

BE FAIR:



The Fairtrade product label for cotton shows that the raw cotton has been grown and traded fairly, it can be traced back directly through all stages of its production, and its subsequent processing is separate from that of non-Fairtrade cotton. *The entire cotton used in Fair Towel products* is grown by Fairtrade producers and certified and traded according to Fairtrade standards. In addition to better working and living conditions for cotton producers, Fairtrade also promotes environmental protection.

For more information, see: info.fairtrade.net/sourcing



The combination of Fairtrade certified and organic certified cotton is the best possible solution when it comes to improving social sustainability and protecting the environment in cotton-producing countries.

The production of organic cotton is subject to strict standards:

- *Non-GMO seeds*

Only traditional seeds may be used in the cultivation of organic cotton, and the use of genetically modified plants is prohibited.

- *Minimal artificial irrigation*

Like any cotton, organic cotton needs water, but its consumption of water is lower than with conventional crops. The majority is provided by rainfall and moisture stored in the ground.

- *No pesticides*

Only natural fertilisers and pest management methods are employed. No chemical or synthetic agents of any kind are used.

- *Picked by hand*

Doing away with the use of machines and defoliants protects both the health of the farmers and the fertility of the soils.