

# WELCOME!

COTTON USA: YOUR PARTNER FOR  
QUALITY COTTON  
TRACEABLE COTTON



**COTTON USA™**

THE COTTON THE WORLD TRUSTS



# AGENDA

- **U.S. Cotton Organizations and COTTON USA**
- **What's New at COTTON USA?**
  - **The U.S. Commitment to Clean Cotton**
  - **Traceability with Oritain**
- **Summary**

# U.S. COTTON AND COTTON USA

# U.S. COTTON ORGANIZATIONS EXPLAINED



SUPIMA



	COTTON INCORPORATED	NATIONAL COTTON COUNCIL	SUPIMA	COTTON COUNCIL INTERNATIONAL
<b>ESTABLISHED</b>	1972	1938	1954	1956
<b>HEADQUARTERS</b>	Cary, NC	Memphis, TN	Phoenix, AZ	Washington, D.C.
<b>MISSION</b>	Increase global cotton consumption through promotion and research	Ensure the ability of all U.S. cotton industry segments to compete effectively and profitably in the raw cotton, oilseed and U.S.-manufactured product markets at home and abroad	Increase the consumption of American Pima and awareness of the premium quality of SUPIMA® branded cotton products	Funded by the U.S. government and the U.S. cotton industry with the mission of driving U.S. cotton exports globally

# CCI TODAY: WHO WE ARE

- We have 60 people located in 15 offices around the world with the majority in Asia covering approximately 50 countries.
- And, we have 5 technical consultants located in 4 countries.



# GLOBAL COTTON SUPPLY CHAIN

Raw Cotton



Spinning Mill  
Turns it into Yarn



Fabric Manufacturing for Knits,  
Wovens, Home Textiles



Dyeing &  
Finishing



Cut & Sew



Brands/Retailers





A close-up photograph of two cotton bolls on a dark brown branch. The bolls are white and fluffy, with some of the brown, papery bracts still attached. The background is a soft, out-of-focus light blue and white.

