

COTTON & DENIM

DENIMS AND JEANS INDIA, JULY 17-18, 2019



COTTON USA™
THE COTTON THE WORLD TRUSTS



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- **DENIM AND CONSUMER PREFERENCES**
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THE HISTORY OF COTTON COUNCIL INTERNATIONAL

- CCI was **formed in October of 1956** by the National Cotton Council and works closely with the U.S. government **to drive U.S. agricultural exports**.
- We are **funded by the U.S. government** as part of the Farm Bill and by the U.S. cotton industry.
- CCI is **a non-profit organization**. We do not make, buy or sell anything. Our only job is to **“promote” U.S. cotton** via various means around the world.



CCI TODAY: WHO WE ARE



- Headquartered in Washington DC.
- 20 people in the U.S.
- 30 people overseas in 17 countries.

CCI INTRODUCTION

- **CCI works** with spinning mills, fabric and garment manufacturers, brands and retailers, textile associations, governments and the USDA in many countries and every continent **to facilitate the use of U.S. cotton.**
- Our work is **based on relationships** and we work closely **with cotton spinning and fabric manufacturing companies** to build connections across the entire supply chain.

THE COTTON USA BRAND

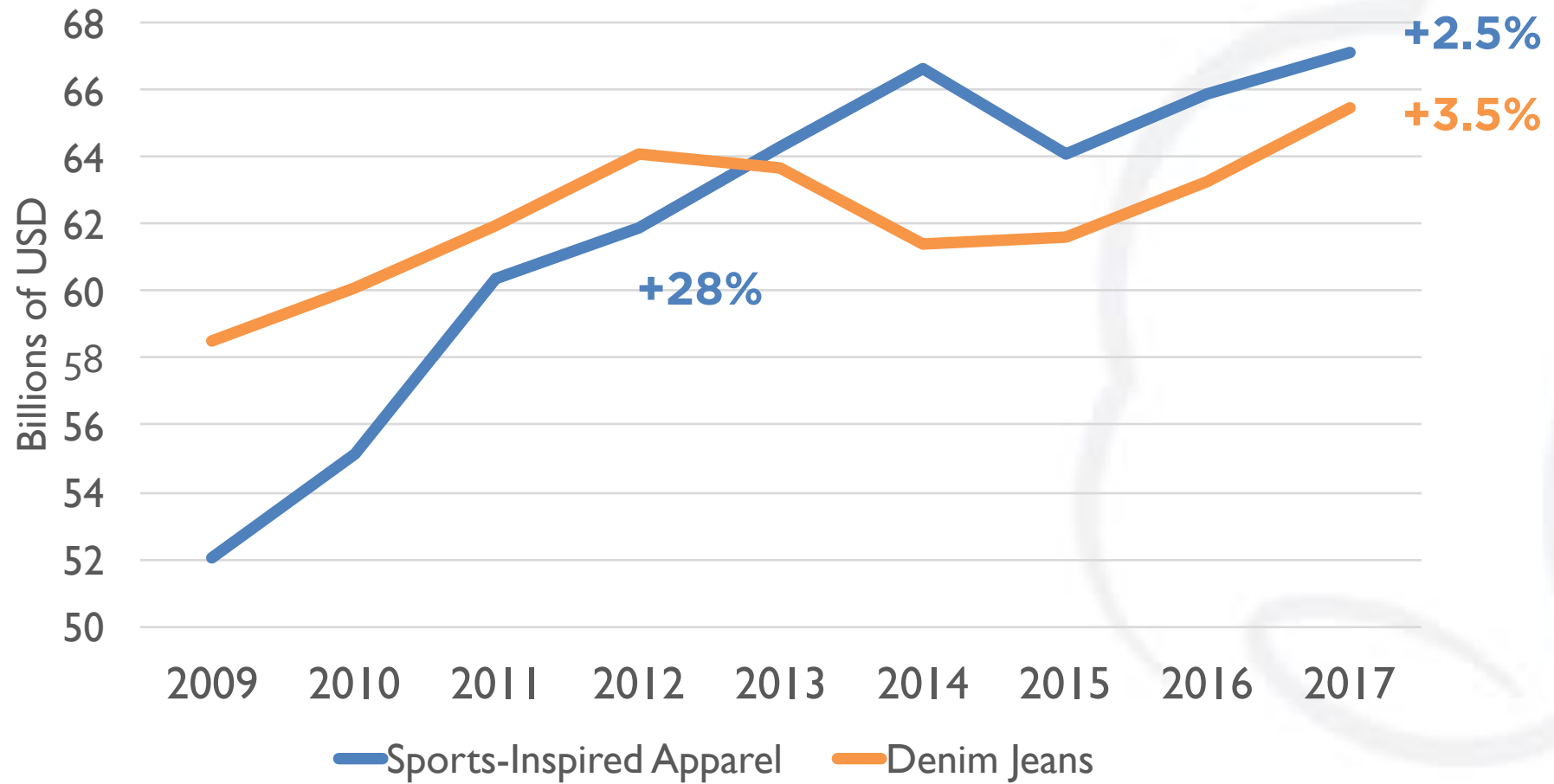
More than **51,000 product lines** and **3.8 billion products** have proudly carried the name COTTON USA™ since 1989.



