton production in California has faced many challenges, including water shortages, weather fluctuations, foreign competition, pressure from other higher value crops, and shrinking cotton infrastructure for processing in US.

As a result, cotton acreage in California has been in a steady decline, although the acreage has increased this season (2011). At the industry’s height in the 1950s and 1960s, growers cultivated more than 1 million acres annually, producing a crop worth more than \$1 billion a year to the California agriculture economy. By 2009, according to National Ag Statistics, cotton acreage in California was down to about 200,000 and the fiber’s economic value to the state of California had fallen to \$277.3 million.

Tree crops, vines, alfalfa and corn have replaced the acreage that used to be dedicated to cotton.



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What to do with Cotton

A full size cotton bale weighs about 500 pounds and stands about 4 ½ feet high. While the longer cotton fibers go into making high quality fabric and products, linters, the fuzz left on the cotton seed after the gin has removed fiber from the seed are used for items such as dynamite, filler in gunpowder, mops, rayon production, cotton balls and even our currency. Cellulose – the main component of the cotton fiber – is also extracted from the linters to make products such as paint, toothpaste, tool handles, and X-ray film.

Below are some examples of the many common consumer items a typical bale of cotton can produce:

Per Bale

Men’s dress shirts	800
Sports shirts	725
Jeans	325
Blouses	850
Dresses	350
Socks	3,400
Diapers	3,000
Sheets – full, flat size	200
U.S. \$100 bills	313,500



Cotton by the piece

The amount of cotton to make one finished textile product:

<u>Item</u>	<u>Estimated cotton required</u>
1 pair of jeans	1.5 pounds (24 oz.)
1 man’s shirt	0.6 pounds (10 oz.)
1 T-shirt	0.5 pounds (8 oz.)
1 bath towel	0.6 pounds (10 oz.)
1 dress	1.3 pounds (21 oz.)
1 diaper	0.15 pounds (2.5 oz.)
1 blouse	0.5 pounds (8 oz.)

Farmers financial return

What the cotton grower takes to the bank:
(Based on \$1.25 per pound of lint, or \$500 per bale)

1 pair of jeans	\$1.88
1 man’s shirt	\$0.75
1 T-shirt	\$0.63
1 bath towel	\$0.75
1 dress	\$1.63
1 blouse	\$0.63
1 diaper	\$0.19

Sources: California Cotton Ginners and Growers Associations and Cotton Inc.



SUSTAINABLE COTTON PROJECT

What is Cleaner Cotton™

Cleaner Cotton™

The Sustainable Cotton Project (SCP) partners with conventional growers who recognize the need to reduce chemical use, helping them implement reduced-risk farming methods to minimize this impact. Our Cleaner Cotton™ field program works directly with growers and invites them to enroll a field in the program and then SCP assists them during the growing season with technical support, weekly field scouting information and timely field days featuring industry experts. SCP disallows the use of the thirteen most toxic chemicals used on cotton in California (based on toxicity, volume of use and available alternatives), and requires farmers to use biological means to combat pests and pathogens.

The cotton produced as part of the SCP program is then marketed as Cleaner Cotton™.



SCP grower, Mark Fickett.



SCP field scout, Luis Gallegos provides weekly field reports to our growers, giving them the tools to make educated pest management decisions.

Why not organic cotton?

The answer is simple: the cost to grow organic cotton in California is higher than retailers are willing to pay. Studies show that organic cotton fields in California yield 40% less fiber than conventional, and lacking a secure market farmers are unwilling to risk the lower yields and corresponding decrease in financial return.

Since California's organic cotton acreage is minimal (Averages less than 200 acres a year), the chemical reduction corresponding to this acreage is also minimal. Because Cleaner Cotton™ is grown on significantly more acres than organic cotton it achieves far greater chemical reductions due to its larger scale.

For example:

- In 2007 there were 2 organic cotton farmers growing 240 acres, reducing chemicals by a little over 500 pounds
- In contrast, in the same year, there were 22 Cleaner Cotton™ farmers growing 2,000 acres, reducing chemicals by about 2,000 pounds

The Cleaner Cotton™ Campaign

SCP launched the Cleaner Cotton™ Campaign to tell the story of this cotton and the farmers who grow it and to interest brands in bringing this fiber to market. Creating a market demand for Cleaner Cotton™ will encourage more farmers to convert more of their cotton acres to biological systems.