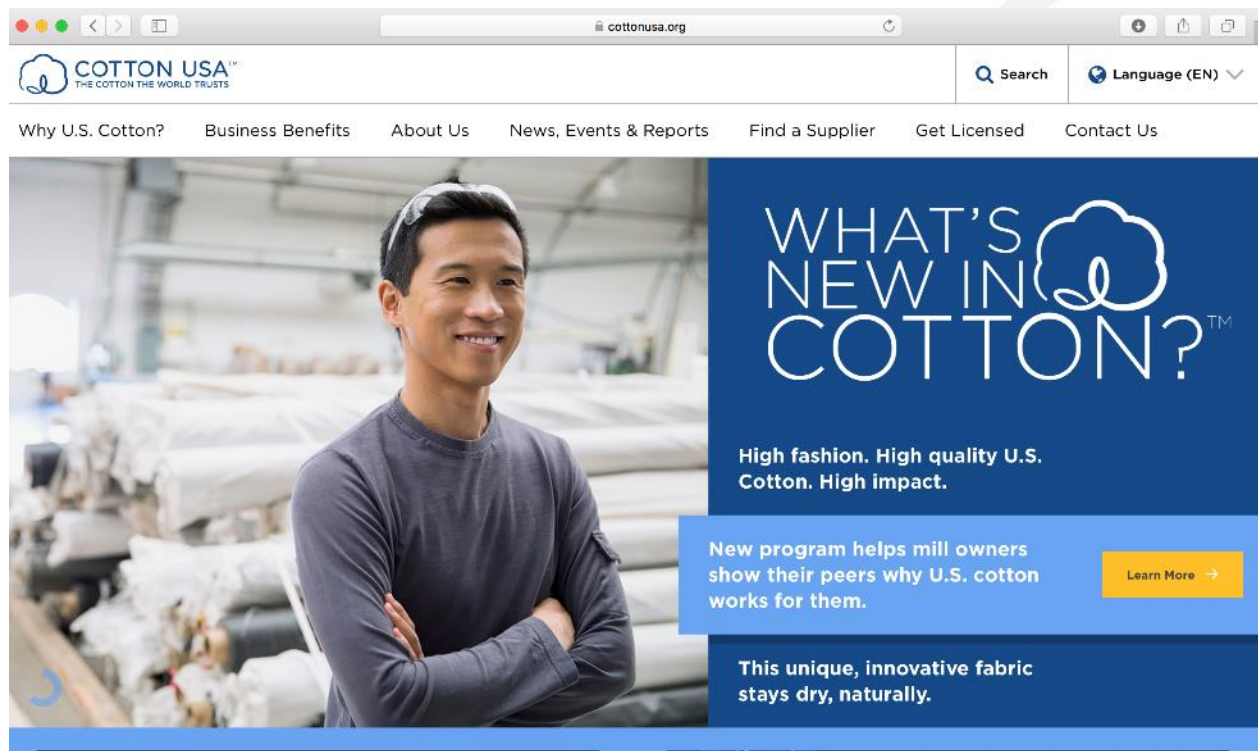
# COTTON USA

THE COTTON  
THE WORLD TRUSTS



# COTTON USA GLOBAL WEBSITE

- [www.cottonusa.org](http://www.cottonusa.org)
- Built to connect, educate and inspire the entire cotton supply chain
- Mills, manufacturers, brands and retailers will be able to access industry-specific content
- Translated into 12 languages







# THE U.S. COMMITMENT TO CLEAN COTTON

# COTTON QUALITY TASK FORCE

- Cotton Quality
- Quality Measurement Improvements
- Contamination Prevention Efforts



# U.S. COTTON OBJECTIVE

- Zero contamination is the goal of U.S. cotton.



# NEW TECHNOLOGY

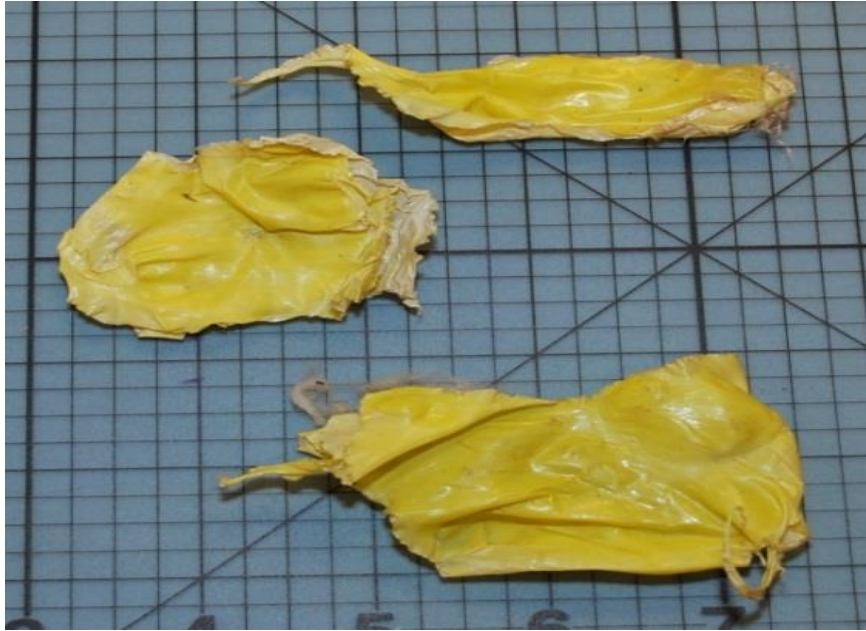




# FOCUS ON MODULE WRAP PLASTIC



# WE HAVE DECLARED WAR ON PLASTICS AND ALL OTHER CONTAMINANTS!





# CONTAMINATION CONTROL EFFORTS

Education and best management practices by NCC with gins and producers throughout the Cotton Belt.

## **NEW SINCE 2018/2019**

1. Plastic wrap marking where to cut the wrap at the gin
2. USDA Class now includes 71/72 coding
3. Gin camera testing
4. Research at Texas A&M and 3 US gin “labs”

# EDUCATION & PREVENTION



- Producers
- Ginners
- Warehouse



# CONTAMINATION PREVENTION

[www.cotton.org](http://www.cotton.org)



**Contamination-Free Cotton**  
U.S. Cotton's Goal To Enhance Our Global Reputation

**CONTAMINATED**

**Our Message Is SIMPLE —**  
**It Is EVERYONE'S Responsibility To Prevent Lint Contamination!**



**Contamination-Free Cotton**

National Cotton Council OF AMERICA

**CONTAMINATED**

**Keeping It Clean!**

One of the National Cotton Council's (NCC) foremost priorities is the continued delivery of contamination-free cotton to U.S. cotton customers in the global marketplace – a need more critical than ever because of fierce competition from other growths and man-made fibers. The NCC urges producers, ginners and other industry members to strive for "zero tolerance" when it comes to seed cotton and lint contamination. Following are links to resources aimed at helping industry members keep their cotton clean.

