

**saf** 100% organic cotton



# Organic Clothing Ethically Made Worn with Pride

## Why conventional cotton needs to clean up its act

The conventional cotton clothing industry is responsible for a staggering amount of environmental destruction. Not only this, but the millions of people in developing countries involved in cotton farming and clothing production often suffer poor working conditions and serious health problems. It's a huge industry that needs to clean up its act. That's why Saf has chosen to set the example and do business differently.

All Saf cotton clothing is **organically grown** and **ethically made**, so it can be **proudly worn** by people who want to enjoy high quality clothing and make a positive impact on people and the environment through their choice.

## Why choose organic cotton clothing?

Conventional cotton accounts for less than 3% of all global crop production, but a huge **25% of all global insecticide** use and **10% of all global pesticide** use...

Conventional cotton farming is one of agriculture's most environmentally destructive activities. It takes an enormous toll on the earth's air, water, and soil, and significantly affects the health of people working and living in cotton growing areas.

A conventional cotton t-shirt uses an average of 150g of toxic chemicals in its production. A Saf garment uses none.

[www.safclothing.com](http://www.safclothing.com)

## The Facts about Conventional Cotton

- Cotton accounts for 3% of the world's crops yet represents up to 25% of global insecticide use.
- 1 Million agricultural workers hospitalised due to pesticide poisoning. Symptoms of pesticide poisoning include vomiting, headaches, tremors, lack of co-ordination, seizures, impaired memory, severe depression and confusion.
- 20,000 reported deaths amongst agricultural workers caused by pesticides and insecticides.
- The biggest exporter of cotton to Europe is Uzbekistan. It has been widely documented that state sponsored child labour is used in the cotton fields, and terrible environmental practices have led to the UN labeling Uzbekistan as 'one of the largest man made environmental disasters'.
- It takes 2000 litres of water to produce just one cotton t-shirt. This is the true cost of disposable fashion.

**PICK YOUR  
COTTON  
CAREFULLY**

No Uzbek Cotton



No Nasty Pesticides



No Child Labour



## Why do we need ethical clothing standards?

### Millions of developing world cotton farmers can't make a decent living from conventional cotton...

Up to 99% of the world's cotton farmers are in the developing world, in places like Africa and India, where cotton is a small holder crop grown by the rural poor. Subsidies to cotton farmers in developed countries such as the USA keep world market cotton prices low. This causes economic hardship for farmers in developing countries, who have no choice but to sell their cotton at these artificially low prices.

Many African countries for example, depend on cotton for employment, exports and wealth creation. For example, there are around 11 million cotton producers spread across just the four small countries of Mali, Burkina Faso, Chad and Benin. A 25% fall in the cotton price pushes 250,000 people below the poverty line in Burkina Faso alone. The World Bank has agreed that African leaders who believe US cotton subsidies should be reduced have a "very valid" complaint. It's time to end artificially low cotton prices.

### In some cases cotton clothing is made using child labour and manufactured under poor working conditions...

Terrible labour practices have been documented in some parts of the conventional cotton and clothing industries. Workers may receive low wages for long hours without guaranteed employment or any means of negotiating better conditions. Moreover, there is still much evidence of child labour. Children as young as seven have been witnessed working in cotton picking in Uzbekistan. A child may be paid, at best, 3 to 4 US cents per kilo for cotton that is valued at \$1.15, (US) on the global market. In West Africa, child trafficking to provide child workers for cotton fields has been reported. Saf clothing is produced without child labour. We want to set the example and encourage the industry to act now to end child labour.

### Chemical use leads to serious health problems for agricultural workers...

It's estimated that there are up to 5 million cases of pesticide poisoning every year among agricultural workers in developing countries, with 20,000 of these cases resulting in death.

### ...as well as serious environmental destruction...

Harmful chemicals used in conventional cotton production pollute soil and water, impacting on wildlife and biodiversity and contaminating drinking water in communities in the area.

Conventional cotton is also contributing hugely to water scarcity. It takes 2000 Litres of water to produce just one cotton t-shirt. In Central Asia the demand for water to irrigate cotton fields in Uzbekistan and Kazakhstan has contributed to the draining of the Aral Sea, now just 15% of its former size. This has been totally catastrophic for fishermen, with 24 native species disappearing, and is now even destroying the cotton fields as salt residues are making the land infertile. The United Nations describes this crisis as one of the "most staggering disasters of the 20th century".