DENIM AND CONSUMER TRENDS

GLOBAL DENIM JEANS AND ATHLEISURE SALES

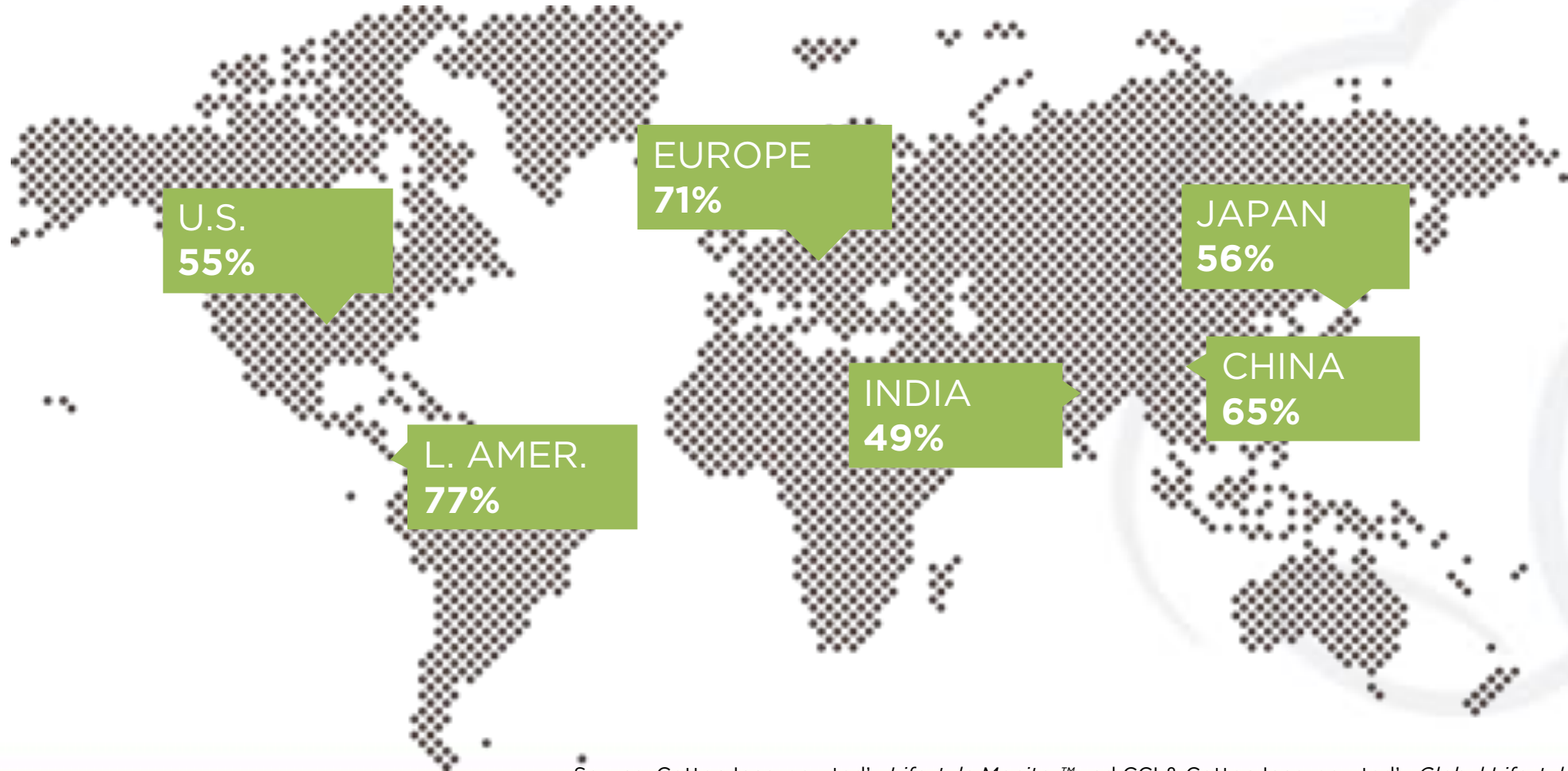
Sales of athleisure levels off but both denim and athleisure are still projected to grow



