

THOUGHT-STARTER: CAN TRACEABLE COTTON CHANGE LIVES?

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Volcom's CMO Ryan Immegart and sustainability adviser Derek Sabori on the brand's traceable organic cotton initiative Farm to Yarn.

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Outdoor sports brand Volcom has been offering organic cotton for several years, but through Farm to Yarn is turning cotton farming into a socially-driven enterprise. 'We came up with the idea of tracing it back to the farmer and telling the story of the farm where the cotton is grown and why it's so much better,' says Sabori.

The initiative also supports farmers and women in India's Madhya Pradesh region. 'What we found on our trips to India was that many of the multi-generational farmers have long operated as farmers, but not necessarily as business people,' Satori continues.

'So, there are two forms of training. There is organic farming training – how to be a better organic farmer with natural methods, natural pesticides, natural fertilisers, drip irrigation, crop rotation and patience. Then there is the business school approach, which teaches farmers about dealing with revenue, costs, what their profits are and managing their money.'

Read the full Q&A [here](#).