[Contamination Prevention Guidelines](#)  
U.S. cotton industry members are encouraged to follow these guidelines to help U.S. cotton maintain its reputation as a source of clean fiber. [An AgWeb article](#), which lists seven best practices for keeping cotton "contamination free," notes that a plastic bag actually can be a cotton producer's No. 1 enemy.

[Prevent Lint Contamination](#)  
This NCC publication also offers steps for preventing problems with materials that can contaminate seed cotton and lint and result in blemished finished goods.

[Contamination Free Cotton: Keep It Clean and Pure](#)  
This PowerPoint presentation on contamination prevention has both English and Spanish narrations.

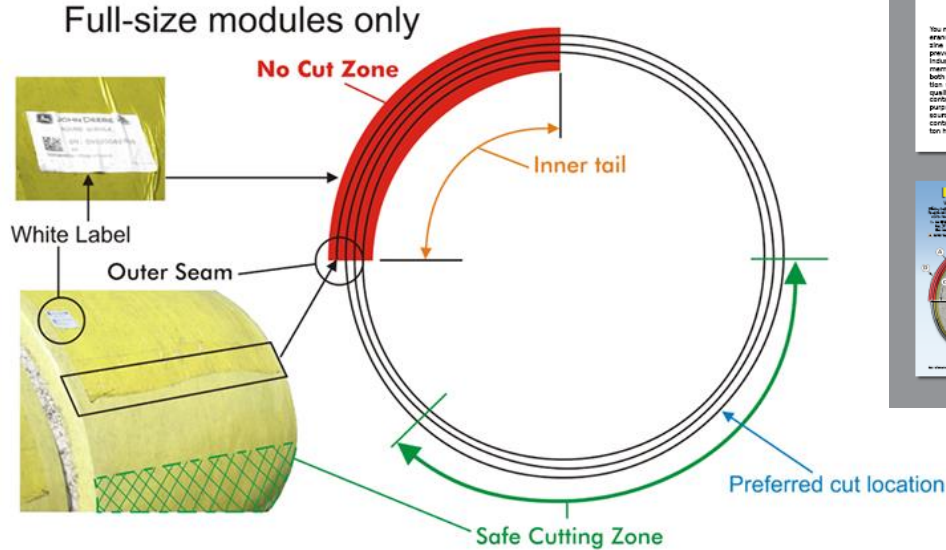
# GINNER EDUCATION & TECHNOLOGY TRANSFER

- Gin Schools
- Ginning Conferences





# GINNER EDUCATIONAL MATERIAL



### Contamination Free Cotton Bulletin

You may have seen the "Driving for Zero" initiative in Cotton Future magazine (September 2012) or a contamination prevention alert that was sent to your Cotton Industry Sales Packaging Committee (CISPC) members and others on August 13. Link to both pages are on the ICC Quality Preservation web page. <http://www.cotton.org/icc/quality/index.cfm>. The referenced web page contains links to material designed for the purpose to help focus cotton industry resources on the importance of preventing lint contamination. Everyone who works with cotton has a stake in contamination prevention.

### Guidelines for Cotton Growers

**Pre-harvest:**

- There is a critical buffer zone between the field and the cotton gin. Growers should ensure that the field is free of any contamination that could be carried into the gin.
- Use of herbicides and pesticides should be minimized.
- Use of fertilizers should be minimized.
- Use of irrigation should be minimized.
- Use of machinery should be minimized.
- Use of storage should be minimized.
- Use of transport should be minimized.
- Use of processing should be minimized.
- Use of distribution should be minimized.
- Use of retail should be minimized.

**Post-harvest:**

- Cotton harvest areas and other risk areas must undergo an assessment of chemical, biological, and physical contamination. The goal is to ensure that the cotton is free of any contamination that could be carried into the gin.
- Use of herbicides and pesticides should be minimized.
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### Guidelines for Cotton Gins

**Pre-harvest:**

- There is a critical buffer zone between the field and the cotton gin. Gins should ensure that the field is free of any contamination that could be carried into the gin.
- Use of herbicides and pesticides should be minimized.
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- Use of retail should be minimized.