SUSTAINABLE COTTON PROJECT

Why Use Cleaner Cotton™

- 1** It eliminates the 13 most toxic chemicals used on cotton in California.
- 2** It supports family farmers and rural economies in California.
- 3** It uses non-GM seed and helps maintain a supply of this seed for the future.
- 4** It provides a scalable approach to reduce chemical use on cotton grown in California.
- 5** It educates farmers on the use of biological controls and directly affects the quality of California's air, soil and water.
- 6** It enhances the ecological and social goals of an organic program.
- 7** It provides a stepping stone for to organic practices for conventional farmers.
- 8** It increases the emotional value of your brand.



SUSTAINABLE COTTON PROJECT

Press Release

California growers going with a Cleaner Cotton™

Chad Crivelli had his doubts. Could he rely on benign bugs and fewer chemicals to manage pests threatening his cotton crop and still earn a profit? It was a risky proposition.

More than a decade later, the third generation San Joaquin Valley cotton grower has gone from skeptic to advocate. He is one of state's pioneering farmers producing an environmentally friendly Cleaner Cotton™ in California's agricultural heartland.



"Growers are finding new ways that are better for the environment and the consumer," Crivelli says. "We are getting our name out. People out there are asking for our cotton."



Planting habitat increases the presence of beneficial insects which prey on harmful pests. This is used as a biological pest control practice within the program.

Marking its 15th year, the Sustainable Cotton Project's Cleaner Cotton™ program has changed the farming landscape. Pioneering growers like Crivelli are successfully using biological methods to control harmful pests and improve soil quality.

Cleaner Cotton™ growers are eliminating the 13 most toxic pesticides used in cotton production, a practice that protects the health of community members and wildlife as growers adopt biological methods to control harmful pests and improve soil quality. One impressive result: Up to a 76 percent cut in chlorpyrifos use compared to the average cotton grower in the San Joaquin Valley region. The chemical is highly toxic to fish and food for the threatened Pacific salmon and steelhead, according to the Environmental Protection Agency.

Moreover, Cleaner Cotton growers use non-genetically modified cotton seed. GM cotton currently represents 80 percent of cotton grown in the United States and it's generally believed that GM ensures maximum crop yield. Yet Cleaner Cotton demonstrates that cultural practices and integrated pest management methods also maintain crop yields and are effective without the use of GM. The SCP program also ensures grower demand for non-genetically modified seed and thereby helps ensure a future supply of diverse seed options for farmers.

"Cleaner Cotton™ really opened up my eyes," Crivelli says. "Farmers can still make a profit growing cotton and reduce chemicals. That's a great feeling. It's a very good concept. It does work."

Press Release

The trademarked high quality fiber already is attracting interest from some of the world's largest apparel retailers, including Gap Inc. , PrAna and Levi Strauss & Co.

“Cleaner Cotton is grown with reduced toxicity and non-genetically modified seed,” says Lynda Grose, a fashion for sustainability pioneer and assistant professor at the California College of the Arts in San Francisco. “The U.S. public is looking to bolster the domestic economy. A Cleaner Cotton™ grown and sewn in the U.S. is a great multiple message for any American retailer.”



The Cleaner Cotton™ program is coordinated by the California-based [Sustainable Cotton Project](#) (SCP), a nonprofit organization founded in 1996. SCP provides extensive support and resources to growers, including access to leading University of California Cooperative Extension and UC Statewide Integrated Pest Management cotton experts.



Our SCP hosted field days bring together growers and university experts.

“The program has filled a valuable need in the Central Valley. The coordination has allowed Cooperative Extension advisors to fill gaps where farm advisors are no longer present. It is a great example of a private and public partnership,” said Walt Bentley, a long-time entomologist at UC IPM.

For years, growers have tried to plant organic cotton, but couldn't sell the fiber for a profit due to the state's high labor and production costs. In fact, about 98 percent of organic cotton is grown outside the United States.

“It costs about five times more to grow organic than conventional (cotton),” said Crivelli, who planted 10 acres of organic cotton in 2009 but couldn't find a buyer willing to pay a premium for his fiber. “Everything has to be done by hand. It raises the price for consumers tremendously.”

Crivelli and other California growers see trademarked Cleaner Cotton™ as the best way to tap into the burgeoning \$6 billion-a-year “green” apparel market.

That's good news for fashion designers who rave about the quality of California cotton, a strong fiber coveted for premium products such as fine linens, bath towels and dress shirts.

“The San Joaquin Valley produces some of the finest cotton in the world, a high end fiber that can command a premium price,” Grose says.