Source: Global Industry Analysts, Inc. & Euromonitor International

GLOBAL DENIM AFFINITY

Percent who love or enjoy wearing denim

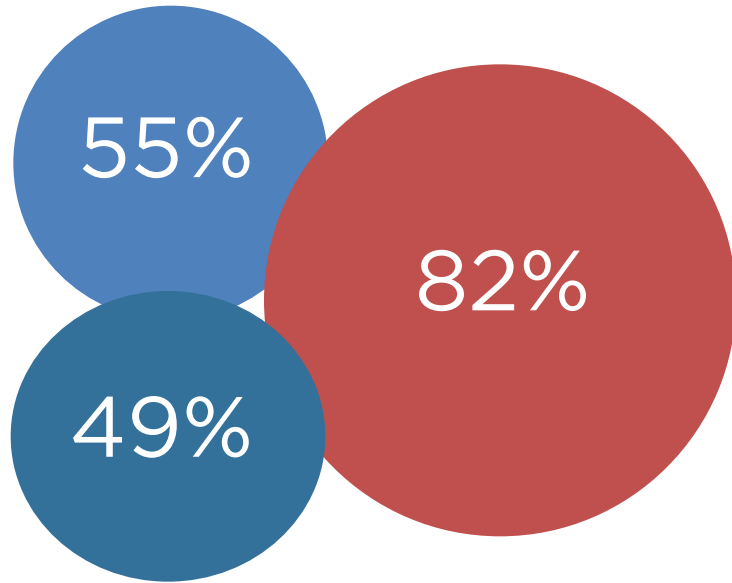


Source: Cotton Incorporated's *Lifestyle Monitor*[™] and CCI & Cotton Incorporated's *Global Lifestyle Monitor* Surveys

DENIM AFFINITY

Globally consumers love denim and wear it multiple times each week

Percent who love or enjoy wearing denim:



Average days/week wear denim:



Source: Cotton Incorporated's *Lifestyle Monitor™* and CCI & Cotton Incorporated's *Global Lifestyle Monitor Surveys*

