



COTTON USA™
THE COTTON THE WORLD TRUSTS

U.S. COTTON IMPROVES FIBER QUALITY PROPERTIES

CONTINUOUS IMPROVEMENT BY U.S. FARMERS
INCREASES MANUFACTURER SATISFACTION

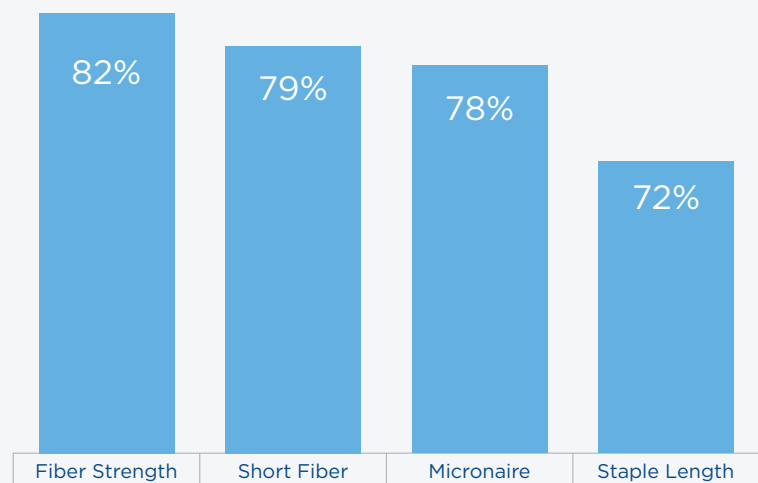
Over the last 16 years, U.S. cotton farmers and scientists have created continuous improvement in the fiber attributes that mean the most to mills, manufacturers, brands and retailers.

WHAT ARE THE MOST CRITICAL ATTRIBUTES?

At the Bremen International Cotton Conference in March of 2018, the Bremen Aachen Survey on Cotton Quality (170 respondents from 28 countries) ranked the top properties yarn manufacturers desired from cotton.

The properties that were ranked highest were: fiber strength, short fiber content, micronaire, and fiber length.

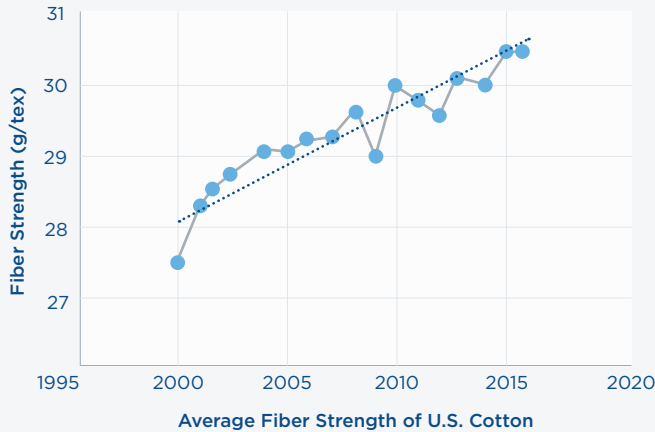
RANKING OF MOST IMPORTANT FIBER PROPERTIES FOR FABRIC



Over the last 16 years, U.S. cotton has improved its performance on all of these critical properties, growing fiber that can be trusted to make quality fabrics.

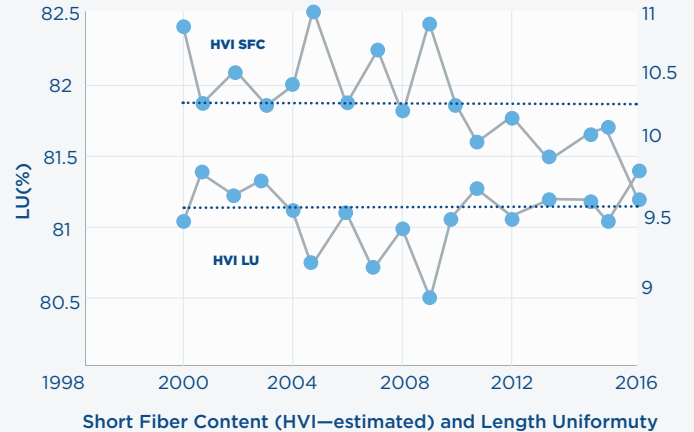
FIBER STRENGTH

FIBER STRENGTH IS THE HIGHEST RATED ATTRIBUTE BY YARN MANUFACTURERS, WITH 82% MENTIONING IT AS IMPORTANT. U.S. COTTON FARMERS HAVE CONTINUOUSLY IMPROVED FIBER STRENGTH OVER THE LAST 16 YEARS. FROM 2000 TO 2016, AVERAGE U.S. FIBER STRENGTH (G/TEX) HAS INCREASED FROM 27.60 TO 30.35, AN INCREASE OF 10%.



