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U.S. Cotton Trust Protocol Announces Levi Strauss & Co and Their Legacy Brands as New Members

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The U.S. Cotton Trust Protocol welcomes new members Levi Strauss & Co, one of the most recognizable denim companies worldwide, and their legacy brands Levi's®, Dockers®, Denizen® by

Levi's®, and Signature by Levi Strauss & Co.(TM)

More than 90 percent of Levi Strauss & Co's products are cotton-based. The company has committed to sourcing 100 percent more sustainably grown cotton focusing on decreasing water use, cutting carbon emissions, and reducing fertilizer and pesticide use. This corporate

commitment to more sustainable and resilient cotton sourcing is part of a broader internal initiative designed to move the company toward a more sustainable and circular product strategy.

"At Levi Strauss & Co., the quality and sustainability of the cotton we use is critical to our business and important to our customers," said Jeffrey Hogue, Chief Sustainability Officer, Levi Strauss & Co. "Membership in the U.S. Cotton Trust Protocol will be an important step and a key partnership in our efforts to source 100 percent more sustainably grown cotton."

The Trust Protocol will aid Levi Strauss & Co.'s efforts by providing verified data on sustainability practices from U.S. cotton growers and access to aggregate year-over-year data on critical metrics including water use, greenhouse gas emissions, energy use, soil carbon, soil loss and land [use efficiency](#). [Levi Strauss & Co will also participate in the pilot phase of the Protocol Credit Management System which provides its members with complete supply chain transparency](#) through use of TextileGenesis' blockchain technology.

"Levi Strauss & Co. is a globally recognized and respected brand and we are proud to welcome them as members," said Dr. Gary Adams, president of the U.S. Cotton Trust Protocol. "During the past 35 years, the U.S. cotton industry has made significant progress in reducing our environmental impact and the Trust Protocol is aligned with the 2025 national goals to further those improvements. As a member, Levi Strauss & Co. will receive farm level data which will help them progress their sustainability efforts and achieve their cotton sourcing goals."

The Trust Protocol has welcomed more than 450 brand, retailer, mill and manufacturer members since its launch in 2020. This includes [Gap Inc.](#) and its collection of purpose-led lifestyle brands

Old Navy, Gap, Banana Republic and Athleta as well as global apparel manufacturer [Gildan](#). The Trust Protocol has also welcomed UK retailers [Tesco](#), [Byford](#) and [Next Plc](#). Other Trust Protocol [member announcements include the first 10 U.S. mills to join and the first members in Latin America](#).

The U.S. Cotton Trust Protocol is aligned with the [UN Sustainable Development Goals](#), recognized by [Textile Exchange](#) and Forum for the Future, and part of the [Sustainable Apparel Coalition](#), Cotton 2025 Sustainable Cotton Challenge, [Cotton 2040](#) and [Cotton Up](#) initiatives.

About the U.S. Cotton Trust Protocol

In a period of ever-greater supply chain scrutiny and a growing demand for transparency, the U.S. Cotton Trust Protocol will set a standard for more sustainably grown cotton. It brings quantifiable and verifiable goals and measurement to the issue of responsibly-grown cotton production and drives continuous improvement in key sustainability metrics.

The Trust Protocol underpins and verifies U.S. cotton's progress through sophisticated data collection and independent third-party verification. Choosing Trust Protocol cotton will give brands and retailers the critical assurances they need that the cotton fiber element of their supply chain is more sustainably grown with lower environmental and social risk. Brands and retailers will gain access to U.S. cotton with sustainability credentials proven via Field to Market, measured via the Fieldprint Calculator and verified with Control Union Certifications.

The U.S. Cotton Trust Protocol is overseen by a multi-stakeholder Board of Directors comprised of representatives from brands and retailers, civil society and independent sustainability experts as well as the cotton-growing industry, including growers, ginners, merchants, wholesalers and cooperatives, mills and cottonseed handlers.

About Levi Strauss & Co.

Levi Strauss & Co. is one of the world's largest brand-name apparel companies and a global leader in jeanswear. The company

designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers®, Signature by Levi Strauss & Co.(TM), and Denizen® brands. Its products are sold in more than 110 countries worldwide through a combination of chain retailers, department stores, online sites, and a global footprint of approximately 3,100 retail stores and shop-in-shops. Levi Strauss & Co.'s reported 2020 net revenues were \$4.5 billion. For more information, go to <http://levistrauss.com>, and for company news and announcements go to <http://investors.levistrauss.com>.

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