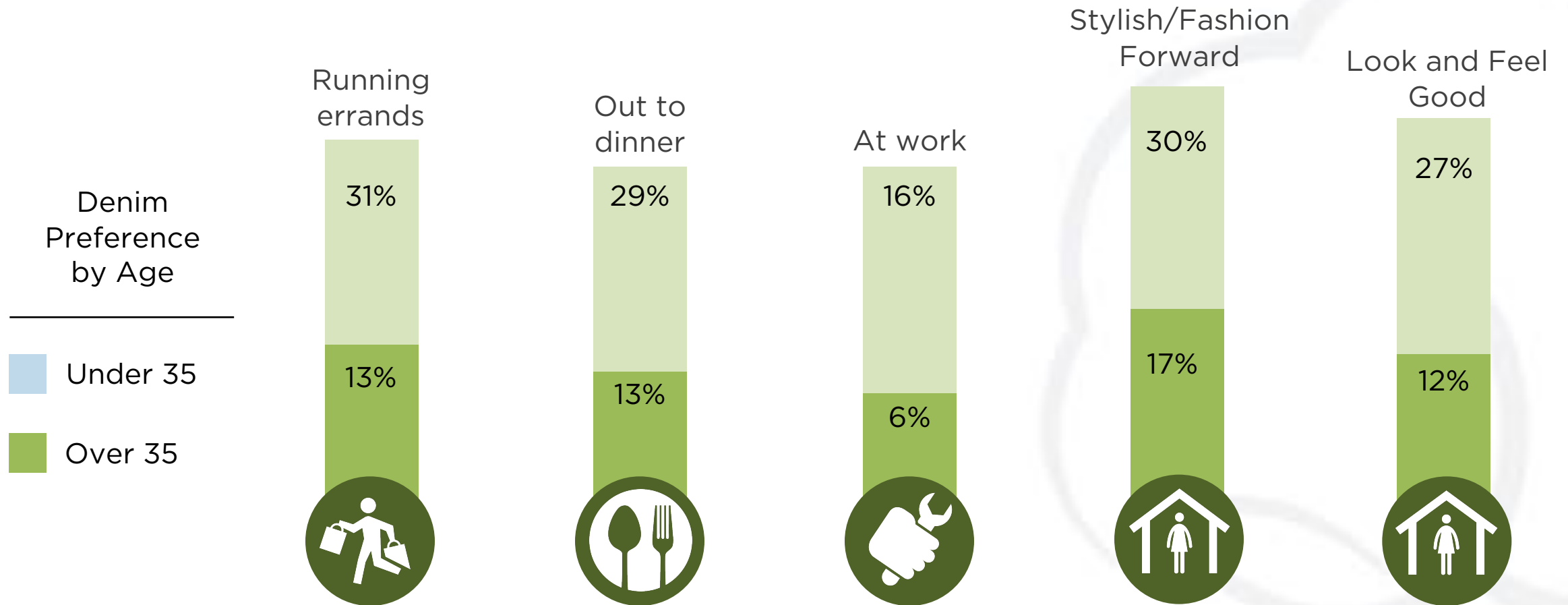
● U.S.

● Colombia

● India

DENIM PREFERENCES BY OCCASION - INDIA

Denim affinity strong for Indian consumer under 35



Source: CCI & Cotton Incorporated's *Global Lifestyle Monitor Survey 2018*

INDIAN CONSUMERS' WARDROBES

Denim & Activewear represent a small share of Indian closets, but are growing

Clothing item	# owned
Traditional clothing	12.1
Dresses	8.1
Bras (women age 18+)	6.3
Underwear (age 18+)	5.8
T-Shirts	4.7
Dress shirts	4.3
Casual shirts	4.2
Dress pants	3.6
Casual pants	3.6
Denim jeans	3.3
Skirts (women)	2.2
Athletic shorts/pants	1.5
Athletic shirts	1.3



Source: CCI & Cotton Incorporated's
Indian Consumer Survey

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COTTON USA
Sustainability
&
Traceability

