



# 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**.

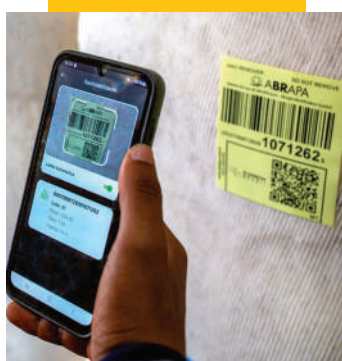
**Abrapa's Identification System** is one of the few platforms worldwide to offer bale-by-bale traceability and deliver detailed and **reliable data** to the value chain. This means traceability is available on a bale level, from field to spinner, offering a unique depth of information about origin, 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](https://bettercotton.org/sourcing/physical)



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