

Textile Exchange eNewsletter - June 22, 2011



Mission:

Textile Exchange inspires and equips people to accelerate sustainable practices in the textile value chain. We focus on minimizing the harmful impacts and maximizing the positive effects of the global textile industry.

Vision Statement

We envision a global textile industry that protects and restores the environment and enhances lives.

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Letter from LaRhea Pepper

I come from a long line of organic cotton farmers and have always loved the land. Your typical person might not think of farmers as designers and innovators, as scientists and leaders, but farmers are innovators to the core. Janine Benyus, a pioneer of biomimicry, says, "Failures are fossils," and we farmers often see this more quickly than others, being so close to the water, land, air, and sunlight, and seeing firsthand how even small changes in climate can have far reaching effects in the size and health of our crops.



There has never been a stronger need for an organization like Textile Exchange. Business is one of the greatest forces for change and has been responsible for some of the world's biggest environmental and social impacts. We have found that when all parts of the business value chain work together to leverage knowledge and resources, we're able to reduce the negative impacts of the textile industry and maximize its positive effects. TE is a well trusted, knowledgeable third party who can transparently explore new, fragmented, and potentially controversial issues in order to align and advance a sustainable agenda across multiple industries and sectors.

Over the past two years, the Exchange has made a fundamental shift from a sole focus on organic cotton,

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where we were uniquely positioned at the center of farmers, manufacturers, and brands and retailers, to the broader world of sustainable textiles, with organic cotton remaining a signature program. We have made several key organizational changes that support a high level of integration and communication across the organization and with our stakeholders, as outlined below.

We have an empowered Senior Advisory Team, consisting of LaRhea Pepper, Managing Director; Heidi McCloskey, Senior Director - Communication + Resource Development; Sandra Castañeda Elena, Outreach Director; Anne Gillespie, Director of Industry Integrity; and Liesl Truscott, Farm Engagement Director, bringing more than 60 years of organic farming, sustainable apparel and textile strategy, brand management, and industry integrity to the organization.

We've developed five key Platforms and three Pillars that focus the scope of our work.

Platforms - outline our discreet areas of focus

- Outreach
- Integrity
- Farm Engagement
- Communications + Resource Development
- Administration + Organizational Development

Pillars - inform our strategy and activities within the platforms

- Leading
- Connecting
- Informing

Our focus is twofold: empowering people through education, inspiration, tool development, and peer connection; and supporting and challenging the business world to continuously improve, no matter where the starting point. We look forward to inspiring and equipping you to create positive material change now and in the future. Thank you for your ongoing support and for being a part of such an important shift in the business world.

A handwritten signature in cursive script that reads "LaRhea Pepper".

New Case Study Released

THE CHETNA STORY:

THE POSITIVE POWER OF COLLECTIVE ACTION



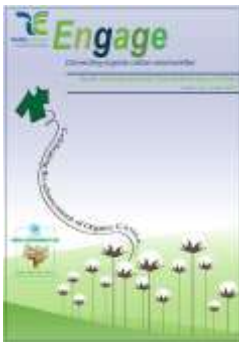
In our latest case study, read about how Chetna Organic aims to improve the livelihood options for small farm-holding households in rain-fed regions of India by making their farming systems more sustainable and more profitable.

Find out more about how Chetna has developed an innovative strategy, combining the strengths of collective action with a supply chain actually owned by the farmers. Chetna has grown from 234 farmers in 2004 to a membership base of 8,138 farmers in 2010. You can read this and our other case studies on: <http://farmhub.textileexchange.org/farm-library/case-studies>.

2011 Sustainability All-Star Award Winners include TE Members

Congratulations to Textile Exchange members Anvil Knitwear, The North Face and Restore Clothing, who were recognized with two other companies as 2011 Sustainability All-Star Award Winners in *Apparel Magazine*. *Apparel's* third annual Sustainability All-Star program finds five companies determined to drive a positive difference for people and planet - bringing profits along for the ride. Click [here](#) for the full article.

