

		
GENERAL		
Objective	To create a more sustainable American landscape.	To create more sustainable, traceable cotton.
Overview	e3™ is Bayer CropScience's more sustainable cotton option. It is grown in the USA with care by cotton producers striving to improve their sustainability in production of the highest- quality upland cotton for apparel and home furnishings.	The REEL Cotton Programme is a 3-year modular program for farmers with Sustainable Agricultural Practices (SAP) at its core. It has four key focus areas: - Agronomic training - Social mobility and engagement - Supply chain verification - Brand reputation
PRODUCTION		
Producing Countries (2015/16 unless otherwise stated)	USA	China, India, Peru
Fiber Production 2015/16 (MT)	578,000	12,155
Market Share of Total Cotton Grown	0.0274	0.06%
Growth in production (2014/15 -	410% increase	76% decrease
Projected growth in production	Projected increase	Projected increase
Yield (see accompanying "TE Position" notes)	No data	Claims 16% avg. yield increase among REEL farmers compared to control.
ENVIRONMENTAL - WATER		
Rainfed / Irrigated	Combination	Mostly irrigated
Water Management	Aims to reduce irrigation water use.	Promotes water efficiency. Claims 16% avg. reduction in water use.
water Consumption (m3 / 1000kg fiber*) or best practices used to conserve	No LCA data	No LCA data
ENVIRONMENTAL - LAND / SOIL		
Soil fertility	No specific criteria on soil fertility. Activity is assessed on various factors including land use and soil carbon. The concept is to improve one's performance on these parameters.	Promotes soil health and nutrient management through crop rotation and composting.
Biodiversity	No specific criteria on biodiversity. Activity is assessed on various factors including conservation. The concept is to improve one's performance on these various parameters.	Promotes biodiversity conservation.
Eutrophication (kg of phosphate- eq / 1000 kg fiber *)	No LCA data	No LCA data
ENERGY / TECHNOLOGY		

Use of Hazardous Pesticides	Pesticide use is not a parameter assessed in the e3 methodology. However, IPM is encouraged and precision application and variable rate technology is also promoted. US producers are held to US regulations regarding pesticide use.	REEL farmers are trained in pest management and reduction of harmful chemical use. Training is provided on organic pesticides e.g. neem spray. Claims 43% avg. reduction in chemical pesticide use among REEL farmers.
Use of Synthetic Fertilizer	Fertilizer use is not a parameter assessed in the e3 methodology.	REEL farmers trained on crop rotation, composting and reduction in use of chemical fertilizers. Claims 20% reduction in chemical fertilizer use among REEL farmers.
GMOs Permitted?	Yes	Yes
Primary Energy Demand MJ / 1000 kg fiber *	No LCA data	No LCA data
Global Warming (kg of CO2-eq / 1000kg)	No LCA data	No LCA data
SOCIAL		
Social considerations / regulations	US cotton growers are all held to high standards by law for worker health and safety.	Provides training to produce cotton with respect for Human Rights principles for decent working conditions: no child labor, application of health and safety principles, gender inclusion. Focus on women empowerment.
Livelihoods	e3 farmers are paid a small per bale incentive to reinvest in sustainable improvement practices.	REEL farmers receive training to improve yields and profits. Claims 41% avg. increase in profit compared to control farmers.
ASSURANCE		
Verification / Certification (farm level)	Self-evaluation and 3rd party audits.	Developed and verified by Flo-Cert (3rd party)
Chain of Custody (supply chain)	CoC to the mill (for further content claims use).	Bale preserved - procurement links to supply chain provided if required.
LCA available?	No	No
Product marketing / labeling	No data	In store and on product marketing.
Consumer recognition	No data	Primarily B2B but in-store marketing.
PRICE / QUALITY		
Cost implications/ impacts	Small price differential paid to farmers, negotiated with individual brand/ retailer.	Brand/ retailer pays for service.
Quality perception / implications	No known quality implications.	No known quality implications.