### Guidelines for Cotton Warehouse

**Pre-harvest:**

- There is a critical buffer zone between the field and the cotton gin. Warehouse should ensure that the field is free of any contamination that could be carried into the gin.
- Use of herbicides and pesticides should be minimized.
- Use of fertilizers should be minimized.
- Use of irrigation should be minimized.
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### IMPORTANT! for All Groups

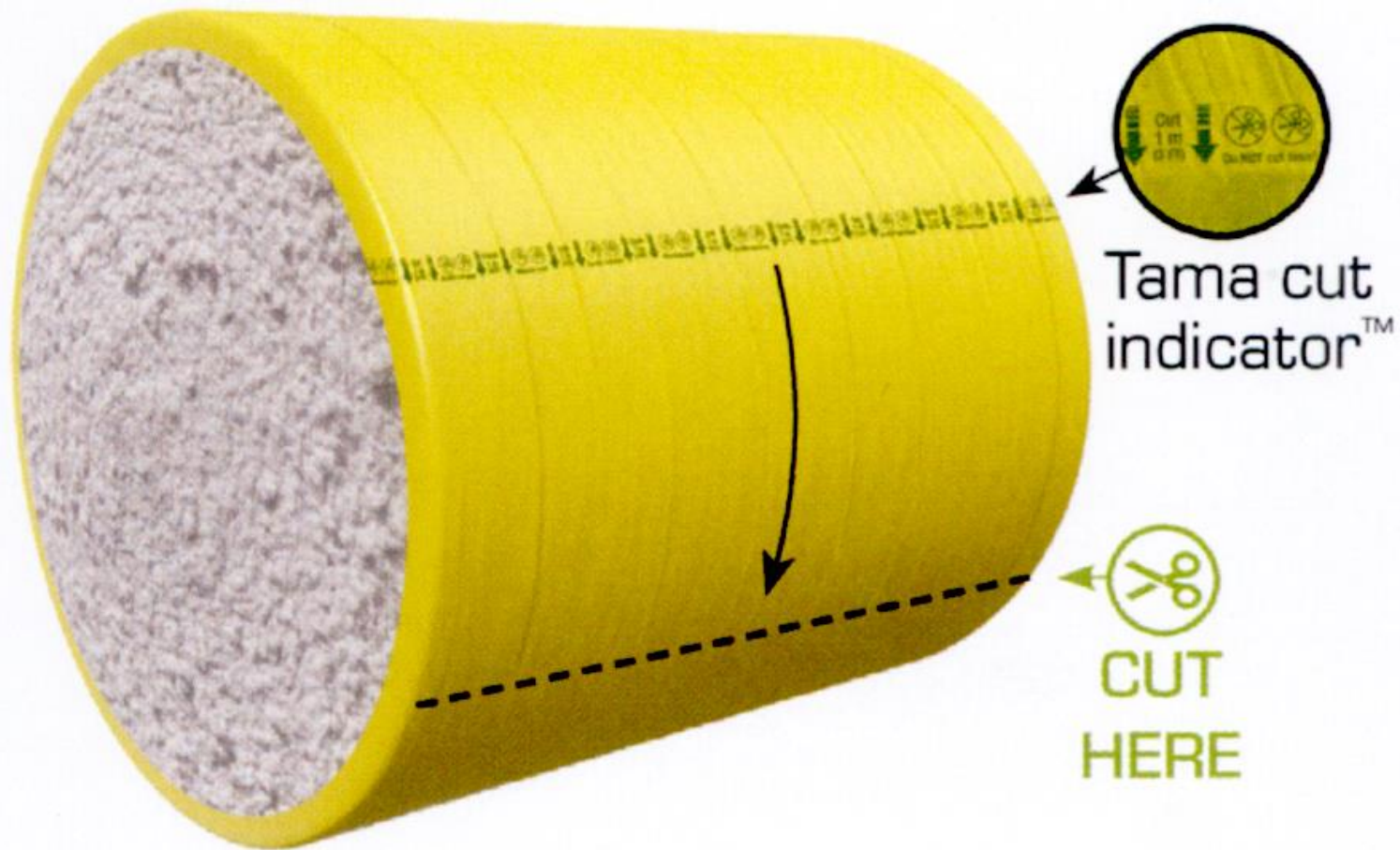
**Pre-harvest:**

- There is a critical buffer zone between the field and the cotton gin. All groups should ensure that the field is free of any contamination that could be carried into the gin.
- Use of herbicides and pesticides should be minimized.
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### These are just a few of the steps we can take to prevent contamination events. The battle to prevent contamination never ends and that is why constant efforts are needed by everyone with a stake in contamination free cotton. These efforts are warranted in order to satisfy U.S. cotton's mill customers need for pure lint and to maintain U.S. cotton's global reputation for contamination-free lint.