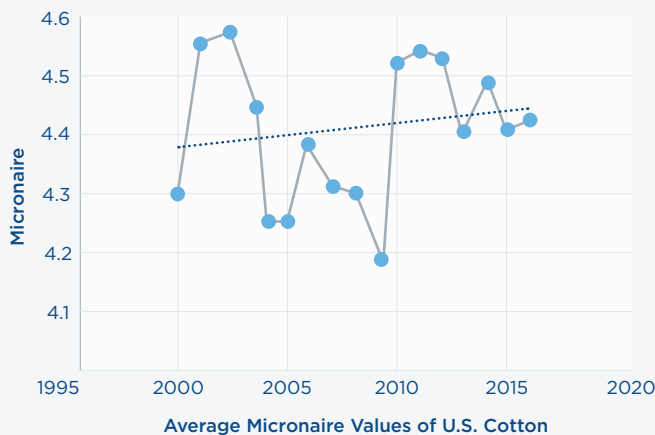
SHORT FIBER

THE PERCENTAGE OF SHORT FIBER IS A SECOND CRITICAL ATTRIBUTE TO YARN MANUFACTURERS (79%). ONCE AGAIN, U.S. COTTON FARMERS HAVE CONTINUOUSLY IMPROVED, REDUCING SHORT FIBER OVER THE LAST 16 YEARS. SINCE 2000, SHORT FIBER CONTENT IN U.S. COTTON HAS DECLINED BY 9.4% WHILE LENGTH UNIFORMITY HAS REMAINED CONSISTENT.



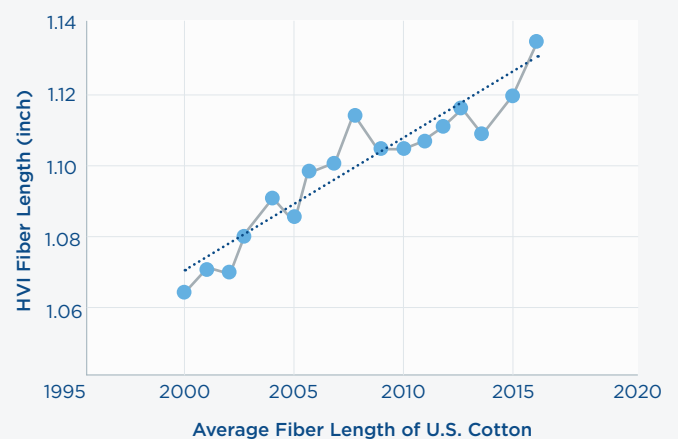
MICRONAIRE VALUES

MICRONAIRE VALUE IS THE THIRD OF THE TOP FOUR FIBER ATTRIBUTES (78%) AND IMPACTS PROCESSING WASTE, NEPS, SPINNING PERFORMANCE, YARN AND FABRIC QUALITY, AND DYED FABRIC PERFORMANCE. WHILE U.S. COTTON AVERAGE MICRONAIRE VALUES HAVE SHOWN SOME VOLATILITY, THE TREND LINE SINCE 2000 SHOWS AN INCREASE OF 3%.



FIBER LENGTH

THE FOURTH RANKED FIBER ATTRIBUTE DESIRED BY YARN MANUFACTURERS IS FIBER LENGTH (72%). U.S. COTTON FARMERS HAVE SHOWN CONSISTENT GAINS IN AVERAGE FIBER LENGTH OVER THE LAST 16 YEARS, WITH AVERAGE HVI FIBER LENGTH IN INCHES INCREASING BY 6% TO 1.13 INCHES.



CONCLUSION

COTTON USA is “The Cotton The World Trusts” and becomes more trusted by more mills, manufacturers, brands and retailers every year as U.S. cotton farmers utilize improved techniques and seed varieties to grow cotton with superior quality in the four attributes most valued by quality-oriented yarn and fabric manufacturers—Fiber Strength, Short Fiber Content, Micronaire, and Fiber Length. Continuous improvement on these attributes will continue as U.S. cotton farmers focus on growing better cotton than is grown anywhere else in the world.