



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 the 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**



**SCOPE OF THE REEL LINEN CODE**

**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.

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.

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



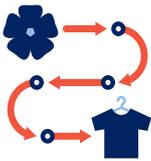
### BENEFITS FOR FARMERS

The REEL Linen Code provides a framework for continuous improvement of environmental, social and economic sustainability in flax production, including advanced levels for flax farmers to further improve their performance.



### 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.



### TRACEABILITY

Linen fibre produced according to the REEL Linen Code is traceable from farm to yarn via TraceBale, CottonConnect's proprietary software tool. TraceBale records the origin of raw materials, and traces the linen fibre through the supply chain. By scanning the barcode or QR code on the finished product, the purchaser can see the origin of the material used, along with a chain of custody map of the various processors involved.



### 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.



### BENEFITS FOR THE ENVIRONMENT

The REEL Linen Code can contribute to producers' and brands' climate action strategies, and play a part in protecting the environment and increasing biodiversity too.

To download the REEL Linen Code, visit:  
[www.cottonconnect.org/sustainable-practices](http://www.cottonconnect.org/sustainable-practices)



*"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



Photos: Kingdom Holdings Limited

*"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



CottonConnect is a company with a social purpose to re-imagine the cotton supply chains and help textile producers and farmers enjoy better livelihoods.

[www.cottonconnect.org](http://www.cottonconnect.org) • [wenxiang.liu@cottonconnectchina.org](mailto:wenxiang.liu@cottonconnectchina.org)  
WeWork, New Kings Beam House, 22 Upper Ground, London SE1 9PD  
Tel: +44 (0) 203 865 7038 • ©2021 CottonConnect