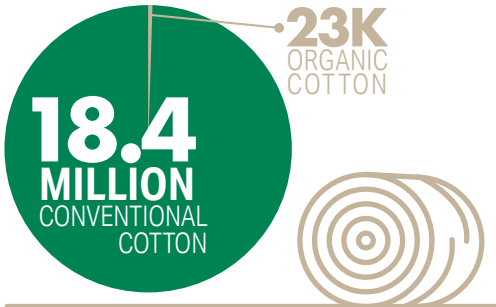


10 THINGS TO KNOW ABOUT...

WHAT ORGANIC MEANS TO CONSUMERS

BALES PRODUCED IN THE U.S. IN 2018



LESS THAN **1%**



OF CLOTHING PRODUCTS AVAILABLE AT RETAIL ARE LABELED AS "ORGANIC."



6%

OF CONSUMERS SAY THEY ALWAYS OR USUALLY PURCHASE CLOTHING THAT IS MARKETED AS ORGANIC.

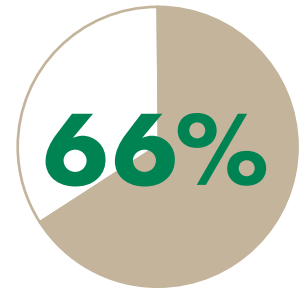


2 IN 5 CONSUMERS ARE FAMILIAR WITH ALL ORGANIC SYMBOLS

80%

CONSUMERS WHO HAVE HIGH QUALITY EXPECTATIONS FOR COTTON, IN GENERAL.

CONSUMERS WHO HAVE HIGH QUALITY EXPECTATIONS FOR ORGANIC COTTON.



22%

OF CONSUMERS WHO ARE WILLING TO PAY MORE FOR CLOTHING THAT IS MADE FROM ORGANIC FIBERS.

TOP CONSUMER RESPONSES - WHEN ASKED WHAT "ORGANIC" MEANS:

NATURAL	19%
NO CHEMICALS	15%
NO PESTICIDES	10%
NATURAL MATERIALS	7%
NATURAL FIBERS	7%

35%



SAY THAT CLOTHING MADE FROM ORGANIC FIBERS HAS A GREAT DEAL OF IMPORTANCE.



85%

ARE AWARE OF THE USDA ORGANIC CERTIFICATION AND HAVE A POSITIVE IMPRESSION OF IT



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Source: Cotton Incorporated's 2018 Lifestyle & Retail Monitor™ Surveys; CCI & Cotton Incorporated's 2017 Global Sustainability Survey; USDA Organic Cotton Market Report.