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Wrangler hails sustainable cotton farming techniques

[Beth Wright](#)



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Sustainable cotton farming techniques can result in the removal of three times the amount of greenhouse gas emissions from the atmosphere as conventional farming methods, according to a new report from US jeans brands [Wrangler](#).

The VF Corp owned brand evaluated 45 scientific reports as part of its bid to highlight what it calls the "significant" environmental and economic impacts of sustainable cotton farming techniques.

Released yesterday (18 April) to coincide with Earth Day at the weekend, the report, *'Seeding Soil's Potential'*, summarizes the findings of scientific papers and reviews produced by academic, government and industry researchers.

Wrangler's soil health advisors that reviewed and validated the findings in the report include USDA's Natural Resources Conservation Service (NRCS), The Nature Conservancy, and the Soil Health Institute.

"Wrangler believes that our supply chain does not begin with fabric or cotton. It begins with soil and the land itself," says Roian Atwood, director of sustainability for Wrangler. "Preserving and enhancing the health of soil is critical and necessary to the preservation of America's denim heritage and future generations of people who work the land."

In the US, cotton is grown on about 12.5m acres stretching from the Southeast to the Southwest. Cotton cultivation practices can disturb and degrade the soil with tillage, bare soil surfaces, chemical inputs, and continuous monoculture crop production, says Wrangler. However, this emerging set of farming practices, used in combination, builds the soil's capacity to function as a vital living ecosystem that sustains plants, animals and humans.

Last year, Wrangler introduced its soil health pilot programme to bolster the supply of sustainable cotton, championing growers who are leading the way and encouraging wider adoption of responsible farming practices. Today, the programme includes five cotton producers representing farms in Halls, Tennessee; Athens, Alabama; Albany, Georgia; Conway, North Carolina; and Big Spring, Texas.

"I'm grateful Wrangler has taken up this cause, because the potential to transform agricultural lands with soil health practices is tremendous," says Wayne Honeycutt, president and CEO of the Soil Health Institute. "If farmers adopt these practices globally, we'll have much greater resiliency in our food and fiber production. We'll also have cleaner water and air, and we can draw carbon out of the air to regenerate our soils for current and future generations."

Last month, Wrangler announced it is working with major denim suppliers around the world to adopt what it claims is a revolutionary water-saving technology.

[Wrangler works with suppliers on water saving technology](#)