Care What You Wear

The Sustainable Cotton Project is pleased to announce The North Face Backyard Hoodie, made with our growers' Cleaner Cotton™ blended with Fox Fibre!

Check out this video about the making of this garment featuring our Director, Marcia Gibbs, and SCP growers, Gary & Mari Martin. And click here for more information about this limited edition hoodie.

The North Face “Backyard Project” hoodie features fiber grown within 150 miles of its headquarters in Alameda, California, and uses sewing facilities in the San Francisco Bay Area.

Wearing clothing from your Backyard means supporting:
• A product grown and sewn within 150 miles (from The North Face headquarters in Alameda)
• No synthetic dyes
• Local farmers Gary and Mari Martin’s Cleaner Cotton™ (137 miles from San Francisco)
• Sally Fox’s organic color grown cotton (100 miles from San Francisco)
• Family owned cotton spinning and knitting mills in the Carolinas
• A garment cut and sewn in the Bay Area
• More than 100 American-based manufacturing jobs
• Independent and family-based farms
We’d like to thank the many people involved in this project, which is truly the culmination of multiple years of work:

Many thanks to The North Face for recognizing the benefits of Cleaner Cotton™ grown in its own backyard and for supporting local garment manufacturing and local economies. Special mention to designer, Daniel DiSanto.

Rebecca Burgess, founder of Fibershed for her vision of a locally grown fiber as well as locally made garments. 

James Watson at North Carolina State University.

Kevin McCarter at Clover Knits.

Lydia Lam at All Ways Sewing, San Leandro.

Sally Fox of Fox Fibre for her longstanding work on colored cottons.

Lydia Wendt, of California Cloth Foundry, for developing the yarns and fabrics blending Sally’s colored cotton with Cleaner Cotton™ to inspire The North Face and other companies.

Finally, we want to recognize the support and assistance from University of California Extension scientists and the hard-working farmers in SCP ‘s program, without whom we would have no Cleaner Cotton™ fiber!

Gary and Mari Martin, long-time growers with SCP, supplying Cleaner Cotton™ fiber for the backyard hoodie.

To support local farming and manufacturing:

Read more about the North Face hoodie on their blog. Hoodies are now available online, and in some stores. Also consider writing an email of thanks to the Northface (tnfsupport@vfc.com) and cc SCP (jenny@sustainablecotton.org) and/or post a comment on The North Face Facebook page.

Funding for this project has been provided through an agreement with the State Water Resources Control Board and the U.S. Environmental Protection Agency - Clean Water Act Section 319.