

Cone Denim Partners with e3 Cotton Program

By Matt Vitone • December 2, 2015 • Feature



North Carolina-based denim manufacturer Cone Denim has announced it will partner with Bayer CropScience's e3 Sustainable Cotton Program. As part of its participation, Cone Denim has secured more than 1.5 million pounds of e3 cotton for the 2015-2016 crop year.

The e3 program is a sustainable cotton initiative defined through third-party independent auditors certifying farmer's commitment to grow e3 cotton in an environmentally responsible, economically viable, and socially equitable manner in the United States.

Branded e3 cotton allows retailers to connect directly with U.S. growers. Consumers can then trace the supply chain of their garments all the way back to the cotton used in making their apparel and the conditions under which it was produced, providing an elevated level of transparency and accountable sustainability.

"We are committed to providing our customers a wide variety of sustainable denim product options and opportunities," said Steve Maggard, vice president of operations and Cone 3D, in a statement. "e3 fits right in. No matter which one of the three major cotton sustainability initiatives (BCI, LEADS, or e3) our customers would like to get behind, we can facilitate the project."

Cone Denim also participates with the BCI – Better Cotton Initiative and Cotton Leads sustainable cotton programs.