Engage Farmer Bulletin Celebrates World Environment Day



The Farm Engagement Team is delighted to be sharing with you our special issue of Engage - coinciding with World Environment Day!

Engage Issue 12 is posted on our Farm Hub webpage: <http://farmhub.textileexchange.org/>

In this issue we celebrate the huge contribution organic agriculture - specifically organic cotton - has made to sustainable development. Each and every organic cotton farmer and the manufacturers, brands, and retailers supporting organic market growth deserve a big thank you.

Outdoor Retailer Presentation

Textile Exchange has been invited to present and exhibit at the Outdoor Retailer Summer Market this August. In order to reach the broader industry and educate about textile sustainability, LaRhea Pepper will be presenting "Transforming Textiles: Innovations toward Sustainability," on Thursday, August 4 at 12:00 noon at OR. Details about TE at OR is [online](#).



Thank you to Control Union, Deer Creek Fabrics, Quick Feat International and The North Face for making our travel to OR possible this summer.

Textile Exchange Europe is Launched

Textile Exchange has set up a UK registered charity to support its members in Europe and appeal to charitable trusts and other funders in Europe to potentially contribute to our work.

The new charity is chaired by Simon Cooper, former communications director at radio station, Classic FM, who now runs a CSR consultancy and teaches Social Entrepreneurship at a London business school. He is joined by two trustees; Abi Petit, founder of the Gossypium organic clothing brand who has also worked for Agrocel, Marks and Spencer, and Hoechst Celanese; and Toby Shillito, Director of CR Index and Advisory Services at Business in the Community, who previously worked for ABN AMRO, Aviva and the Oneworld Development Network.

Simon Cooper comments: *"We're very fortunate to have such high caliber trustees - our meetings bubble with ideas for new projects and sources of funding and we look forward to supporting the excellent work of the Textile Exchange team"*.

Textile Exchange Europe Trustees will be at the TE Global Conference in Barcelona this September, and look forward to meeting members and other stakeholders.

Brussels Brand Seminar a Success



Sixty people attended the latest installment in a series of seminars on sustainable fashion organized jointly by Textile Exchange and Made-By. This unique one-day event was hosted at an old textile factory, now the 'Belgian Comic Strip Center' of Brussels, and brought together an array of textile specialists including CSR heads, buyers, designers, fabric specialists and directors from brands and retailers including C&A, Topshop, Puma and others.

As well as presenting their achievements and challenges in terms of sustainability, key speakers from Skunkfunk, Tejidos Royo, and De Bijenkorf shared their expertise on fabric innovations, certification and labeling, transport and packaging, and consumer trends. The program provoked lively discussion among the participants on how to address these challenges, and the venue's cozy atmosphere encouraged some fantastic networking in the breaks and drinks reception, resulting in exciting new partnerships and ideas.

These seminars, which have taken place in seven key European cities over the last three years, have earned themselves an unrivalled reputation in the field of corporate responsibility and business ethics of the clothing and textile supply chain, offering delegates an honest, supportive, and straight-talking environment in which to share experiences and learn from other industry experts on an open and level playing field.

"Today's event is more realistic than anything else, it brings the parties together in a needed way... I really see people talking about what real small steps we can do and

continue to do..."

Nico van Schoot, Genencor, Marketing Manager, NL

Sustainable Apparel Workshop in Southern California

There are a growing number of companies folding aspects of sustainability into their products and operations. In many cases this is led by passionate people who have apparel industry experience, but are new to the nuances of sustainability. The integration of sustainability into traditional curriculums is also in fashion schools. Textile Exchange and 'Sustainability in Review' are delighted to invite you to a unique one-day workshop on sustainable apparel in Southern California. This hands-on workshop provides a deep dive into the key aspects of social and environmental sustainability in the apparel supply chain from design to manufacturing.

