

P E R F E C T L I N E N S

What's The Big Deal With Organic

- When you're trying to do the best by your family, you wonder if you should spend the money on the top of the line or save the money and cover the bare necessities.
- What IS the deal with organic? Why should I care? Is it really better for my family or should I save my shekels?
- Organic cotton is roughly defined as fiber that does not come from genetically modified (GMO) seeds and which has been grown without the use of man-made pesticides and fertilizers—all of which is supposed to be independently verified.
- Now the question I have as a mom with a family budget... why is organic always more expensive?
 - Organic cotton is more difficult to come across than conventionally grown cotton.
 - Organic cotton currently accounts for only 0.1% of global cotton output. That number seems really low, but there are a few reasons.
 - The cost of converting to organic and the lower crop yields from organic cotton definitely dampen the farmers' interest!
 - Another reason is farmers worry about high economic risk due to uncertain market demand.

- Given the limited supply, it is no surprise organic cotton is more expensive than non-organic varieties.
 - Conventional cotton (currently prices at about \$0.57 per pound) compares with the long-term average of about \$0.70 for organic cotton.
 - Organic cotton from Turkey, the world's largest grower, sells for about 20% more than non-organic cotton.
 - The 20% premium for organic cotton and overstretched inspection systems mean that "the market is absolutely ripe for fraud in organics" according to Mark Messura of Cotton Incorporated, an American trade group.

Perfectlinens Media Contact:

Perfectlinens

Lauran Tilden, Communications

Press@Perfectlinens.com

(212) 273-1000 x 2