

COTTON USA Licensee in Colombia Garneres \$700,000 in Sales of Mark-Labeled Garments



GEF, a COTTON USA licensee in Colombia, sold nearly \$700,000 worth of 100 percent cotton women's apparel during a Mother's Day promotion.

The Colombian company used 46,810 meters of U.S. cotton fabric and 18 metric tons of U.S. cotton yarn to produce the garments and will require more U.S. cotton to produce future products.

During the two-month promotion period, GEF sold 112,000 pieces of clothing labeled with the COTTON USA Mark. In total, GEF has labeled 2.7 million garments with the COTTON USA Mark in Colombia.

The COTTON USA promotion with GEF featured exhibition material in 153 principal department stores throughout Colombia. Held during the Mother's Day season, the promotion targeted women between the ages of 30-50 years old.

CCI leveraged third party contributions of \$113,200 for this COTTON USA promotion, which is 4.6 times more than CCI's investment from USDA's Market Access Program (MAP) and U.S. cotton industry contributions.

COTTON USA retail promotions aim to increase consumer awareness of and preference for products labeled with the COTTON USA Mark. GEF estimated that this activity impacted approximately 48,000 consumers. Additionally, press coverage of the promotion generated about \$2,500 in earned advertising value for COTTON USA.

In 2005/06 Colombia imported 250,000 bales of cotton, with a U.S. market share of 99.6 percent. Colombia's mill use in 2006 was 475,000 bales.

THE FIBER OF CHOICE

One hundred percent cotton clothing attracted consumers during the COTTON USA promotion with GEF.

