

# KEY FACTS

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## **THE GOOD CASHMERE STANDARD**

**by AbTF**

# ABOUT THE GOOD CASHMERE STANDARD® BY ABTF

The Good Cashmere Standard® is an independent standard for sustainably certified cashmere, developed by the Aid by Trade Foundation (AbTF), that aims to improve the welfare of cashmere goats, the lives of farmers and farming communities, and the environment in which they live.

[www.thegoodcashmerestandard.org](http://www.thegoodcashmerestandard.org)

## REGION

The initial focus of The Good Cashmere Standard® is on the cashmere farms of Inner Mongolia.

## TRANSPARENCY

Traceability in the textile value chain via an online tracking system and DNA-marking of certified cashmere.

## ANIMAL WELFARE

The Standard incorporates the Five Freedoms as defined by the Farm Animal Welfare Council.

## SUSTAINABLE CASHMERE

The Standard encompasses all aspects of sustainable cashmere production:



**Animal Welfare & Environmental Criteria**



**Social Criteria for farmers & employed workers**



**Management Criteria**

## COMMUNICATION

Multiple labelling and marketing options are available for licensees.



## RETAILERS

**H&M**

*Peter Hahn*

**LACOSTE**

J.CREW

BESTSELLER

HUGO BOSS

MILES

THE WHITE COMPANY  
LONDON

WÜNSCHE  
FASHION

*Madswell*

Selection of 2020

## GET IN TOUCH

Christian Barthel  
christian.barthel@abt-foundation.org  
+49 (0) 40 2576 755 -42

Anja Neumann  
anja.neumann@abt-foundation.org  
+49 (0) 40 2567 755 -18