SUSTAINABLE COTTON PROJECT

Cotton Economics

Cotton Production at a Glance

Upland Cotton	Acres planted			Acres harvested		
	2009	2010	% chg	2009	2010	% chg
California (Acala/Upland)	71,000	124,100	74.6%	70,000	123,000	75.7%
United States	9.01 mil.	10.8 mil.	19.9%	7.4 mil	10.5 mil	41.9%

	Yield per acre			Bales		
	2009	2010	% chg	2009	2010	% chg
California (Acala/Upland)	1,646 lbs	1,639 lbs	-4.3%	240,000	420,000	75%
United States	766 lbs	814 lbs	6.3%	11.8 mil	17.8 mil	50.8%

Pima cotton	Acres planted			Acres harvested		
	2009	2010	% chg	2009	2010	% chg
California	119,000	182,000	52.9%	116,000	180,000	55.2%
United States	141,400	204,200	44.4%	138,200	201,700	44.9%

	Yield per acre			Bales		
	2009	2010	% chg	2009	2010	% chg
California	1,494 lbs	1,216 lbs	-18.6%	361,000	456,000	26.3%
United States	1,389 lbs	1,184 lbs	-14.8%	399,900	497,500	24.4%

Value of cotton

Upland	2006	2007	2008	2009	2010
California (Acala/Upland)	\$217.6 mil	\$225.3 mil	\$104.6 mil	\$83.1 mil	\$211.7 mil
U.S.	\$4.7 bil	\$5.2 bil	\$2.8 bil	\$3.6 bil	\$6.9 bil

Pima	2006	2007	2008	2009	2010
California	\$313.6 mil	\$376.8 mil	\$191.9 mil	\$202.7 mil	\$398.4 mil
U.S.	\$346.5 mil	\$403.9 mil	\$204.6 mil	\$224.4 mil	\$430.6 mil

Total all cotton	2006	2007	2008	2009	2010
California	\$531.2 mil	\$602.1 mil	\$296.5 mil	\$285.8 mil	\$610.1 mil
U.S.	\$5.05 bil	\$5.6 bil	\$3.02 bil	\$3.8 bil	\$7.3 bil

Source: USDA National Agricultural Statistics Service

Cotton Economics

Cleaner Cotton targets growing marketplace

Eco-conscious consumers fuel demand for sustainable and organic cotton apparel and home products

	2005	2006	2007	2008	2009	2010	2011**
Global retail sales*	\$583 mil	\$1.07 bil	\$1.91 bil	\$2.62 bil	\$4.3 bil	\$5.1 bil	\$6 bil

Source: Textile Exchange

*organic cotton apparel

** estimated

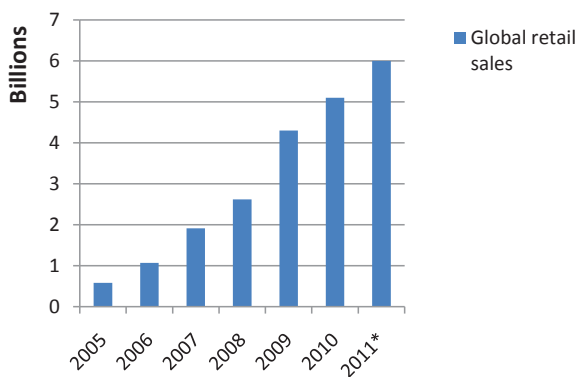
Manufacturer demand for organic cotton

	2000	2004	2005	2006	2007	2008	2009*
Organic cotton fiber sales (metric tons)	5,720	23,580	32,326	44,541	61,025	77,000	96,407

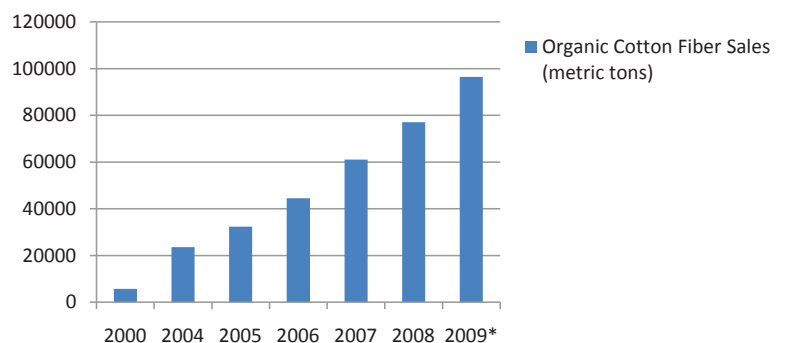
Source: Textile Exchange

*estimated

Organic Cotton Apparel Global Retail Sales Booming!

