



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Cotton Industry Leaders Share the Importance of Soil Health and Regenerative Agriculture During Virtual Showcase

Research Triangle Park, NC, March 10, 2021 – The Soil Health Institute (SHI), the non-profit charged with safeguarding and enhancing the vitality and productivity of soils, invites you to join Mr. Greg Bohrer, Director of Natural Capital at Walmart Foundation; Dr. Jesse Daystar, Vice President and Chief Sustainability Officer at Cotton, Inc.; Dr. Gary Adams, President and Chief Executive Officer, National Cotton Council; and Dr. Wayne Honeycutt, President and Chief Executive Officer of the Soil Health Institute, at the virtually held *Healthy Soils for Sustainable Cotton Farmer Showcase*, at 2 p.m. (EST) on March 23, 2021.

In this eighth and final episode of the event, “Why Soil Health is Important to the Future of U.S. Cotton: Spotlight on Regenerative Ag Leaders,” the panel will discuss the importance of soil health and regenerative agriculture to the U.S. cotton industry’s long-term viability. They will tackle pressing industry issues, including consumers’ increased interest in sustainably grown food and fiber, the “Cotton Trust Protocol,” and the science supporting soil health principles.

“Cotton Incorporated is dedicated to conducting research and promoting activities to increase the demand for and profitability of cotton,” said Dr. Daystar. “We’re fortunate to have so many partners in the industry working on this critical sustainability issue and empowering farmers to adopt soil health systems.”

“The science is clear,” noted Dr. Honeycutt. “Regenerative ag practices help to store more carbon in soils, which not only benefits a cotton farmer’s bottom line, but also improves water quality and helps fight climate change. The Soil Health Institute is committed to providing the latest scientific research, measurements, educational resources, and economic information that will help more cotton farmers adopt these highly beneficial soil health systems.”

The *Healthy Soils for Sustainable Cotton Farmer Showcase* is a series of eight online discussions with U.S. cotton farmers and soil health experts that started livestreaming on February 2, 2021,

and is presented every Tuesday at 2 p.m. (EST) through March 23, 2021. Cotton producers, consultants, and other interested parties may register one time to attend all eight episodes. Registration is free but required to participate. Following the conclusion of the series, all showcase episodes will be available on the Soil Health Institute's [YouTube](#).

To register for the *Healthy Soils for Sustainable Cotton Farmer Showcase* and learn more about other episodes, visit <https://soilhealthinstitute.org/soil-health-training/farmer-showcase/>.

This event is part of the *Healthy Soils for Sustainable Cotton* project, which provides farmer-focused education and training delivered by Soil Health Institute scientists, partnering with local soil health technical specialists and farmer mentors who have implemented successful soil health management systems. The project aims to increase the adoption of soil health management systems among cotton producers while documenting environmental and economic benefits of that adoption.

Healthy Soils for Sustainable Cotton is supported through the generosity of the [Wrangler](#)[®] brand, the [VF Corporation Foundation](#), and the [Walmart Foundation](#). For more information about the project, visit <https://soilhealthinstitute.org/soil-health-training/>.

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About the Soil Health Institute

The Soil Health Institute (www.soilhealthinstitute.org) is a non-profit whose mission is to safeguard and enhance the vitality and productivity of soil through scientific research and advancement. The Institute works with its many stakeholders to identify gaps in research and adoption; develop strategies, networks, and funding to address those gaps; and ensure beneficial impact of those investments to agriculture, the environment, and society.

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About Philanthropy at Walmart

Walmart.org represents the philanthropic efforts of Walmart and the Walmart Foundation. By leaning in

where the business has unique strengths, Walmart.org works to tackle key social issues and collaborate with others to spark long-lasting systemic change. Walmart has stores in 27 countries, employs more than 2 million associates and does business with thousands of suppliers who, in turn, employ millions of people. Walmart.org is helping people live better by supporting programs that work to accelerate upward job mobility for frontline workers, address hunger and make healthier, more sustainably grown food a reality, and build strong communities where Walmart operates. To learn more, visit www.walmart.org or connect on Twitter @Walmartorg.