Organic Content Standard 2.0 Revision

IWG Call

Date: October 29, 2019.

Topic(s): Marketing, Training and Awareness

Attendees

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Call Notes

Agenda

• Introductions
• Housekeeping & Reminders
• Training
• Marketing & Awareness
• Follow-up and Next Steps

Conference update: Textile Exchange held its annual conference in Vancouver, Canada from October 15-17. We also held the annual certification body meeting that did discuss many topics that affect the OCS:

• Logo Use
• Training
• GMO Testing – clarity on labs being ready to perform testing, reviewed the process
• Substitution – fiber quality (staple length, species) will be added to the certification procedures as a fraud prevention measure. Additional shipping document control will also be considered.

Largest conference yet, over 900 registrants. Next year will be in Dublin, Ireland.

Other Feedback

• Suggestions: For OCS 100, the remaining 5% should be required to be recycled.
• GOTS is much more recognized than OCS.
• Give more guidance on segregation and different scenarios (e.g. mix packs products- how to handle product and pack).
We want to make it clear that the OCS is not in competition with GOTS, so it is good that GOTS has more consumer recognition.

Marketing and Awareness

Key Market Drivers (we assume)

- Consumers care about how it was grown or how it was processed.
- Brands are listening to consumers and want to position themselves as responsible for their products’ sustainability.
- Suppliers are primarily certified because their customers have asked them to be.

Textile Exchange’s Focus:

We know the OCS information is hard to find as it is buried in the Integrity page (compared to RDS and RWS that have their own websites). We are looking at fixing this in 2020.

CCS revision will occur in 2020 and will address post-production certification requirements once again. Anything we can do to reduce the barriers of certification – but remain a credible standard scheme.

Comments:

- Brand – we as a brand want to support organic agriculture on behalf of our consumers.
- Brand – it has been a challenge understanding international rules and regulations. We understand U.S. and E.U. They can be quite diverse, has any other brands run into this? Are there any resources out there for organic claims?
  - We see it with recycled as well
  - Textile Exchange is looking into clarification for China organic labeling
  - We have published the “What we know” document that has guidance and links to US and EU labeling laws.
Key Activities in 2020

- Labeling and Claims Policy
- Updated Logos
- Improved support for interested companies and current users
- Training tools for suppliers and brands
- Training for auditors

Specific approved language within the new claims guide will be created. This allows for definitive translations.

Our individual logos are not similar enough to be recognized as part of the same system and they do not reflect the Textile Exchange identity. So we are looking to revise the logos and will provide feedback opportunities for this. If you have any consumer data for using any of our logos or “organic” in particular that we can use to feed into that process.

Support for certified sites – we will be producing scripted videos with translations in 2020, primary need being for Chinese.

Key Training Areas

- Introduction to the standard
- Guide to certification process
- How to segregate during production
- Labeling and claims
- Handling post-production
- Other?

Question about videos, has anyone seen or used the GOTS video here?:


Would like to know how effective its use is for marketing or even auditors. It is translated into several languages. (No comments given, but please let Lee know! @ Lee@textileexchange.org).
Important Dates

- October 8 – December 8, 2019: Public Draft Consultation – OCS 3.0

Next Calls:

- November 19, 2019 – Monitoring and Evaluation
- December 10, 2019 – Feedback on Public draft Consultation