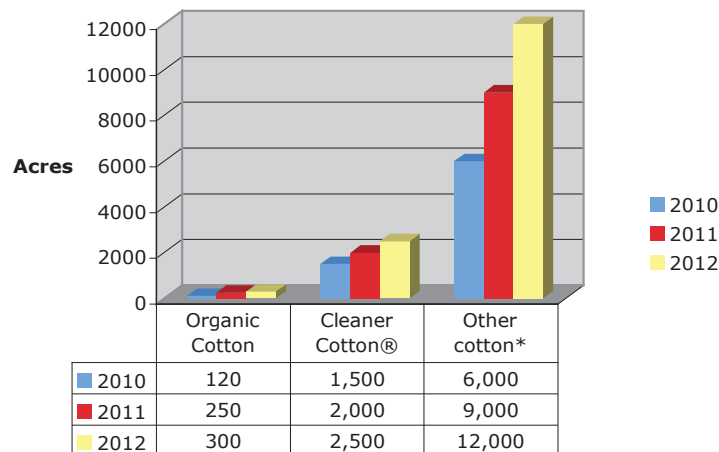


Manufacturers Flock to Organic Cotton! Organic Cotton Fiber Sales (metric tons)



Cleaner Cotton Outlook in California

Scaling up cotton production



* Other cotton planted by Sustainable Cotton Project growers which can be converted to Cleaner Cotton



SUSTAINABLE COTTON PROJECT

Farmer Profiles

Windfall Farms- Mark Fickett and Frank Williams

Partners and long-time cotton growers Frank Williams and Mark Fickett were willing to innovate and give SCP growing practices a try. Recognizing the potential toxicity of many of the pesticides used on cotton, the Windfall Farms growers wanted information and to do “discovery” on more biologically based farming practices. The project was a good fit for them and they found the support from UC IPM and UCCE increased their interest and confidence in implementing practices that would enhance their soil while protecting water and the health of the rural community they live in. They also discovered adopting a reduced risk system would not hurt their financial bottom line.



Windfall Farms was the first and one of the only cotton growers in California to try interplanting alfalfa with cotton, a practice developed by bio-control experts in the 1960s that had gone out of vogue with the ease of insecticides. The main pest in cotton is the lygus bug, which actually prefers alfalfa to cotton and so the growers tried planting 6 rows of alfalfa between two 80-acre cotton fields.

Dismissed by their pest control advisor (PCA) as a disaster waiting to happen, the growers persisted and found the practice worked. They also liked the idea of planting annual hedgerows on their field margins. The hedgerows of corn, sunflowers, and black eye peas serve as food and shelter for beneficial insects, attract pests and can serve as wind blocks.

With increased confidence in biological systems, the Windfall growers decided to try organic cotton production and planted 40 acres in 2006. It was successful and the growers felt they were learning even more about biological control and reduced risk systems. They planted 80 acres of organic in 2007 and 160 in 2008, while continuing to farm SCP’s Cleaner Cotton™ on the rest of their cotton acreage. They have even planted a small amount of colored cotton fiber – both green and brown to be used in color blending which reduced the impacts from bleaching and dyeing cotton fiber.

“We found beneficial insects that we didn’t know we had out there,” Mark says.

“It was very simple. It integrated with what we did very well,” Frank adds. “It’s probably left an indelible mark on how we look at things and how we culturally grow our cotton.”

Always willing to participate and share their farm and expertise, their fields are often used on our yearly farm tour and for SCP field days. Frank and Mark represent the best of cotton growers who have made the transition from conventional cotton production to sustainable and organic through the support and direction of the SCP project. The tools of the project – demonstration fields, mentor growers and strong technical support from UC IPM and UCCE have made the difference for these growers and they are eager to share their story.

Farmer Profiles

Chad Crivelli



Chad Crivelli was skeptical. The third generation Dos Palos area cotton grower worried that using biological controls would increase risks to his crop.

Chad has come a long way in his thinking. After nearly a decade in the Sustainable Cotton Project, he has been a major advocate of the Cleaner Cotton, going as far as planting 10 acres of organic pima cotton in 2009, the only cotton he grew that year.

At a recent farm tour where Chad's field was a focus, he shared his observations about SCP and reasons for making the shift from conventional growing to more biological systems and even on to organic.

He has found that by eliminating the broad-spectrum insecticides on his farm, there has been a gradual increase in beneficial insects, bio diversity and even in wildlife. At Crivelli Farms in 2009, Chad found quail in the brush piles along the roadways and field margins, something his family has not seen for more than 30 years. This discovery has had a big impact on Chad, his father and brother who both farm with him. They recognize the importance and value of biodiversity and protection of the water and air quality in their area. They like what they are seeing.