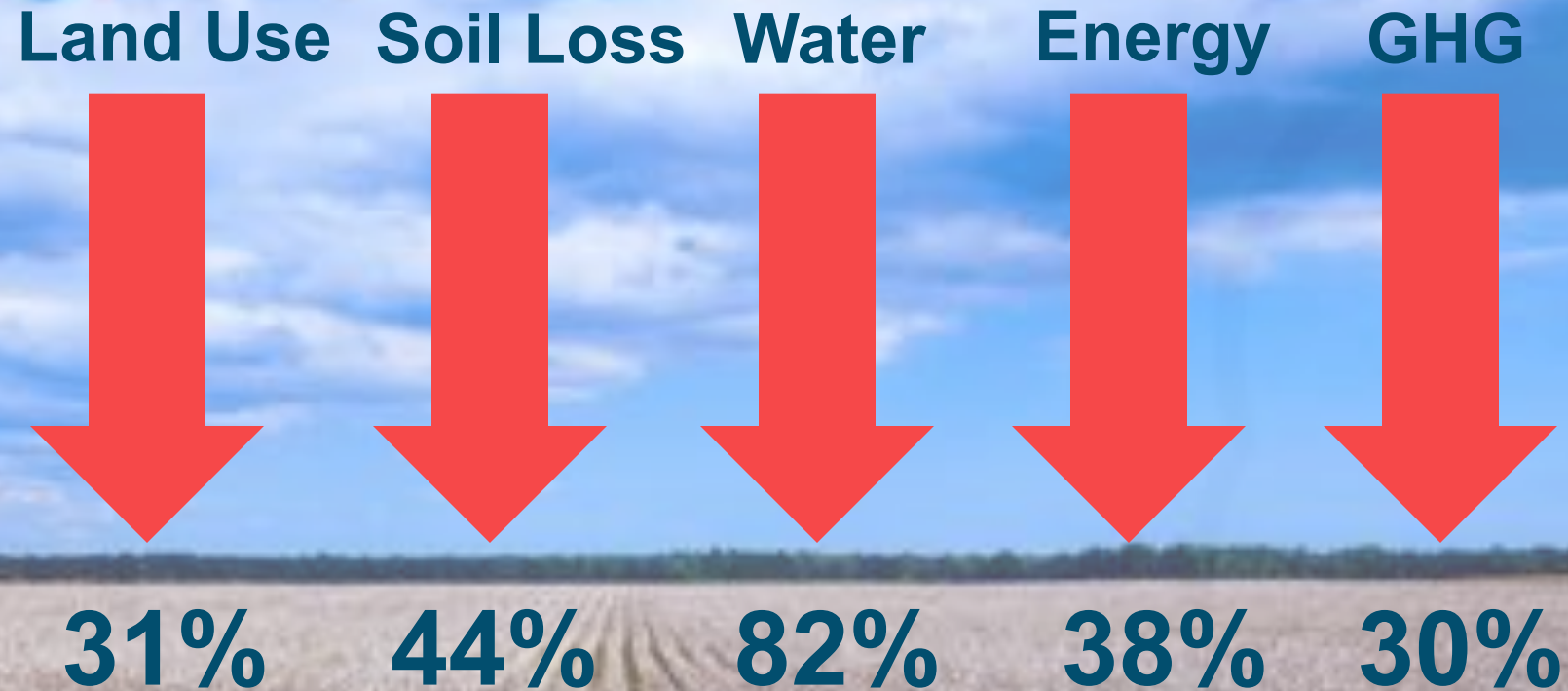
WHERE WE ARE TODAY

The U.S. produces the most sustainable cotton of any country in the world through:

1. Family Farms
2. Precision Agriculture
3. Stringent Regulations
4. Comprehensive Monitoring
5. Quantifiable Goals



35 YEARS OF REDUCED ENVIRONMENTAL IMPACT



Source: Field to Market 2016 Environmental and Socioeconomic Indicators Report. Available at: www.fieldtomarket.org.