# USDA-AMS ANNOUNCEMENT

- On July 1, 2018 the USDA implemented a new classing code to distinguish plastic from other types of contaminants. (61/62)
- This is code 71 or 72.

# USDA-AMS CLASSING OFFICE



# IMPACT OF THE NEW 71/72 CODE

- Bales with this code are severely discounted in price which directly impacts the gin and provides a huge incentive for the gin to eliminate plastic contamination.
- THIS IS WORKING!!!!



# GIN CAMERA TESTING



# CAMERAS AT THE MODULE FEEDER





# GIN MONITOR





# GIN MONITOR



# DETECTION AND EJECTION



# TEXAS A&M UNIVERSITY

## BIOLOGICAL & AGRICULTURAL ENGINEERING DEPT.

- Mini Module Feeder added to the lab gin to determine fate of plastic through the ginning process
  - Dr. Alex Thomasson
- Field documentation of where damage occurs
  - Dr. Bobby Hardin

# SUMMARY:

## U.S. COTTON IS COMMITTED TO QUALITY!

- Zero contamination is the goal of U.S. cotton.
- New ideas like cameras and new research with our relentless focus on education and innovation will greatly reduce the plastic issue.





The background of the slide is a monochromatic blue image. The lower half shows a field of crops, possibly corn, with a set of tire tracks running down the center towards the horizon. The upper half is a sky filled with soft, textured clouds. The overall mood is serene and expansive.

# SUSTAINABILITY AND TRACEABILITY

# SUSTAINABILITY AND TRACEABILITY

- Brands around the globe are committed to sourcing from only sustainable raw materials. These brands are creating lists of approved sources for cotton. And, while U.S. cotton is widely considered sustainable, many brands have not put U.S. cotton on their lists because of no independent verification.
- The new U.S. Cotton Trust Protocol addresses this issue and adds real quantifiable goals and data to back up any claims. In a pilot phase now, it will roll out in early 2020.





# SUSTAINABILITY AND TRACEABILITY

- While they have their list of sustainable cotton, brands and retailers are still struggling to prove the origin of the raw materials in their products. They need to prove that their raw materials are being produced sustainably, without forced labor and under fair working conditions.
- In order to prove raw material origin, brands are looking for solutions that will mitigate risk to their corporate claims around their CSR goals and commitments.



YOUR TRUSTED PARTNER IN  
SCIENTIFIC TRACEABILITY

Executive Committee Board  
Meeting

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August 21<sup>st</sup> 2018

Rupert Hodges & Benjamin Tomkins

# Oritain Global

Oritain, formed in 2008, **uses forensic science to determine the origin of products.**

Founded out of the University of Otago, by Professor Russel Frew, who is a **world-leading expert and advisor to the UN.**

Our goal is to be the **world's most trusted company at scientifically verifying origin.**

Offices in **London, Sao Paulo, Sydney, Dunedin and Switzerland.**

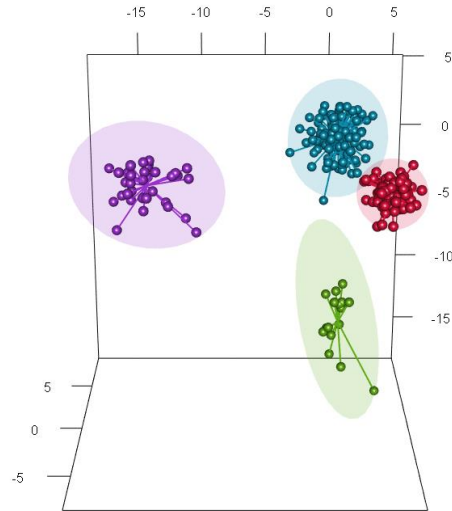








# Origin Fingerprint – Country



■ Australia  
■ Egypt  
■ USA Supima  
■ USA Upland



Oritain uses statistics to **interpret 1000's of pieces of sample/analyte data** into something that can be comprehended

