



Tiger[®] Cotton[®]

By Neutral[®]



TIGER COTTON

To protect the biodiversity, people and planet
Tiger Cotton works to convert conventional
cotton farming to organic.

High quality label free basic wear made by
100% organic in conversion cotton and certified
EU Ecolabel, SA8000 and GOTS In
Conversion.

TIGER COTTON



Tiger Cotton is named after a pilot project we have been a part of for the last 4 years together with WWF India and Laudes Foundation. The results have been so amazing that we have decided to continue supporting this change. Not just in the specific area of the pilot project, but also other beautiful areas in India.

In the pilot project the area where the cotton farmers grow their cotton functions as a tiger corridor. Therefore, the name Tiger Cotton.

The Tiger is a symbol of all the biodiversity and wildlife that regenerate when a conventional farmer converts into organic cotton. The tiger is to remind people what is important.

Additionally, a tiger's role in nature is to maintain the balance between herbivores and the vegetation. If the tiger is thriving the eco-system is thriving. With Tiger Cotton we work create a balance between biodiversity, people and planet.



“Sustainable agriculture plays an important role in conservation. It is an important piece of the puzzle. When farmers manage their land sustainably, they can help preserve critical habitats by improving soil and water quality. This, in turn, enhances their agricultural productivity in the long term. In this case, promoting organic cotton in areas where agriculture and biodiversity interact could create a win-win scenario for farmers and wildlife.”

- Dr. Sejal Worah, Program Director, WWF India

WHY IS THE PILOT PROJECT IMPORTANT?



TIGER COLLABORATION



Deep inside Central India lie two of India's oldest nature reserves. They are famous for their untouched biodiversity and are home to the iconic Bengal Tiger.

In between the two reserves live 14.000 small cotton farmers. When the tiger wander from one nature reserve to the other the cotton fields function as an important tiger corridor. Neutral teamed up with WWF India and Laudes Foundation to be part of a pilot study to promote organic cotton agriculture in the area of Madhya Pradesh, India. Changing farmers from conventional to organic farming. Without the toxic impact of pesticides and chemicals in cotton farming the tiger, the wildlife, and the farmer can thrive.

By creating a healthy corridor where the tigers can walk between reserves, organic farmers are playing a key role in the conservation of this imposing species, while also growing healthy food for themselves.

WHY TIGERS?

The tiger rules at the top of the food chain. To live it needs a healthy population of other animals. Through it's hunting the tiger keeps the balance between herbivores and the vegetation they feed of in check. So as you can see. If you save the tiger, you save the whole eco-system.

