

# Cotton is woven THROUGH your WORLD

...forming half the globe's textile sales. Most cotton is not as environmentally benign as you might expect.

Conventionally grown cotton consumes approximately **25% of the insecticides** and **more than 10% of the pesticides** used in the world.

Conventional farming devours roughly a **third of a pound of pesticides and fertilizers** to produce enough cotton for a single T-shirt.

The production of cotton has a huge impact on the world you live in.



SPECIAL THANKS TO:  
Organic Exchange  
Organic Trade Association  
Sustainable Cotton Project



# Cotton touches you in MANY WAYS

Organic cotton provides all the quality and texture you've come to expect from cotton products.

Organic cotton feels good on your skin—and great on your conscience.

### Organic cotton is in many PRODUCTS:

- Babies', kids', and adults' clothing, from casual to high fashion.
- Personal care items such as tampons, swabs, and cotton balls.
- Home fashions, such as bedding, towels, cushions, and curtains.

### Organic cotton is in many PLACES:

- At your local stores, from small boutiques to major retailers.
- By mail order or on the web.
- Find sources for organic cotton products at [www.AboutOrganicCotton.com](http://www.AboutOrganicCotton.com).

### HELP Organic Farming grow:

- Buy organic cotton whenever possible.
- Ask for it where you shop.
- Tell your friends about it and where they can find it.
- Educate yourself about organics.
- Buy organic foods.

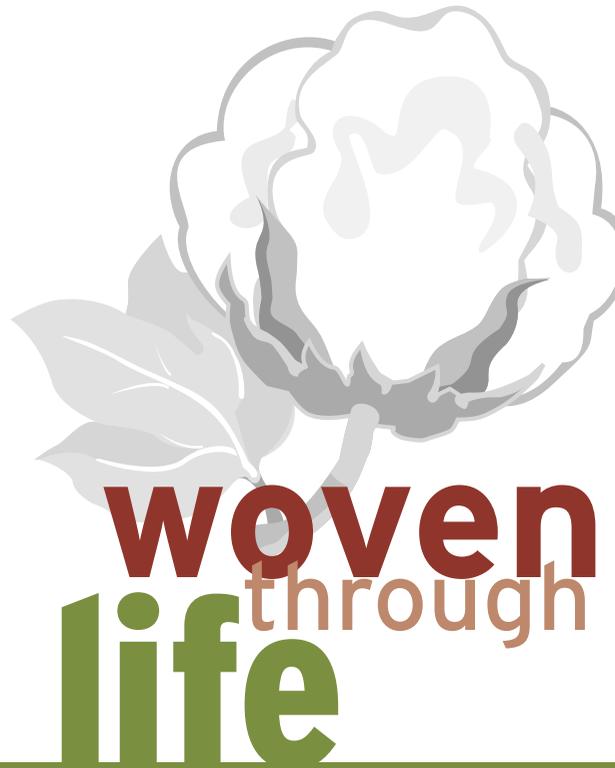
### And DON'T FORGET to:

- Donate your used clothing to a good cause.
- Use environmentally friendly detergents and body care products.
- Save electricity—hang your clothes to dry.

www.  
**AboutOrganicCotton**  
.org

This pamphlet is printed with vegetable-based ink on 50% post-consumer recycled, 50% recycled, processed-chlorine-free paper.

# ORGANIC COTTON



# Cotton is woven THROUGH your LIFE



...in the thick, thirsty **towel** that dries you after your morning shower...

in the favorite **T-shirt** and worn-to-perfection **jeans** you pull on, eager to start your day...



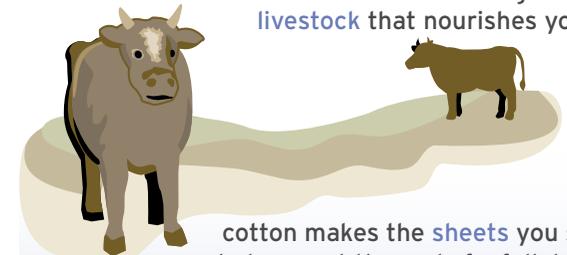
in the personal care products you use, such as **swabs**, **pads**, and **tampons**...

in the absorbent **diaper** that keeps your baby comfortable...



cottonseed oil is in the **snacks** you munch on ...

and in the feed given to **livestock** that nourishes you...



cotton makes the **sheets** you slip between at the end of a full day...



and the **pillowcase** that cradles your head for sweet dreams...



To cherish what remains of the Earth and to foster its renewal is our only legitimate hope of survival.