### ...and other high costs for rural cotton farmers...

As well as damaging the environment conventional cotton farming methods can put financial strain on farming communities. Chemical inputs can be expensive, contributing to economic hardship and a spiral of debt where farmers have to buy chemical inputs to maintain high production in poor quality soil, but receive fluctuating and low prices for cotton each year.

Organic cotton production can actually improve the quality of soil, ensuring good levels of production without chemicals. For example, worms that aerate the soil and keep it healthy return naturally and crop rotation reduces harmful pests without the need for insecticides.

### ...The culture of disposable fashion cannot continue...

The clothing industry is responsible for huge emissions of greenhouse gases produced in production, transportation and eventual disposal. It's estimated that we each get rid of 30kg of clothing per year. Cheap, disposable fashion, worn a few times and discarded, ends up in landfill. The more clothes we get through each year, the bigger the carbon footprint we make. We need to say no to disposable fashion. Saf clothing is made from high quality ring-spun cotton, so it will last for longer, staying in your wardrobe and out of landfill.

## Why Saf?

### 100% organic cotton...

We believe the cotton clothing industry needs to change. We were established in 2005, with a commitment to do business differently and make a positive impact on people and the environment. We will only use organic, ethically sourced cotton.

### Ethically made...

Ethics and transparency are at the core of our business from seed to Saf. We have visited the farms and factories where our clothing comes from. You can too, in the videos on our website. [www.safclothing.com/where\\_is\\_saf\\_made](http://www.safclothing.com/where_is_saf_made)

### Worn with pride...

A t-shirt is not just a t-shirt. Its jobs and livelihoods and future of communities. Our clothing is made with love in India. We want you to meet the people at the heart of Saf and wear your Saf clothing with pride, knowing you are part of building a better future for their communities.

[www.safclothing.com](http://www.safclothing.com)



## Saf clothing is better for the environment...

### Made from organic, GM free cotton

Saf organic clothing is certified to Global Organic Textile standards, (GOTS). This means the cotton has been grown and the clothing has been produced without the use of chemicals. That means no chemicals to harm the environment or the people involved in its production, and none for your skin to absorb when you wear the finished product.

Saf organic cotton is also GM, (genetic-modification) free. GOTS organic certification means the cotton has to be completely traceable back to the source. This means we can know for sure that it is GM free.

For more information on GOTS please visit [www.global-standard.org](http://www.global-standard.org)

### Made to be loved. Made to last.

Saf's range of perfectly formed essentials are made to the highest quality so they'll last longer and you'll want to wear them again and again, not get rid of them next season.

## ...and better for the people behind the product...

### We know where our cotton comes from

Saf clothing is made only with organic Indian cotton, not artificially cheap subsidised cotton. Our cotton is GOTS, (Global Organic Textile Standards) approved which means our cotton is clean. GOTS audit the process 'from seed to Saf' to ensure not only is the cotton farmed organically but that it is never contaminated by conventional cotton.

### Close supplier relationships:

We work closely with our supplier partners to make sure we see

their production processes and working conditions first hand and build a long term relationship with them. By building this relationship and trust we can work with them to facilitate the ethical production of clothing and encourage them to attain independent certification.

### Decent working conditions and no child labour:

Saf suppliers are certified to the Global Organic Textile Standard, (GOTS). As well as guaranteeing that Saf clothing is organic, this standard includes an audit of the working conditions in the factory and verifies that:

- Employment is freely chosen
- Freedom of association and the right to collective bargaining are respected
- Working conditions are safe and hygienic
- Child labour is not used
- Living wages are paid
- Working hours are not excessive
- No discrimination is practised
- Regular employment is provided
- No harsh or inhumane treatment is allowed

### Wear it. Love it. Live it.

Saf encourages everyone who buys a Saf garment to minimise its environmental impact after they have bought it, by taking steps such as washing it the green way and recycling the packaging. Read more at [www.safclothing.com/live\\_it](http://www.safclothing.com/live_it)

**Saf: Organic Clothing.**  
**Ethically Made. Worn with Pride.**