



Expanding organic fiber  
agriculture worldwide.

[organicexchange.org](http://organicexchange.org)

## Why Organic Cotton?

Conventionally grown cotton (more than 99% of the world's cotton supply) has significant negative impacts on the environment and on human health, primarily due to toxic chemical use.

Organic cotton is a healthy and viable alternative.

Organic farming:

- Eliminates the chemical impact on our land, our air, and our waters from synthetic fertilizers and pesticides.
- Creates a healthy environment and safe rural economy, building strong ecosystems and increased biodiversity.
- Offers the economic resources for infrastructure development in rural areas – schools, health centers, and safe water.

## What We Do

Organic Exchange catalyzes global market forces to expand organic fiber agriculture.

We help organizations:

- Understand the evolving organic and sustainable marketplace.
- Turn information into action and put organic fibers to work.
- Connect with organic fiber and product experts around the world.
- Stay up to date on critical trends and issues in the organic fiber industry.
- Generate and capture a combination of financial, environmental, and social returns on investment.

## Who We Help

Farmers, farm groups, brands, retailers, manufacturers, non governmental organizations (NGOs), purchasing organizations, and anyone interested in organic fibers.

# Our Invitation

We invite you to join the growing number of organizations committing to organic cotton by becoming a member or client of Organic Exchange.



A global, membership-supported 501(c)3 organization, Organic Exchange has hundreds of members throughout the organic cotton value chain, from farmer to retailer.

Organic Exchange believes in the power of collaboration to produce positive and achievable results. We work with a diverse set of members and partners who comprise the majority of the total organic cotton fiber produced and used in products around the world. Together we've grown the organic cotton retail market from roughly \$300 million in 2001 to nearly \$2 billion in 2007.

## Become a Member

Becoming a member of Organic Exchange immediately links you to a world of environmental, social, and community development innovators. With members of every imaginable size on every arable continent, you'll have access to high level and detailed information on farm development issues, supply chain management and training, product development processes, and marketing and branding strategies.

OE offers a compelling Basic Membership Package, as well as Enhanced Membership Packages that provide opportunities to increase your company's visibility in the right target markets.

## Use Our Consulting Services

We've worked with companies of every size on special projects ranging from consumer communication to farmer advocacy and partnership. If you're not sure how organic fibers fit into your sustainable business strategy, consider our consulting services.

We can help you:

- Make the business case for implementing an organic fiber program.
- Educate your stakeholders about organic fibers.
- Measure the impact of your program with key performance indicators.
- Keep you up to date on issues that affect the organic fiber market.
- Communicate your story to your colleagues, stakeholders, and consumers.

## We're Here to Help

For more information about our organization, member benefits and consulting projects, please contact:

### Business Office

info@organicexchange.org  
+806.428.3411

### Member Services Office

membership@organicexchange.org  
+510.849.0800

Or visit us online: [www.organicexchange.org/benefits.php](http://www.organicexchange.org/benefits.php)

*With staff in: U.S.A. · Peru · Ireland · The Netherlands · U.K. · India · Benin · Burkina Faso · South Africa*

## Take Action

Take advantage of our expertise to educate your staff, value chain, and key stakeholders about the benefits of an organic fiber program.

We hold regular events to help you get started and make the most of organic fibers.

- Global Conference and Marketplace
- Regional Conferences
- Supply Chain Trainings
- Brand and Retail Seminars

We can also provide customized training for your industry, your supply chain, and your background with organic fibers.

Get involved with OE to get your program on the fast track.

## 2008 Worldwide Events

**2008 Global Conference and Marketplace**  
Porto, Portugal ..... October 14-17

### Regional Conferences

India..... January 25-29

Brazil..... April 7-8

Uganda ..... June 24-27

### EU Brand and Retail Seminars

London, UK ..... June 9-10

Copenhagen, Denmark.... December 2-3

### Tradeshows

Organic Summit

Denver, CO..... June 25-27

Ecollection@MAGIC

Las Vegas, NV..... August 25-27

## What's in Your Cotton?



X-Ray Photo:  
A. Kockler - www.beyondright.com  
2008  
0623  
COTTON



Organic Exchange:

Building transparency in the cotton  
value chain, from farm to consumer.



Printed on 100% recycled. 50% post-consumer paper.  
Ancient forest friendly.