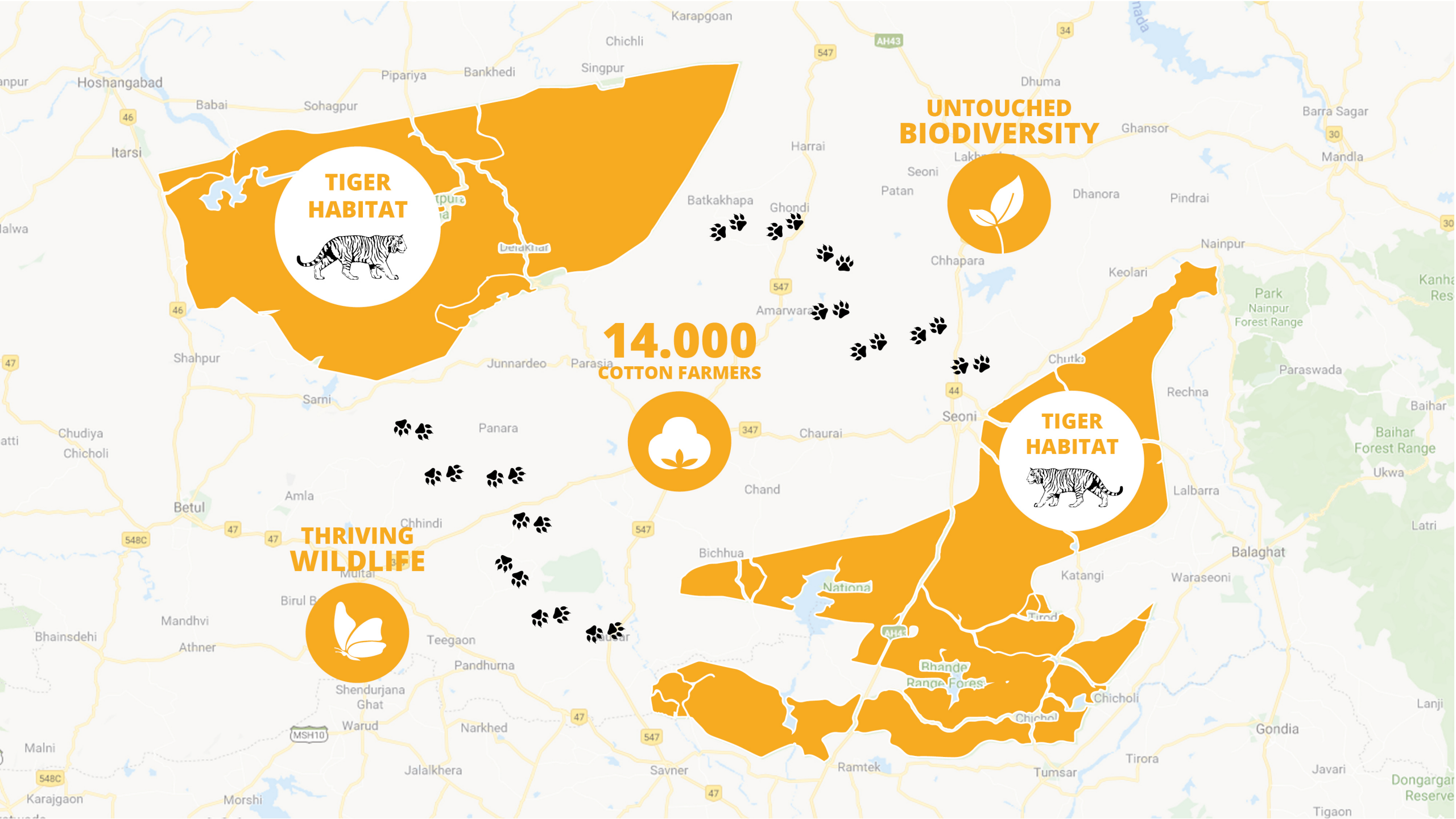


TIGER CORRIDOR



The Bengal Tiger is protected in the nature reserves but it's dangerous for it to cross to other areas. In the corridor the tigers and wildlife movements are carefully monitored by WWF India.

In the corridor small cotton farmers live and grow their cotton. By growing it organically, they eliminate the use of hazardous chemicals. In doing so they are helping to preserve the tiger and wildlife



**TIGER
HABITAT**



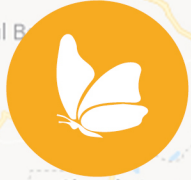
**14.000
COTTON FARMERS**



**UNTOUCHED
BIODIVERSITY**



**THRIVING
WILDLIFE**



**TIGER
HABITAT**





294 KILO COTTON

That's the average yearly output of a cotton farmer in the Tiger Cotton program. 294 kilos. So we are not kidding when we say our farmers are small.

14.000 farmers live and work side by side with the tiger in Madhya Pradesh. So far we have enrolled 6000 of these to convert their fields to organic cotton.

4000 CONVERTED FARMERS!



In Madhya Pradesh we have now reached our first milestone in Tiger Cotton and converted the first 4000 Indian cotton farmers into certified organic.

However, we are more ambitious for the future!

Our goal is to convert all 14.000 cotton farmers in Madhya Pradesh and help the area become truly organic.

Additionally, we are proud to say that we have started to include organic cotton in conversion from other areas in India than Madhya Pradesh. We are welcoming them to the Tiger Cotton Family and are working hard to tell and share their stories.

COTTON CONVERSION

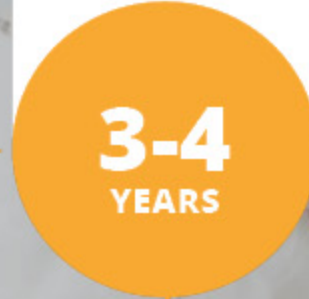
FROM CONVENTIONAL

Conventional farming use toxic pesticides, chemicals and GMO (genetically modified organism) seeds, which leads to damage of soil, groundwater and wildlife.



