



What is Organic Cotton?

Organic cotton uses agricultural methods designed to help sustain the land it grows on, the people who grow and harvest it and the planet in general. It is grown using methods and materials that have a low impact on the environment. Organic production systems replenish and maintain soil fertility, reduce the use of toxic and persistent pesticides and fertilizers, and build biologically diverse agriculture. Third-party certification organizations verify that organic producers use only methods and materials allowed in organic production.

Why Go Organic?

- Conventional cotton is one of the most chemically-dependent crops using more agricultural chemicals and insecticides than any other crop per unit.
- It takes one-third (1/3) of a pound of chemical pesticides to produce one conventional cotton T-shirt and three-quarters (3/4) of a pound to produce a pair of jeans.
- Without being pesticide-free, or organic, there is significant "poisoning" that occurs to the plant, the soil, the air, the waterways and ultimately to human life and the environment.
- 20,000 deaths occur each year from pesticide poisoning in developing countries; many of these from cotton farming, according to the World Health Organization (WHO).
- Because of the interconnectedness of plants and the need for crop rotation in traditional farming techniques, it is essential to support both sides of the agricultural equation - food and fiber. Organic farmers do not need to rotate crops, nor do they produce harmful runoff like their traditional counterparts.
- Unlike conventional cotton, organic fibers (such as organic cotton) are not sprayed with harmful pesticides, fungicides, herbicides and chemical fertilizers, which in turn helps improve water quality, air quality and the environment as a whole.