



## REEL COTTON PROGRAM

Cotton lint production under the REEL program represented about 1% of total world cotton production, 2% higher than the last season to reach 224,000 tonnes. Major increases are from India, Pakistan and new expansion into Türkiye. REEL Cotton Program is a flagship three-year agricultural training program by CottonConnect to support sustainable cotton production. CottonConnect has been working to improve the sustainability of cotton production for over ten years with global brands and cotton farming communities to deliver positive results with huge environmental and social benefits. The training educates farmers on sustainable cotton farming practices.

REEL COTTON PROGRAM						
Lint Production (tonnes)						
Country	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24
Bangladesh		443	999	2861	4490	3011
India	16086	79040	105349	79043	184135	187152
Pakistan	43152	52801	52891	43601	19012	24152
China	1748	7783	27350	29944	11735	1531
Egypt					71	231
Turkey						7456
<b>TOTAL</b>	<b>60986</b>	<b>140067</b>	<b>186589</b>	<b>155449</b>	<b>219443</b>	<b>223533</b>
Source:- data compiled by ICAC based on data collected from REEL cotton Program						



## US COTTON TRUST PROTOCOL

Cotton lint production in the 2023/24 season under the Cotton Trust Protocol (USCTP) was 24% higher at 420,000 tonnes, a significant increase in enrollment due to the ability to offer some incentives through a USDA Climate Smart grant. The increased enrollment was enough to counter the impacts of a second year of drought in the Southwest region of the USA. For 2024/25, production under USCTP is estimated at 545,000 tonnes. The total production under USCTP currently amounts to about 2% of total world cotton production.

The Cotton Trust Protocol is the voluntary sustainability program for US cotton growers and the traceability platform for all US cotton. Its mission is to bring quantifiable and verifiable goals and measurements to US cotton production's key sustainability metrics of land use, soil loss, water reduction, soil carbon, greenhouse gas emissions, and energy use.

US COTTON TRUST PROTOCOL							
Lint Production (tonnes)							
Country	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25
USA		104669	240133	367,389	338,188	420,132	545,310
Source:- data compiled by ICAC based on data collected from UCTP							



## REGENERATIVE ORGANIC ALLIANCE (ROA)

The ROA program reported an increase in the 2023/24 season for its growing identity program. At the present time, the ROA program encompasses 19.4 million acres and 568 crops in 45 countries, representing 66,500 primarily small-scale farmers for 297 brands. ROA cotton production is focused on India and Peru, with additional countries under consideration.

The Regenerative Organic Alliance (ROA)						
Lint Production (tonnes)						
Country	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24
USA				1,975	4,041	6,456

Source:- data compiled by ICAC based on data collected from ROA

