



About the Wrangler® Program to Celebrate Regeneratively Grown Cotton
Selected farmers will be featured in The Jeans Redesign for the Ellen MacArthur Foundation

Wrangler® plans for a new jean that celebrates the benefits of regeneratively grown cotton. Global cotton farmers who can demonstrate and document improvements in soil health or environmental benefits are invited to apply. One farmer will be selected, and their cotton will be purchased for a Wrangler Retro Premium submission into The Jeans Redesign project.

[The Jeans Redesign](#) invites denim brands to embrace the principles of circular economy, as well as shared guidelines for protecting the environment, society, and the health of people working in the denim industry. As defined by the Ellen MacArthur Foundation (EMF), one of the key principles of circular economy is the regeneration of natural systems. The principle aligns with Wrangler's aim to source 100 percent sustainably grown cotton by 2025.

“A circular economy is symbiotic with regenerative agricultural practices,” said Senior Director of Global Sustainable Business at Wrangler, Roian Atwood. “Wrangler is amplifying our commitment with this call to action as we work with farmers to rapidly scale the supply of sustainably-grown cotton. For this project, only the best need apply.”

With its Wrangler Retro Premium “Regenerative Jean”, *Wrangler* is asking any farmer from around the world to submit documented evidence of improved soil health and environmental benefits resulting from their adoption of soil health/regenerative agricultural systems to be considered for inclusion in the special collection. Examples include improvements in soil carbon, soil physical properties, biological properties, and determined benefits to the environment. An external panel chaired by the Soil Health Institute will review all farmer submissions and provide recommendations to Wrangler, who will make the final selection. Wrangler may reach out to any applicants to discuss using farm level data and biography information in marketing assets. Cotton farmers interested in applying are invited to complete an application form found here: <https://soilhealthinstitute.org/wp-content/uploads/2020/09/Regenerative-Cotton-Application-Form-v4.pdf> and submit it to Wayne Honeycutt (whoneycutt@soilhealthinstitute.org) at the Soil Health Institute **before November 30, 2020**.

For more information on the Jeans Redesign Guidelines, visit <https://www.ellenmacarthurfoundation.org/our-work/activities/make-fashion-circular/projects/the-jeans-redesign>

Learn more about Wrangler at <https://www.kontoorbrands.com/brands/wrangler>, and learn more about the Soil Health Institute at <https://soilhealthinstitute.org/>