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At its Annual Meeting in Sao Paulo/Brazil (October 17-19, 2010) the International Textile Manufacturers Federation (ITMF) was informed that the description of cotton as a "natural fiber" by the international cotton industry has been questioned because of the employment of genetic engineering in more than 50% of world cotton production.

The ITMF endorsed that all fibers produced from cotton plants are "natural fibers" regardless of production methodology or seed technology.

November 10, 2010