"Cleaner Cotton really opened up my eyes," Chad says. "Farmers can still make a profit growing cotton and reduce chemicals. That's a great feeling. It's a very good concept. It does work."

Through SCP, Chad gained the confidence to plant organic cotton. He found that the program's resources and access to University of California Cooperative Extension and UC Statewide Integrated Pest Management cotton experts supported his questions and increased his knowledge base.

Chad appreciated the weekly field scouting provided by SCP and the interactions with other growers as well as seed for planting annual hedgerows and beneficial insect releases when needed. These were the factors that allowed Chad to feel he had the tools to try organic cotton production (one of only two organic cotton producers in the state in 2009). He now realizes that pesticides can play a role in secondary pest infestation and that there are choices and options which protect and enhance the local watersheds.

Paul and Doug Goodman

Paul and his son Doug and their family farm close to 3,000 acres of cotton in Merced County. Active in the SCP program for eight years, Paul has been a strong supporter and has found that using BASIC practices has allowed him to grow cotton in most years without pesticide applications.

Two of Paul's fields are located in the town of Dos Palos, one right next to Dos Palos High School. Paul needed to find alternative practices to those used by conventional growers since there were limitations on chemical use with a field that close to the school and another next to a local subdivision.

Paul is a successful and careful grower who has found that using annual hedgerows has helped to decrease the movement of pests into his cotton. The hedgerows provide a trap crop as well as food and shelter for beneficial insects. He has found the BASIC practices, program technical support and extra scouting very useful. He has transferred these practices to the rest of the cotton he farms, a testament to his trust in the BASIC practices.

Farmer Profiles

John Teixeira

By nature, farmers tend to stick to old habits and shy away from change.

Not John Teixeira, a long-time Firebaugh farmer. “I’m always willing to try something new. Being progressive, you have to think outside the box.”

Teixeira is one of the pioneering growers involved the Sustainable Cotton Project (SCP). Over the years, he has gone from skeptic to advocate of biological pest controls in the San Joaquin Valley farming community. He and his family continue to demonstrate how Integrated Pest Management practices can work effectively in their crops.



“It’s a new paradigm. It helps the pocketbook and doesn’t hurt production,” says Teixeira, who runs the 85-acre Lone Willow Ranch and also farms with two brothers and his father. His cotton acreage has ranged from 2,800 acres to no acres during the drought and economic downturn. In 2011, his family planted 1,500 acres. He also has grown organic cotton.

Together, he and his family grow a diversity of crops, including almonds, alfalfa hay, corn, cantaloupes, cotton, processed and fresh tomatoes and wheat hay. At Lone Willow, Teixeira is well-known for growing many varieties of organic heirloom tomatoes.

When the SCP was founded in 1996, Teixeira’s first reaction was less than enthusiastic: “What’s this all about. They are nuts.” But fellow farmers eventually persuaded him to become involved with the program. Through the years, he has had enrolled cotton, alfalfa and almond acreage in the SCP program.

“It’s all about economics. You look at your budget and want to protect your crop yields to meet that budget,” he says. “It’s really challenging in this day and age.”

In today’s economic climate, the cost of farming continues to rise. At the same time, growers are facing growing environmental pressures, including tougher regulations on agricultural chemicals and irrigation run-off.

“Environmental concerns are very prevalent now. There is a movement of instead of being a hard line people are willing to take or trying something different.”

Teixeira says SCP workshops and resources, weekly field scouting program and access to leading University of California farm advisors, researchers and IPM specialists has taught growers like himself about monitoring fields for crop-damaging and beneficial insects, natural habitats to attract good bugs and softer agricultural chemicals. “The key to all of it is not to get rid of all the beneficials. You have to keep that beneficial population going,” he says. “It has become very educational to understand the whole process. It has taught us to be a little more patient and understand all the (pest) numbers from the scouting. You used to take it for granted that you had to spray when the PCA says so. Now I want to know why I have to spray. What SCP has done is teach the farmer how to be more like a PCA. It saves you money.”

His message to fellow farmers: “Let’s all try it. Let’s work together to make a difference. It works.”

Teixeira also is a firm believer in promoting sustainable agriculture. He has been involved in the Slow Food Movement, testified before legislative bodies and promoted community agricultural events. He urges farmers go out in the community and educate consumers about the food and fiber growers produce.

“Get the picture in front of the consumer,” he says. “We should be going to the colleges and teaching the younger generation. The younger generation is going to buy local, sustainable food more than ever.”