—Wendell Berry

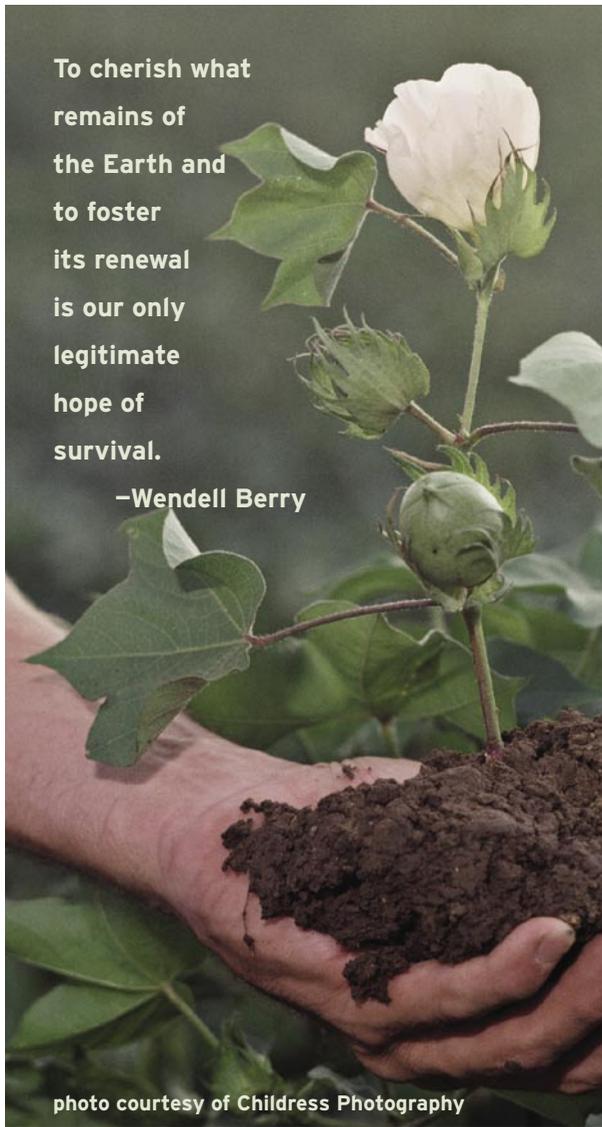


photo courtesy of Childress Photography

## thanks to our sponsors

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# ORGANIC COTTON is different

By choosing organically grown cotton, you can reap all the benefits of cotton's beauty, comfort, and strength, while minimizing harm to people and the planet.

## Seed Preparation



### CONVENTIONAL

- Typically treats seeds with **FUNGICIDES** or **INSECTICIDES**.
- Uses **GMO** seeds for approximately 70% of US-grown cotton.

### ORGANIC

- Uses **UNTREATED** seeds.
- **NEVER USES GMO** (genetically modified organism) seeds.

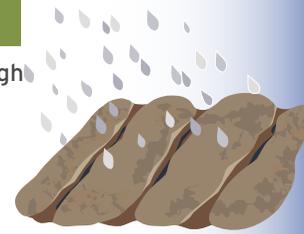
## Soil & Water

### CONVENTIONAL

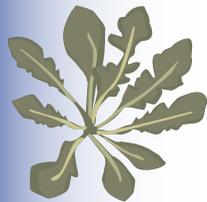
- Applies **SYNTHETIC** fertilizers.
- Loss of soil due to predominantly **MONO-CROP** culture.
- Requires **INTENSIVE IRRIGATION**.

### ORGANIC

- Builds strong soil through **CROP ROTATION**.
- Retains water more efficiently thanks to increased **ORGANIC MATTER** in the soil.



## Weed Control



### CONVENTIONAL

- Applies **HERBICIDES** to soil to inhibit weed germination.
- Repeatedly uses **HERBICIDES** to kill weeds that do grow.

### ORGANIC

- **PHYSICAL** removal rather than chemical destruction.
- Controls weeds through cultivation and **HAND HOEING**.

## Pest Control

### CONVENTIONAL

- Uses **INSECTICIDES** heavily, accounting for approximately 25% of world consumption.
- Uses **PESTICIDES**: the nine most common are highly toxic; five are probable carcinogens.
- Frequently uses **AERIAL SPRAYING**, with potential drift onto farm workers, neighboring wildlife and communities.

### ORGANIC

- Maintains a **BALANCE** between "pests" and their natural predators through healthy soil.
- Uses **BENEFICIAL INSECTS**, biological and cultural practices to control pests.
- May use **TRAP CROPS**, planted to lure insects away from the cotton.



## Harvesting



### CONVENTIONAL

- Defoliates with toxic **CHEMICALS**.

### ORGANIC

- Relies mostly on the seasonal **FREEZE** for defoliation.
- May stimulate defoliation through **WATER** management.

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## The Stewards of our Land: Organic Cotton Farmers



photo courtesy of Childress Photography

"Organic farming is rediscovering old techniques, and applying them with a new plough." La Rhea Pepper, Texas organic cotton farmer

In an era of sprawling factory farms and corporate agribusiness, organic cotton growers in Texas, California, New Mexico, Arizona, and Missouri are preserving and revitalizing the cherished American tradition of the family farm. In turn, these farms nurture rural communities.

Most of the organic farms in West Texas have been in the same family for generations, providing a direct link from a simpler past; all of them are operated in an environmentally sensitive manner, leading the way to a sustainable future.

By farming with a combination of savvy and sweat, organic cotton growers help preserve our air, our water, our soil, and the bountiful biodiversity of our planet.

Go to our website to read farmer profiles and to get more information:

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