

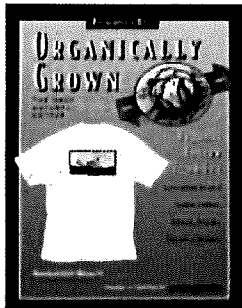
PATAGONIA: 20 YEARS OF ORGANIC COTTON

1991

Wrote mission statement that established Patagonia's commitment to addressing the environmental crisis.

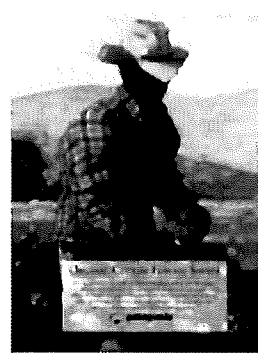
1994

Board decided to end the use of conventional cotton and begin the conversion to 100% organic cotton.



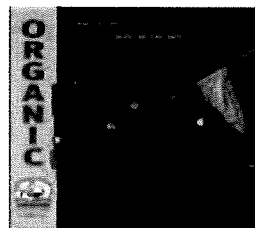
1996

All cotton products were fully converted to 100% organic.



1998

Introduced Patagonia's 100% organic cotton denim jeans.

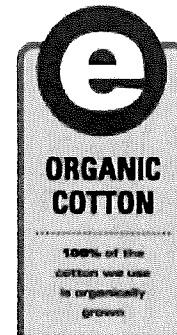


2001

Launched environmental campaign against GMOs.

2006

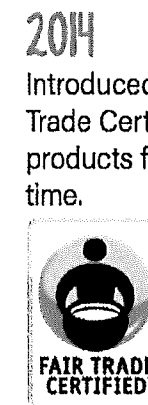
Launched e-fibers campaign: recycled/recyclable polyester, hemp, organic cotton, organic wool, chlorine-free wool.



2009

Co-founded Sustainable Apparel Coalition.

Sustainable Apparel Coalition

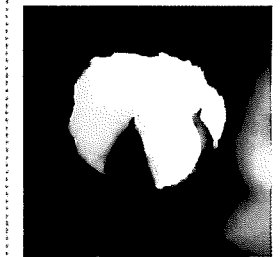


2014

Introduced Fair Trade Certified™ products for the first time.

2016

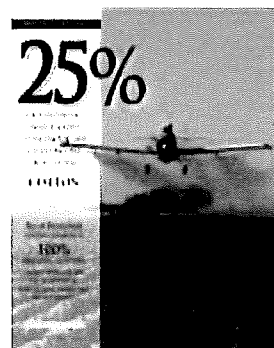
Celebrating 20 years of organic cotton.



1990s

1991

Commissioned Life Cycle Analysis on cotton, wool, polyester and nylon.

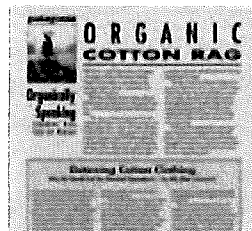


1992

Commenced cotton farm tours for Patagonia staff to learn about the benefits of organic cotton farming; cotton farm tours program runs through 1999.

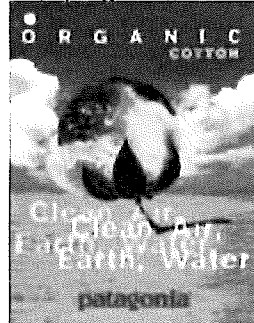
1995

Distributed monthly "Organic Cotton Rag" as education leading up to launch of 100% organic in Spring 1996.



1998

Launched "Clean Air, Earth, Water" organic cotton campaign.



2000s

2000

Established partnership with bluesign® to evaluate and reduce resource consumption and to assist with chemical management.



2002

Co-founded Organic Exchange (now Textile Exchange)



2001

Became a Fair Labour Association (FLA) Participating Company.



2008

FLA accredited Patagonia's Social Compliance Program.

2014

Introduced limited edition reclaimed cotton garments as part of Truth to Materials Collection.



2015

Introduced Patagonia's 100% organic cotton denim now made with less impactful dyeing and Fair Trade Certified® sewing.

