

HANES Brands Inc

Sustainable Cotton Farming Showcased in Episode 2 of HanesBrands' Behind-the-Scenes Documentary "Crop to Campus"

September 15, 2020

The seven-part minidocumentary follows three North Carolina State University students on an all-questions-answered journey from cotton field to finished T-shirt

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Sep. 15, 2020-- In the second episode of filmmaker Rod Murphy's "Crop to Campus" apparel sustainability minidocumentary, college students exploring T-shirt manufacturing visit the operations of a fifth-generation cotton farmer in North Carolina.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200915006129/en/>



Katy Powers takes a photo of Sydney Parker in the middle of a cotton field at Grant Farms in Garysburg, North Carolina. The North Carolina State University students are featured in the "Crop to Campus" documentary about T-shirt sustainability. (Photo: Business Wire)

comes to a water-intensive crop like cotton," said Chris Fox, HanesBrands' vice president of corporate social responsibility. "Raw cotton is the beginning of our entire production process, so it's important we work with growers like Grant Farms, whose responsibly grown and harvested cotton serves as an integral first step in our supply chain. The cotton field is the beginning of the many important efforts we make to reduce our ecological footprint and social impact in manufacturing a wardrobe staple like T-shirts."

The company is a member of [Cotton LEADS](#), which advocates for responsible raw material production. HanesBrands, which has reduced water use by 25% since 2007, sources the vast majority of its cotton from areas of the southeastern United States, where annual rainfall generally exceeds a cotton plant's water requirements and crop irrigation is not needed.

HanesBrands commissioned Murphy, a filmmaker from Asheville, North Carolina, who has won 14 awards for his first four documentary feature films, to make the documentary to assess how well the company's corporate social responsibility efforts resonate with the expectations of millennials and Generation-Z youth.

In the first episode released Sept. 8, the students – Mamie Trigg of Austin, Texas; Katy Powers of Charlotte, North Carolina; and Sydney Parker of Raleigh, North Carolina – discussed their different interpretations of what sustainability means to them.

In future "Crop to Campus" episodes, the students travel throughout the southeastern United States and El Salvador to visit communities that rely on responsible yarn spinning, fabric production, and T-shirt sewing operations.

The next episode release dates and topics are:

- Sept. 22: "Yarn Spinning in the U.S.A."
- Sept. 29: "El Salvador Production: Stitch by Stitch"
- Oct. 6: "Community: It's About the People"
- Oct. 13: "Back to Campus: Tee Party"
- Oct. 20: "Takeaways: How important is responsible manufacturing?"

Episodes of the seven-part documentary commissioned by HanesBrands that follows three North Carolina State University students throughout the T-shirt supply chain drop every Tuesday and may be viewed at www.CropToCampus.com.

In episode 2, the Wilson College of Textiles students visit Grant Farms in Garysburg, North Carolina, owned by fifth-generation cotton farmer David Grant. The students learn that sustainability starts early in the production process – before a seed for the raw material that goes into a *Hanes ComfortWash* T-shirt has even been planted.

Grant Farms uses sustainable farming techniques and natural rainfall to grow its cotton without irrigation by taking advantage of its location in the southeast United States.

"HanesBrands has made a significant commitment to sound water management, which is especially important when it

Visit www.CropToCampus.com to learn more about the documentary series, or www.HanesForGood.com for more information about Hanes' responsible manufacturing practices.

HanesBrands

HanesBrands, based in Winston-Salem, N.C., is a socially responsible leading marketer of everyday basic innerwear and activewear apparel in the Americas, Europe, Australia and Asia-Pacific. The company sells its products under some of the world's strongest apparel brands, including *Hanes*, *Champion*, *Bonds*, *DIM*, *Maidenform*, *Bali*, *Playtex*, *Lovable*, *Bras N Things*, *Nur Die/Nur Der*, *Alternative*, *L'eggs*, *JMS/Just My Size*, *Wonderbra*, *Berlei*, and *Gear for Sports*. The company sells T-shirts, bras, panties, shapewear, underwear, socks, hosiery, and activewear produced in the company's low-cost global supply chain. A Fortune 500 company and member of the S&P 500 stock index (NYSE: HBI), Hanes has approximately 63,000 employees in more than 40 countries. For more information, visit the company's corporate website at www.Hanes.com/corporate and newsroom at <https://newsroom.hanesbrands.com/>. Connect with the company via social media: Twitter ([@hanesbrands](https://twitter.com/hanesbrands)), Facebook (www.facebook.com/hanesbrandsinc), Instagram ([@hanesbrands_careers](https://www.instagram.com/hanesbrands_careers)), and LinkedIn ([@Hanesbrandsinc](https://www.linkedin.com/company/hanesbrandsinc)).

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