ORGANIC FIELD™

FARM to WEAR



Collaborating with cotton growers, our commitment to organic conversion begins with seed selection. This is our ORGANIC FIELD™.

ORGANIC FIELD is our initiative dedicated to supporting Indian cotton farmers in their transition to organic farming. Through this program, we aim to reduce environmental impact and improve their labor conditions in cotton-growing regions.

We actively purchase "Cotton in Conversion" — cotton grown during the three-year transition period toward full organic certification. By doing so, we encourage more farmers to take the first step toward organic practices and help expand the adoption of organic agriculture. The cotton we source is carefully managed through an organic process from seed selection through to cotton cultivation and yarn production, and ensure its traceability.





Why the Transition to Organic Farming is Necessary

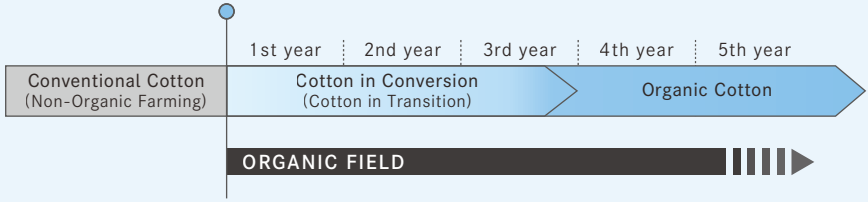
Conventional cotton farming relies on thousands of tons of pesticides and chemical fertilizers, and it causes soil, water and air pollution. The use of these chemical substances has negative impacts on biodiversity and disrupts the ecological balance. This method of agriculture, along with forestry and other land uses, also generates a large share of annual greenhouse gas emissions. Transitioning to organic methods not only helps reduce the impacts on the global environment, but also protects farmers' health and improves their working conditions.

Why Organic Cotton Has Yet to Become Widespread

Organic cotton still represents only 2.9% of global cotton production*. One major reason behind this low percentage is the required three-year transition period before organic certification can be obtained. Transitioning farmland to organic takes a lot of time and effort, including improving soil health and eliminating chemicals. Cotton harvested during this period is referred to as "Cotton in Conversion". Even though it is cultivated using the same methods as certified organic cotton, this cotton is not yet recognized as organic in the market, as the soil requires a certain period of time to meet organic standards. This lack of recognition and market value makes it difficult for farmers to commit to organic farming.

Our ORGANIC FIELD initiative addresses this challenge by not only providing guidance on organic farming techniques, but also paying a premium for cotton in conversion — from Year 1 (IC1) through Year 3 (IC3). This support encourages farmers to make the transition with confidence and we continue to support them even after certification is achieved.

＊Source: Textile Exchange, Materials Market Report 2025



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