



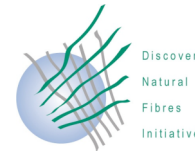
News Release

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FOR IMMEDIATE RELEASE
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Cotton Council International Supports “Discover Natural Fibers Initiative”



WASHINGTON, DC – A coalition between Cotton Council International (CCI) and other international natural fiber organizations recently established the Discover Natural Fibers Initiative (DNFI) to increase awareness of natural fibers, including cotton. The DNFI extends the partnership initiated by the International Year of Natural Fibers (IYNF) Steering Committee organizations following a year of working together in 2009, dubbed the “International Year of Natural Fibers.”

“The Discover Natural Fibers Initiative will build on the success of the IYNF and adopt the same objective, which is to raise the awareness and profile of natural fibers, including cotton, and emphasize their value to global consumers while helping to sustain farmer income,” said CCI President Wally Darneille. “Natural fibers, including cotton and U.S. cotton, are key economic contributors. The global recognition this initiative will bring to cotton and other natural fibers is well-deserved.”

The decision to continue working closely together was the result of an IYNF committee meeting held in Frankfurt, Germany, in January 2010. DNFI is an alliance of key international natural fiber organizations including CCI, the International Wool Textile Organization (IWTO), the International Cotton Advisory Committee (ICAC), the Bremen Cotton Exchange, the International Textile Manufacturers Federation (ITMF), the International Forum for Cotton Promotion (IFCP) and many others. Henrik Kuffner, Director General of IWTO, was elected as committee chair for the year 2010.

Cotton—a natural, renewable and biodegradable resource—is the largest natural fiber in the global fiber, textile and apparel economy, now representing roughly 80 percent of all natural fibers consumed. Cotton represents hundreds of billions of dollars of economic activity and globally employs hundreds of millions of people from field to fabric to retail.

CCI is the National Cotton Council’s (NCC) export promotions arm and carries out programs in more than 50 countries globally under the COTTON USA trademark. CCI’s headquarters is located in Washington, D.C., with offices located in Memphis, London, Hong Kong, Seoul and Shanghai, in addition to a global network of representatives.

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