

## **A transition to regenerative agriculture is fundamental to the long-term health of the fashion and textile industry, states new report from Textile Exchange**

- Textile Exchange’s latest report, *Regenerative Agriculture Landscape Analysis*, provides a landmark framework for the fashion and textile industry to understand, communicate, and invest in regenerative agriculture.
- The report emphasizes regenerative agriculture’s roots in Indigenous and Native practices, addressing the nuances needed for a holistic approach that puts communities and ecosystems at the center.
- Far from simply the latest buzzword, regenerative agriculture is an opportunity for brands to invest in a fundamentally different system that drives numerous benefits for people and the planet, from boosting climate resilience and reversing biodiversity loss to centering justice, equity, and livelihoods.

**January 31, 2022:** A landmark report from global non-profit Textile Exchange has highlighted that a transition to regenerative agriculture is fundamental to the long-term health of the fashion and textile industry.

As brands face an increasing risk from disruptions to fiber production from climate impacts and biodiversity loss, regenerative agricultural approaches can play a key role in helping farmers develop more resilient systems, bringing immense social and environmental benefits to the industry and beyond. But with interest in regenerative agriculture fast gaining momentum, there is no one-size-fits-all approach, and the concept is nuanced. Brands are looking for a comprehensive analysis of this growing opportunity, as well as a roadmap to engage meaningfully.

Sponsored by Kering, J.Crew Group (J.Crew/Madewell), and CottonConnect, Textile Exchange has developed the *Regenerative Agriculture Landscape Analysis* to be the first report that gives the fashion and textile industry a framework and toolkit to credibly understand, implement and describe the benefits of work in this space.

In mapping out the important considerations for the industry, Textile Exchange hopes to enable companies to understand how to approach and engage in regenerative agriculture projects and partnerships. The report’s initial Matrix of Regenerative Programs and Engagement Pathway equip brands to ask the right questions to identify and support initiatives that align with their values. The aim is to help the industry gain clarity on how these efforts will help meet their overall climate, biodiversity, social justice, and other sustainability targets.

The report also addresses an important gap seen in the discussion to date: the need to acknowledge the Indigenous and Native roots of this concept and to include racial and social justice as critical components of any system termed “regenerative.” It highlights the importance for brands to clearly articulate their vision and intentions as they invest in regenerative agriculture, and to ensure that social justice and livelihoods are embedded in their approaches.

These interlocking themes lead to its top-line conclusion: For fashion, regenerative agriculture is an opportunity for investment in a fundamentally different system that moves beyond the current extractive one.

Going forward, Textile Exchange calls on brands to invest in inclusive and credible regenerative agriculture projects that can boost the resilience of the industry within our planetary boundaries. Brands should also ensure that those who are the direct stewards of the land, including Indigenous people, communities of color, and farmers, or their chosen representatives, have an active decision-making role in any regenerative project from the start.

Beth Jensen, Climate+ Strategy Director, Textile Exchange said: “Regenerative agriculture is about growing raw materials in alignment with natural systems and Indigenous practices. It’s a complete contrast to the extractive approach that has become the norm in recent years, but it doesn’t fit neatly into a single definition or set of practices. While this can be a challenge for companies, it’s also an opportunity to lift up farmers and growers as the essential leaders in this movement.”

Géraldine Vallejo, Sustainability Programme Director, Kering said: “Regenerative agriculture can provide multi-benefits for nature and communities, and it is direly needed to help reverse the trend of climate and biodiversity loss. At Kering, we are working with partners and farmers on the ground to scale projects through the “Regenerative Fund for Nature” in partnership with Conservation International. This is not the time to wait for others to take the lead – we must all invest in supporting regenerative practices as a matter of urgency. This report provides brands with a thoroughly researched and practical roadmap on how to get started.”

Arif Makhdum, Agronomist & Country Manager Pakistan, CottonConnect said: “If smallholder farmers are empowered to use regenerative farming practices, they can replenish the land for current and future generations, boosting yields while building resilience to climate change. This way, farmers and their families will thrive, and so will our planet.”

Liz Hershfield, Senior Vice President & Head of Sustainability, J.Crew Group and Senior Vice President of Sourcing, Madewell said: “At J.Crew and Madewell, we have identified regenerative agriculture as a critical step forward on our journey towards reducing our impact. Textile Exchange continues to push the envelope with its innovative approaches to the endemic issues that plague the retail industry, we’re grateful to be supporting that research.”

Sarah Kelley, Common Threads Consulting said: “It was an honor to work with Textile Exchange's team on the Regenerative Agriculture Landscape Analysis, bringing critical perspectives on the Indigenous roots of regenerative agriculture together with the latest soil science and research on regenerative agriculture's co-benefits. We hope this report will lay out the pathway for action in the industry.”

Link to report: <https://textileexchange.org/regenerative-agriculture-landscape-analysis/>

[Image link here](#)

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### **About Textile Exchange**

Textile Exchange is a global non-profit driving positive impact on climate change across the fashion and textile industry. It guides a growing community of brands, manufacturers, and farmers towards more purposeful production from the very start of the supply chain.

Its goal is to help the industry to achieve a 45% reduction in the emissions that come from producing fibers and raw materials by 2030. To get there, it is keeping its focus holistic and interconnected, accelerating the adoption of practices that improve the state of our water, soil health, and biodiversity too.

For real change to happen, everyone needs a clear path to positive impact. That’s why Textile Exchange believes that approachable, step-by-step instruction paired with collective action can change the system to make preferred materials and fibers an accessible default, mobilizing leaders through attainable strategies, proven solutions and a driven community.

**At Textile Exchange, materials matter.** To learn more, visit [textileexchange.org](https://textileexchange.org).

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