

ORGANIC COTTON is different

By choosing organically grown cotton, you can reap all the benefits of cotton's beauty, comfort, and strength while minimizing harm to people and the planet.

Seed Preparation



CONVENTIONAL

- Typically treats seeds with **FUNGICIDES** or **INSECTICIDES**.
- Uses **GMO** seeds for approximately 70% of US-grown cotton.

ORGANIC

- Uses **UNTREATED** seeds.
- **NEVER USES GMO** (genetically modified organism) seeds.

Soil & Water

CONVENTIONAL

- Applies **SYNTHETIC** fertilizers.
- Loss of soil due to predominantly **MONO-CROP** culture.
- Requires **INTENSIVE IRRIGATION**.

ORGANIC

- Builds strong soil through **CROP ROTATION**.
- Retains water more efficiently thanks to increased **ORGANIC MATTER** in the soil.



Weed Control



CONVENTIONAL

- Applies **HERBICIDES** to soil to inhibit weed germination.
- Repeatedly uses **HERBICIDES** to kill weeds that do grow.

ORGANIC

- **PHYSICAL** removal rather than chemical destruction.
- Controls weeds through cultivation and **HAND HOEING**.

Pest Control

CONVENTIONAL

- Uses **INSECTICIDES** heavily, accounting for approximately 25% of world consumption
- Uses **PESTICIDES**; the nine most common are highly toxic; five are probable carcinogens.
- Frequently uses **AERIAL SPRAYING**, with potential drift onto farm workers, neighboring wildlife and communities.

ORGANIC

- Maintains a **BALANCE** between "pests" and their natural predators through healthy soil.
- Uses **BENEFICIAL INSECTS**, biological and cultural practices to control pests.
- May use **TRAP CROP**, planted to lure insects away from the cotton.



Harvesting



CONVENTIONAL

- Defoliates with toxic **CHEMICALS**.

ORGANIC

- Relies mostly on the seasonal **FREEZE** for defoliation.
- May stimulate defoliation through **WATER** management.