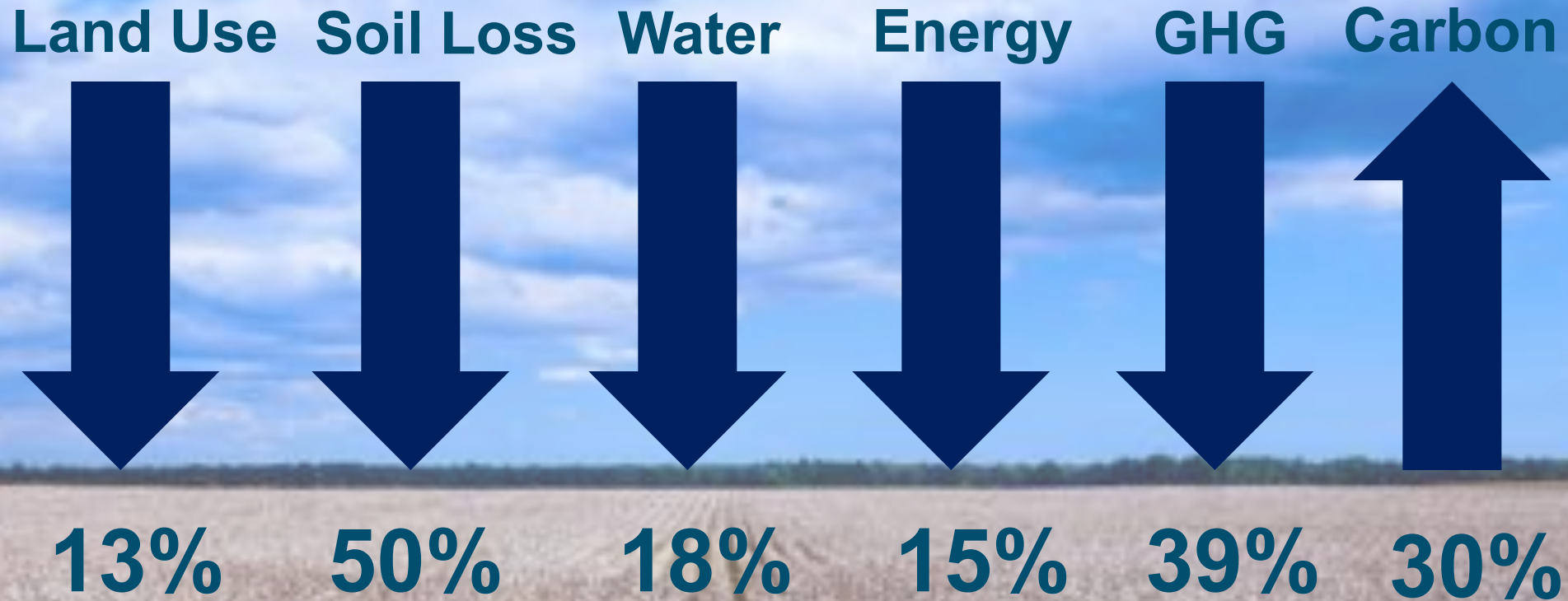


COTTON USA SUSTAINABILITY TASK FORCE

WORK TO DATE:

