

Patagonia promotes organic cotton & the Drift Catcher

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The winter Patagonia clothing catalog in North American mailboxes this week features more than nifty outdoor adventure duds. For 15 years, all of the cotton products for sale have been made from [100% organic fiber](#). And Pesticide Action Network is among a handful non-profit organizations profiled. Patagonia is a long-term supporter of PAN's campaign for sustainable agriculture and against the use of toxic pesticides like endosulfan that are used in cotton production around the world (including in the U.S. until the phaseout won this year is completed). Cotton covers 2.5% of the world's cultivated land yet uses 16% of the world's insecticides, more than any other crop.

[Since 1985](#) the company has donated 1% of sales to the preservation and restoration of the natural environment, and Patagonia's founder, Yvon Chouinard, is also a founder of [1% For The Planet](#) —an alliance of businesses supporting environmental causes. PAN international campaign coordinator Medha Chandra, who appears in the winter catalog with PAN's pesticide air monitoring instrument, the Drift Catcher, says "Patagonia presents an unusual and welcome mix of business and environmentalism — the company's commitment and their sustainable practices are inspiring."

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