



## SUSTAINABLE COTTON PROJECT

**For Immediate Release**

Jan. 14, 2010

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### ***Cleaner Cotton video marks world premiere***

A short documentary produced by the Davis, Calif.-based Sustainable Cotton Project (SCP) makes its world premiere Friday, Jan. 29 at the RioFest Environmental Film Festival in New Mexico.

Called “Cleaner Cotton®: A Good Fit for Our Environment,” the emotionally powerful six-minute video joins an impressive line-up of cinematic productions highlighted by the acclaimed feature films “Food, Inc.” and “King Corn.”

“We are honored RioFest selected our video as one of the top environmentally oriented video productions in 2009,” said Marcia Gibbs, SCP program director. “The festival will give us a national stage to showcase the eco-friendly farming practices of a group of risk-taking, innovative cotton growers in California’s San Joaquin Valley.”

Nearly 600 people are expected to attend the two-day film festival at New Mexico Tech in Socorro, N.M. “We’re proud to offer a wide variety of films that can inspire people to seek solutions to the environmental problems we face,” said Frances Deters, the festival’s executive director.

Produced by Gibbs and videographer Liam Creighton, the video documents the cotton project’s impressive campaign to improve the environment, public health and agriculture economy of Firebaugh, a small rural Central Valley farming town about 40 miles west of Fresno. By following intensive biological farming practices, SCP growers reduced the use of the most toxic pesticides on their cotton. Moreover, they slashed overall pesticide use by up to 70 percent.

(More)

“Look at the things we’re doing for the community, reducing pesticides in the watershed,” Firebaugh grower John Texeira says in the video. The eco-friendly farming practices paid off at harvest, too. “We had yields better than our neighbors.”

Indeed, SCP growers are leaving an imprint on the San Joaquin Valley, which produces some of the finest cotton in the world, a high-quality fiber that can command a premium price. The region produces about 90 percent of the nation’s Pima cotton, the Cadillac of cotton in the U.S., rivaling the fine Egyptian quality.

In the past six years, participating farmers have produced more than one million pounds of SCP’s trademarked Cleaner Cotton® for the \$5 billion-a-year global green cotton market. The project is working with major retailers such as Gap Inc, Levi Strauss & Co, Williams Sonoma, North Face and others to incorporate the eco-friendly cotton into their product lines.

The cotton video can be viewed on the SCP Website [http://www.sustainablecotton.org/html/who\\_we\\_are.html](http://www.sustainablecotton.org/html/who_we_are.html) . The Sustainable Cotton Project is a private non-profit working under the direction of the Community Alliance with Family Farmers in Davis.

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