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DNA offers traceable organic cotton from Africa



ZURICH - Global cotton merchant Reinhart has linked up with traceability solutions provider Haelixa to offer what claims to be the first physically traceable organic cotton from Africa.

Haelixa uses a DNA marker which is embedded in fibres and claims to provide forensic proof that cannot be tampered with of product origin and authenticity at all stages of the supply chain.

Reinhart is making use of the technology to offer traceable Global Organic Textile Standard (GOTS) compliant cotton from Tanzania in partnership with ginning company Alliance Ginneries.