

REEL Linen Code

The REEL Linen Code is a new code of conduct to support the sustainable production of linen. The Code requires farmers and processors to adopt more sustainable practices when producing the flax fibres which are spun into linen yarn.



Building on the success of the REEL Cotton Code, which is proven to increase yields and farm profits, while reducing environmental impacts, CottonConnect developed the REEL Linen Code in partnership with Kingdom, one of largest linen yarn manufacturers in the world. The Code will assist brands and manufacturers seeking assurance of sustainably produced linen.

Linen fibre produced according to the REEL Linen Code is traceable from farm to yarn. Compliance with the REEL Linen Code is the focus of CottonConnect's REEL Linen Programme, a three-year agricultural programme providing farmers with training on sustainable linen farming practices.

The Linen Supply Chain



About the REEL Linen Code

The REEL Linen Code of Conduct consists of two parts: farming; and processing (scutching and spinning). It outlines good practices in management, social and environmental areas.

1. General good management practices
2. Field management (farm only)
3. Nutrient management (farm only)
4. Crop protection (farm only)
5. Chemicals and other hazardous substances
6. Water management
7. Biodiversity
8. Air quality, greenhouse gas emissions and waste management
9. Traceability
10. Human rights and labour conditions
11. Health and safety
12. Local community

The Code was developed by agricultural and development experts in Europe and China, drawing on the experience of flax producers in France and spinners in China, to understand the sustainability challenges in the field.



Benefits for farmers

It is anticipated that compliance with the REEL Linen Code will generate similar positive results to the REEL Cotton programme in the areas of increased yield and profits, and reductions in the use of water, chemical pesticides and chemical fertilizers.

REEL COTTON IMPACT RESULTS 2017-18



+9.4%

Yield (kg/acre)



+7.3%

Profit (USD/acre)



-12.5%

Water Usage
(m³/acre)



-17.1%

Chemical Pesticides
usage (ml/acre)



-12.7%

Chemical Fertilizer
usage (kg/acre)

The evaluation was conducted by CottonConnect on a 15% sample of the farmers in REEL training programmes (2017-18) compared with conventional farmers.

Benefits for brands

The REEL Linen Code has been developed for brands which are committed to sourcing more sustainable linen, including improving environmental, quality and traceability conditions in their supply chain factories and farms worldwide.

Brands can include compliance with the REEL Linen Code as a requirement to suppliers of linen yarn and fabric. Flax fibres produced in compliance with the REEL Linen Code are traceable from seed to yarn, supporting the transparency and traceability of brands' textile supply chains.

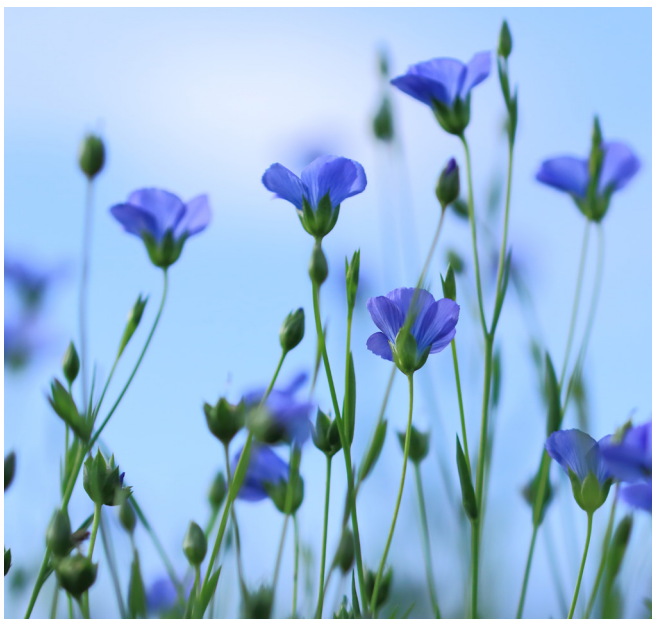
Benefits for consumers

Consumers are increasingly concerned about what is contained in the products they buy, due to the potential impacts on their health, the environment and the quality of life for future generations.

Products complying with the REEL Linen Code provide consumers with the option to make a responsible purchase, aligned with their environmental and social values.

"The REEL Linen Code of Conduct offers me an opportunity to demonstrate my best farming practices over several years to my buyers in a transparent and integral way, so that they have the certainty that I manage the land in a responsible way, and my linen products are in line with their values of sustainability."

A linen farmer trained on the REEL Linen Code in France



"When grown right, linen can be a very sustainable crop, creating environmental, social and economic benefits. Kingdom's suppliers have, over many years, finessed the art of linen fibre cultivation and processing, and Kingdom takes great care to spin these fibres into yarns in the same spirit. With the REEL Linen Code, Kingdom and CottonConnect want to create a trusted and independent assurance mechanism for brands and consumers that their linen was produced in a verified sustainable way, from farm to yarn."

Christof Walter, Sustainable Agriculture Expert

Please get in touch to find out how we can help: www.cottonconnect.org • wenxiang.liu@cottonconnectchina.org

Photos credit of Kingdom Holdings Limited