CONVERSION PERIOD

It takes 3-4 years to eliminate residues of chemicals and successfully restore the soil. In this period farmers output is declining.



HOW WE SUPPORT

By paying a premium in the conversion period increase the farmers' motivation to grow organic.



TO FINAL GOTS STAMP

A final achievement of the GOTS stamp secures the farmers future organic farming and helps to create a thriving wildlife, by restored soil, rivers and groundwater.

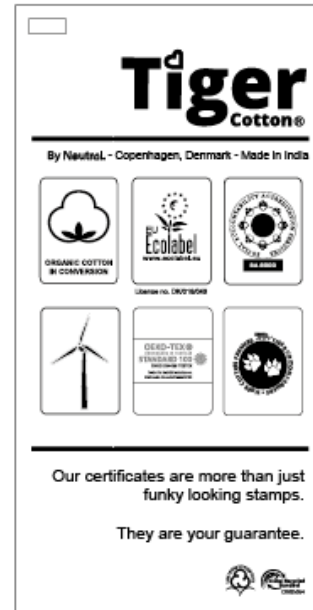
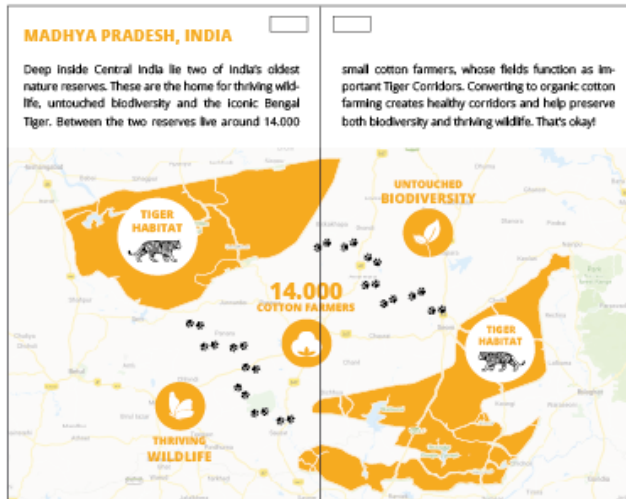
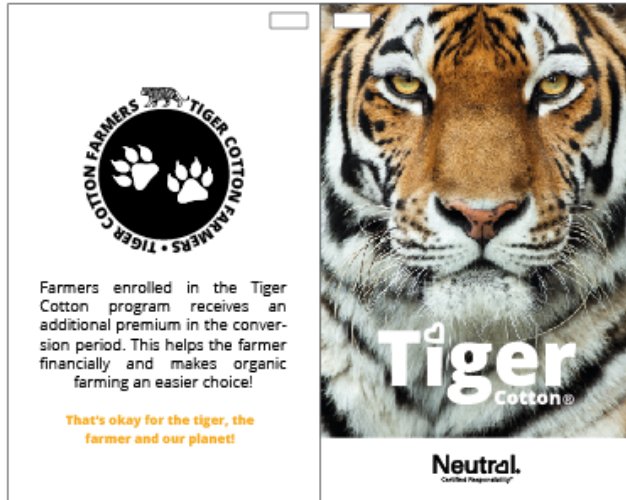


TIGER COTTON



NEUTRAL





CUSTOMIZATION

SHARE WHAT YOU WEAR

A label free t-shirt made with Tiger Cotton is more than a garment. It's sustainability at its core. Through our communications, we will follow the biodiversity and wildlife and share their stories.

Share your own inspirational message or show the beauty of the Tiger Cotton project on your T-shirt!

NEWS! You can co-brand in the neck label.

TAKE AWAY POINTS

#1

Tiger Cotton is high quality label free garments, made of 100% cotton in conversion and manufactured according to the highest international standards.

#2

You don't need to be a storyteller to sell Tiger Cotton, but you need to think about how your customers can communicate the added value bringing Tiger Cotton to their audience. Not only for responsible customers.

#3

We believe in the win-win. We believe in organic because it's Okay. Nothing more or nothing less. Tiger Cotton is our newest branch and is sustainability at its core.