



traceability

tracking Brazilian cotton bale by bale

Brazilian cotton farmers have developed a traceability system that **captures data from the very first stages of production**. This allows brands and consumers to understand not just where cotton was processed, but also **how it was grown**.

Abrapa's Identification System is one of the few platforms worldwide to offer bale-by-bale traceability and deliver detailed and **reliable data** to the value chain. This means traceability is available on a bale level, from field to spinner, offering a unique depth of information about origin, farming practices, and sustainability indicators.

And as the **leading provider globally of Better Cotton-certified cotton**, Cotton Brazil is working with **Better Cotton** to jointly deliver on its commitment to **full physical traceability**.

the Abrapa Identification system



Through its SAI traceability system, the Brazilian cotton sector provides for total traceability of 100% of Brazil's cotton production. **Each bale of Brazilian cotton is labelled with a unique bale identification number, barcode identifier, and QR Code.**



- Each cotton bale gets a **unique Bale ID** that is ISO 15416 -compliant and digitally recorded.
- All bales produced in Brazil (estimated **18 million** 2025 season).
- Each cotton bale's unique **code** identifies:
 - Farm and crop year
 - Ginning plant
 - Classing laboratory
 - HVI test results (fibre quality)
- The unique Bale ID also clearly indicates certification by the **Responsible Brazilian Cotton (ABR)** program and the equivalent **Better Cotton (BCI)** standard.
- The system provides clear and transparent data fully accessible via an **online platform** and **mobile app**, ensuring openness and ease of access.

did you know...

...that the distinct profile of Brazilian cotton production is a key differentiator enabling it to ensure traceability from the field all the way through to the spinning mill?

How? Because the vast majority – more than four-fifths (80%) – of Brazil's **266 active cotton gins**, are fully integrated into the farm-level cotton production process. **Located directly on farms**, this means that Brazilian cotton is ginned at the source, a key component in ensuring **end-to-end traceability** and that data remains accurate and reliable throughout the value chain.



SouABR: bringing innovation from the field to the finished garment



Traceable from seed to wardrobe

This Brazilian initiative takes a step forward in sustainability through blockchain technology. By joining forces with the textile industry and retailers, the program delivers full traceability of garments made with ABR-certified (Responsible Brazilian Cotton) fiber, ensuring the origin of the cotton and showcasing the entire responsible production chain in the domestic market.



SouABR by the numbers (as of May of 2025)

- Delivered over **2.9 million** kg of yarn
- Tracked over **79,000** cotton bales.
- Totaled over **460,000** traceable garments
- Produced over **477,000** meters of fabric and **233,000** kg of knitwear

physical traceability with Physical Better Cotton



The Brazilian cotton sector is proud to be a partner in delivering Physical Better Cotton, a solution designed in collaboration with the cotton sector to meet evolving sourcing demands.

Part of our core value proposition to brands & retailers is to be a ready and reliable origin for those organisations seeking to source Physical Better Cotton, one of a range of chain-of-custody models to meet brands & retailers' differing needs.

Brazilian Physical Better Cotton by the numbers



3m tonnes sourced from
>400 or **>80%** of Brazilian cotton farms

**As of September 2025*

The key elements of Physical Better Cotton traceability include:

- 1 A **Chain of Custody (CoC) Standard** with three Physical Chain of Custody Models:
 1. segregation (single country)
 2. segregation (multi-country), and
 3. controlled blending
- 2 The **Better Cotton Platform (BCP)**, providing an enhanced digital platform for data collection
- 3 Robust supply chain monitoring and assurance processes including **certification** to ensure the CoC Standard
- 4 A **Claims Framework v4.0** (published 31 January)

Brazilian cotton's contribution to Physical Better Cotton traceability means:

- ✓ Clearly identifying Brazil as country of origin of Brazilian Physical Better Cotton
- ✓ Showing the journey of Brazilian Physical Better Cotton to brands & retailers
- ✓ The opportunity for brands & retailers to unlock new market opportunities by meeting the demand for deeper insights and assurances over the origin of Brazilian Better Cotton
- ✓ Giving the supply chain another way to source Brazilian Better Cotton and support capacity-strengthening for farmers and farming communities

Find more information: bettercotton.org/sourcing/physical



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