

wearsustainable



The combination of Fairtrade-certified and organic cotton

is the best possible solution to improve social sustainability and protect the environment in the growing countries.

Strict standards apply to the production of organic cotton:

- ***Seeds without gene technology***

Only traditional seeds are used in the cultivation of organic cotton, genetically modified plants are prohibited.

- ***Low artificial irrigation***

Organic cotton also needs water - although the water consumption is lower than for conventional crops. The majority of the water organic cotton needs is covered by rainwater and moisture stored in the soil.

- ***Without pesticides***

Only natural methods are used for fertilisation and plant protection methods are used instead of synthetic chemical agents.

- ***Handpicked***

The elimination of machinery and defoliants protects the health of the farmers and the fertility of the soil is preserved.