



CCI Statement Regarding UK Advertising Standards Authority (ASA) Ruling Allen A. Terhaar, Executive Director, Cotton Council International (CCI)

“In light of the recent ASA ruling regarding the use of the word ‘sustainable’ in our advertising, we firmly believe that our U.S. cotton production systems are sustainable and environmentally sound. The apparent main ASA objection to CCI’s use of the word ‘sustainable’ is the absence of a single, universally accepted definition. However, the basic principles of sustainability were defined by the United Nations. Those principles are: economic viability, protection for the environment and social responsibility that together lead to improved quality of life for ourselves and also for future generations. Modern U.S. cotton production meets these objectives.”

“In its final adjudication, the ASA acknowledged the wealth of evidence CCI provided to support its use of ‘sustainable’ when describing U.S. cotton production. This evidence from voluminous peer-reviewed scientific documents speaks for itself. Advances in modern, environmentally friendly cultivation practices, genetics and integrated pest management mean that much more cotton can be grown on a reduced area and with reduced inputs. This means that more land is available for conservation or other uses and inputs used are safe and their amounts are minimized. This ensures the preservation of the environment and habitat for wildlife.”

“Cotton and other natural fibers have a clear advantage over synthetic chemical fibers concerning sustainability. Cotton is renewable and biodegradable. U.S. grown cotton meets the guidelines of the Food, Agriculture, Conservation and Trade Act of 1990 that is governed by strict regulations for production agriculture put in place by the Food and Drug Association (FDA), Environmental Protection Agency (EPA) and Animal Plant Health Inspection Service (APHIS) for a food crop.”

“While CCI is clearly disappointed in the ASA adjudication based on the absence of a single recognized universal definition of the term ‘sustainable’, the U.S. cotton industry is as committed as ever to meeting the spirit and the practices of sustainable cotton production. Our industry is a leader in U.S. and global forums on sustainable agricultural methods and measurements. We are constantly striving to raise the bar on the best technologies and practices to ensure sustainability while still providing adequate food and fiber for our populations.”