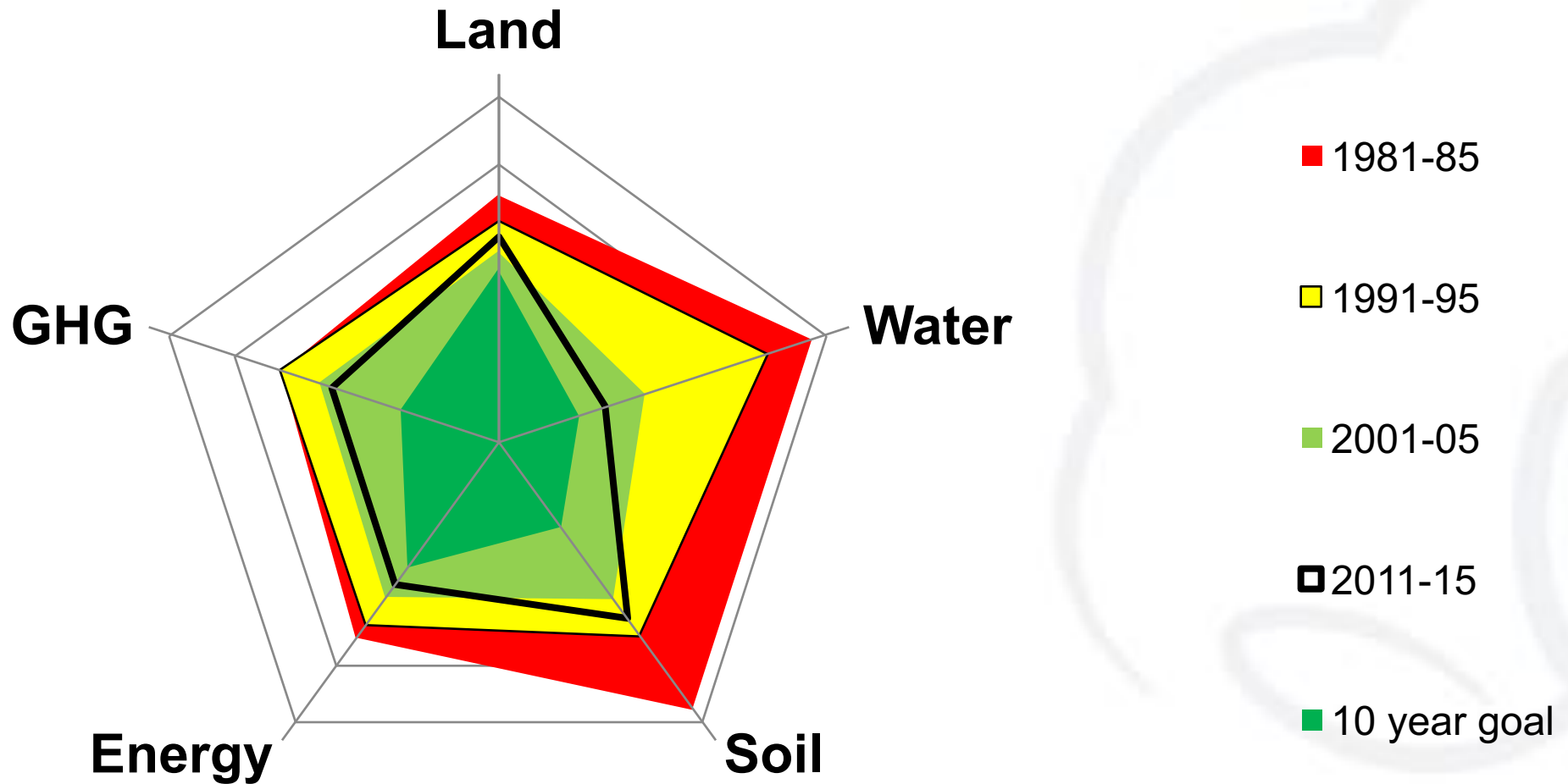
- 2025 national goals set for land use, soil loss, irrigation efficiency, energy use, GHG emissions and soil carbon
- Developing a farm-level program that will include:
 - U.S. Self-Assessment questionnaire aligned in order to drive toward the national goals
 - Working through verification process

2025 GOAL –ADDITIONAL IMPACTS



U.S. COTTON NATIONAL GOALS FOR CONTINUED IMPROVEMENT

ACHIEVING 10-YEAR GOALS WOULD DEMONSTRATE IMPROVEMENT IN KEY METRICS



PROTOCOL FIBER QUALITY AND TRACEABILITY REQUIREMENTS

- Permanent Bale Identification
- USDA Classification



A blue-tinted landscape featuring a body of water in the foreground with a boat's wake, a dark horizon line, and a cloudy sky. The word "THANKS" is centered in white text.

THANKS