Why Organic Cotton?

	Organic	Conventional
Seed Preparation:	Natural untreated GMO free seeds.	Typically treated with fungicides or insecticides. Possible GMOs.
Soil Preparation:	Healthy soil through crop rotation. Retains moisture in soil from increased organic matter.	Synthetic fertilizers, loss of soil due to mono-crop culture, intensive irrigation.
Weed control:	Healthy soil creates natural balance. Beneficial insects and trap crops used.	Aerial spraying of insecticides and pesticides. 9 of the most commonly used pesticides are known cancer-causing agents.
Harvesting:	Natural defoliation from freezing temperatures or through the use of water management.	Defoliation induced with toxic chemicals.
Production:	Warp fibers stabilized using double plying or non-toxic cornstarch.	Warp fibers stabilized using toxic waxes.
Whitening:	Safe peroxide is used.	Chlorine bleaching creates toxic bi-products which are released into the environment.
Finishing:	Soft Scour in warm water with soda ash for a PH of 7.5-8.	Hot water, synthetic surfactants, additional chemicals (sometimes formaldehyde).
Softening:	Natural soybean softening.	Petroleum-based softening.
Dyeing:	Low-impact fiber-reactive or natural dyes with low metal and sulfur content.	High temperature with heavy metals and sulfur content.
Printing:	Low-impact or natural pigments with no heavy metals.	Heavy metals in pigments run off into waterways polluting streams.
Marketing:	Positive story can be told to differentiate you from your competitors.	None. As awareness of organic advantage expands, potential for negative image.
Price:	Initial cost more expensive. Long term advantages priceless.	Initially cheaper. Long- term impact on environment devastating.