

Revolutionizing the Cotton Industry: Better Cotton Launches Groundbreaking Traceability Solution

Better Cotton, the global leader in cotton sustainability, proudly announces the launch of an unprecedented traceability solution, marking a transformative step for the fashion and textile industries.

After a three-year development phase, this innovative solution enhances the visibility of cotton's supply chain journey, capturing stakeholder engagement through the advanced Better Cotton Platform.

With over 1,500 entities including pivotal market players like Marks & Spencer and Walmart providing insights, Better Cotton has fortified a system that not only ensures fashion corporations can trace and report the origins of their raw materials but also stay ahead of regulatory curves.

This advanced traceability empowers member brands and retailers with the assurance of source-specific product acquisition, intensifying transparency and feeding into rigorous supply chain due diligence processes.

Better Cotton is primed to expand the traceability and detailed sourcing of this initiative, establishing an Impact Marketplace to financially acknowledge farmers' sustainable advancements, and enabling comparative Life Cycle Assessments (LCAs) to highlight Better Cotton's environmental benefits over traditional cotton.

Distinct from the Mass Balance Chain of Custody model, Traceable Better Cotton signifies the tangible, tracked flow of Better Cotton through the supply network, from gin to retail.

The recently introduced Chain of Custody Standard sets the compliance stage for suppliers trading in this traceable commodity, while the Better Cotton Platform, powered by ChainPoint, is the nexus where transactional data coalesce, yielding a transparent trail from cotton origin to finished product.

Alan McClay, CEO of Better Cotton, asserts, "The scale of traceability we are introducing is poised to fundamentally redefine supply chain dynamics. It's a call to clarity that our partners have answered, setting a new standard for transparency."

Katharine Beacham, of Marks & Spencer, reflects on the partnership with Better Cotton, expressing enthusiasm for this pioneering solution that offers the capability to trace cotton at a granular level within the complex global supply chain.

Better Cotton remains steadfast in its commitment to evolving its platform, driving industry-wide shifts towards a transparent, sustainable future.