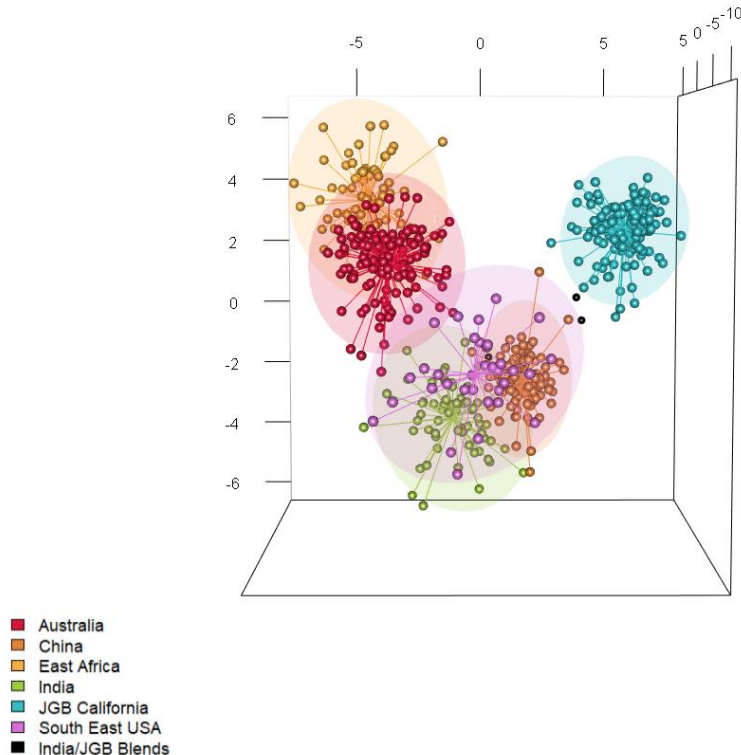


A tested sample of **genuine origin** will lie in the area of space occupied within its chemical fingerprint



**Non-genuine tested samples or blends** reside in areas of space outside of its chemical fingerprint

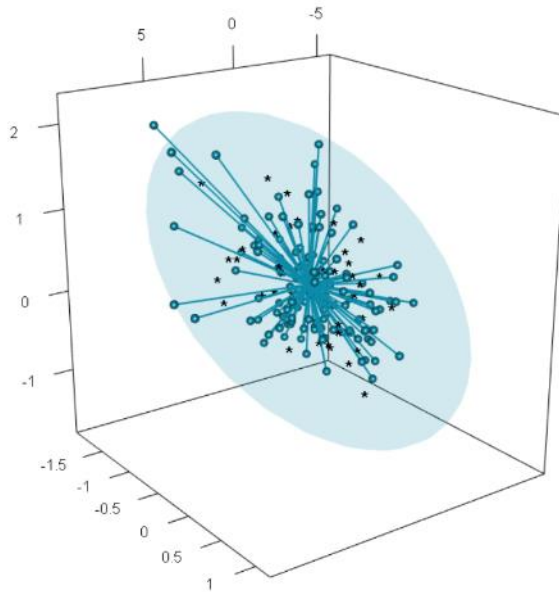
# Testing Example – Supima & India



When cotton is blended with another origin, the chemical fingerprint changes such that it becomes **the average of the two blend components**

This is represented in the plot as a tested sample which appears in 'white space', i.e. not definitive to one origin

# Testing Results



■ USA Pima  
■ Audits



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New Zealand

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Email: [info@oritain.com](mailto:info@oritain.com)  
Web: [www.oritain.com](http://www.oritain.com)

## ORIGIN VERIFICATION REPORT

Client Business Name:

Address:

Date Samples Received:

Sample Type:

Collected by:

Claimed Origin:

Submitted by:

Sample	Photo	Specification	Specification Result*
1		Origin: [claimed origin]	[Consistent/Inconsistent]
...		.	



# ORITAIN

- We did a pilot study with Oritain in 2019. We took cotton from 2 US states and 3 other countries. We spun it into yarn and dyed fabric and sent 15 blind samples to Oritain.
- They correctly identified the country of origin for every one of the 15 samples!

# ORITAIN

- Supima cotton fields have been fully mapped and can offer you 100% traceability.
- U.S. Upland cotton will be mapped by the end of 2019.

# SUMMARY

The background of the slide is a monochromatic blue image. It depicts a wide, flat field, possibly a crop field, with a series of dark, parallel lines running from the bottom center towards the horizon, suggesting tire tracks or furrows. The horizon is a thin, dark line. Above the horizon, the sky is filled with soft, textured clouds. The overall mood is serene and expansive.





# COTTON USA

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THE WORLD TRUSTS

