



# October 7 is World Cotton Day

Last year's launch of World Cotton Day at the World Trade Organisation's Geneva headquarters attracted some seven hundred participants drawn from the broadest possible range of cotton producing, consuming and trading countries. The initiative aims to celebrate and promote cotton, to debunk myths and communicate vital messages concerning cotton's contribution to the well-being of millions of farmers, many in developing countries, and its credentials as the sustainable textile fibre of choice in a world concerned by plastic and micro-fibre pollution.

Cotton Outlook's World Cotton Day Special Feature will include articles from various industry leaders (ICAC, ICA, ITMF, Cotton Incorporated and others), as well as analysis of the outlook for cotton supply and demand in a world devastated by pandemic.

In the absence of the customary gatherings in the international cotton calendar, the World Cotton Day Special Feature will provide a focus for discussion not only of the Covid-related challenges faced today by all participants in the supply chain but also cotton's place in a post-pandemic fibre market.

Launched on World Cotton Day and distributed to our largest ever global audience, the publication will complement a series of cotton-related celebrations happening simultaneously around the world on October 7.

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# Cotton Outlook

Special Feature