To service the needs of members and interested parties on the West Coast of the US, this seminar will provide various exercises that will allow attendees to begin implementing alternatives right away into their operations.

Registration for this mid-August event in Southern California will begin online soon at: <http://organicexchange.org/oecms/Events/Presentations/>. Watch your email for the exact location, date and registration information.

Strategic Partnership with Fair Trade USA



We recently announced Textile Exchange's new partnership with Fair Trade USA, the leading third-party certifier of Fair Trade products in the United States. We have formed a strategic partnership to offer brands new opportunities in responsible sourcing and to better support cotton farming communities around the world. This new partnership will focus on market-linkage, joint conferences and tradeshow, and educational materials development. It also reflects the trend that more and more brands are opting to use dual certified--*organic and Fair Trade*--cotton in their retail lines.

To read the full Press Release online, [click here](#).

Also, please refer to the '[Making Informed Choices: Fair Trade](#)' that Textile Exchange produced and distributes online at no charge. The Fair Trade booklet is part of a five-set series.

Barcelona Sponsors

Textile Exchange is grateful for the support of the many companies helping to make the annual conference possible. Attendee registration is currently open online and we will continue to accept new sponsors through August 1, 2011. Please watch for a separate announcement when the final conference agenda is completed later this month.

2011 Sustainable Textiles Conference Sponsors:



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NEWS

As of June 15, 2011

Upcoming GOTS Seminar in New York

Textile Exchange is pleased to co-host a seminar by the International Working Group on Global Organic Textile Standard. The event is also co-hosted by the Organic Trade Association and the law firm of Sheppard, Mullin, Richter & Hampton LLP. The training about the GOTS will be held in **New York City Tuesday, June 28 from 8:30-10:30 a.m.**

Experts will provide an overview of the standard, case studies of companies certified to GOTS, and a walk-through of the process of getting your company certified. Attending will be representatives from along the apparel and textile chain including manufacturers and retailers. Click [here](#) for more information.



Update on USDA NOP Regulations

We would like to give additional clarification and an update from a recent conversation Textile Exchange had with the United States Department of Agriculture (USDA), who governs the National Organic Program (NOP). The word "organic" is a legally regulated term applying both to food and fiber products. In the same way, the terminology "made with" is a regulated term under the NOP and can only be used if it meets the NOP or GOTS requirements. The Code of Federal Regulations in 205.102 regarding use of the term, "organic" states:

Any agricultural product that is sold, labeled, or represented as "100 percent organic," "organic," or "made with organic (specified ingredients or food group(s))" must be:

(a) Produced in accordance with the requirements specified in §205.101 or §§205.202 through 205.207 or §§205.236 through 205.240 and all other applicable requirements of part 205; and

(b) Handled in accordance with the requirements specified in §205.101 or §§205.270 through 205.272 and all other applicable requirements of this part 205.

This means that products can only carry the "organic" or "made with" organic labels if they meet the USDA NOP regulations (which are essentially developed for food) or, according to the most recent memo, if they are certified to the Global Organic Textile Standard (GOTS).

USDA did say that they were not going to enforce this immediately but that Textile Exchange and other organizations need to work with their members on other content language, such as: "contains 100% organic cotton" or "30% organic cotton content".

Textile Exchange has written to the USDA about the lack of clarity around "made with" claims, and to suggest that the "made with" language be accepted for products certified to the OE 100 and OE Blended standards. They have replied that they will take this into consideration when they write their next memo, which we are hoping will be soon. Once we have this clarification, we will host a series of webinars to support these and any other changes or impacts that the new regulatory clarifications will have on organic textile products.

*Note that for all organic claims made on products sold in the U.S., the FTC truth-in-labeling laws apply, and the fiber must be certified at the farm to the NOP standard. The only way to ensure that these requirements are met is to have the products certified to the OE 100, OE Blended or GOTS standards.