



Think Globally. Act Locally!

Householders' Options to Protect the Environment Inc.

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MEDIA RELEASE

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Re: **World Cotton Day, Monday 7 October 2024**



On October 7, 2024, we join the global community in celebrating **World Cotton Day**, a day dedicated to raising awareness of the significant role that cotton plays in economic development, international trade, and sustainability.

Cotton is more than just a fabric; it is a crucial resource that impacts millions of lives across the globe. From small-scale farmers in developing countries to consumers worldwide, cotton provides employment, sustains communities, and contributes to environmental sustainability when produced responsibly.

World Cotton Day, initiated by the **World Trade Organization** (WTO) and other international organizations, highlights the socio-economic importance of cotton. Cotton is grown in over 75 countries, providing jobs to around 100 million households annually, making it one of the *most widely grown crops in the world*.

In addition to its economic significance, cotton has been at the forefront of sustainable agricultural practices. Cotton farmers worldwide are adopting eco-friendly methods such as water conservation, reducing pesticide use, and improving soil health. Initiatives like **Better Cotton** and the **Sustainable Cotton Challenge** are pushing the industry towards greater sustainability, aiming for a future where cotton production positively impacts both people and the planet.

We encourage individuals, organizations, and governments to join us in celebrating World Cotton Day by raising awareness of the importance of cotton. Whether through supporting local farmers, advocating for sustainable practices, or choosing eco-friendly cotton products, everyone can contribute to making the cotton industry more resilient and sustainable!

For more information on how you can get involved in World Cotton Day, please visit <https://www.fao.org/world-cotton-day/en>.

To learn more about cotton in Australia, please visit Cotton Australia in <https://australiancotton.com.au/about-cotton-australia>.

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Written by Rachel Telan - HOPE Media Officer (NSW)