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New Data-Driven standard,Â Integrity Grownâ?¢,Â setting high bar for Regenerative Cotton

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Advancing Eco AgricultureÂ (AEA), a company empowering growers to implement scalable regenerative agriculture solutions that create extraordinary results, has launched a data-driven standard for growing regenerative cotton calledÂ*Integrity Grown* â?¢.Â This new standard sets a high bar for regenerative cotton growing practices that increase yields, lower chemical inputs and water usage, and improve soil health.

â??Many growers today are caught up in contemporary agriculture's cycle and myth that using more chemicals and water is required to increase yields,â?• said Chief Vision Officer for AEA, John Kempf. â??This is particularly true with cotton, a crop heavily sprayed with chemicals, depleting all soil nutrition and life. There is another tested, proven way to effectively grow cotton using regenerative agriculture. This way of farming offers a hopeful vision and an exciting path forward for farmers.â?

Integrity Grownâ?¢ is a critical step forward in the regenerative cotton growing program AEA and premium denim company,Â Citizens of Humanity Group, started in 2022. The programâ??s purpose is to empower and attract more cotton growers to transition to regenerative practices. So far, more than three million pounds of regenerative cotton have been sourced through the initiative.

â??We can now show how effective cotton growers can be by employing regenerative practices, selling this cotton through high-value markets for products such as Citizens of Humanity Group's premium denim,â? Kempf said.

The standard, which includes rigorous measurement and data collection by AEA, will create more accountability and consistency.

â??TheÂ *Integrity Grownâ?¢Â* standard creates a deeper level of transparency for consumers into the cotton growing practices of the regenerative farmers who are supplying us,â? said Chief Executive Officer for Citizens of Humanity Group, Amy Williams. â??We'll now be able to more deeply understand the impact of our regenerative cotton supply, with the goal to improve one of the most chemical intensive and soil degrading systems of agriculture â?? growing cotton.â?

How *Integrity Grownâ?¢* Standards Work

AEA will provide in-field support for growers throughout their three-year transition period and beyond. On-site visits and testing will be conducted throughout the growing season by AEAâ??s regional teams of certified agronomists and field consultants specializing in regenerative practices, technology and products. They will use testing, such as plant sap analysis, soil testing and in the near future soil DNA sequencing, to measure criteria required to meet theÂ*Integrity Grownâ?¢* Â standard. Technologies employed will allow for on-going data collection and analysis to measure exactly how well regenerative practices are working for plant and soil health, and maximizing yields for the grower.

Growers who achieve AEA'sÂ *Integrity Grown*â?¢ standards receive either a bronze, silver or gold status for their regenerative practices. Status is determined through measurement of the following key data points: reduction/elimination of synthetic fertilizers such as pesticides, herbicides, fungicides and plant growth regulators; tillage events; cover crop use; non-GMO seed use; use of beneficial biology; nitrogen efficiency; compost use; livestock grazing; soil carbon testing; soil biology testing; and pesticide residue testing.