



Climate Beneficial™ Verified Fiber Claims Guidance

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The Climate Beneficial™ Verified program is grounded in an effort to scale holistic land stewardship to benefit growers by enhancing the health of their soil, increasing resilience to erosion and drought, and supporting the greatest levels of vitality possible within the ecology of the agricultural system. By implementing well respected and time honored soil health practices from our holistic framework, growers can create working landscapes that draw down more atmospheric carbon than they are emitting, thereby creating carbon sinks that by virtue of their function are climate beneficial.

PURPOSE

Fibershed approves the use of the following claims for **Climate Beneficial™ Verified (CBV) and Climate Beneficial™ Verified - Transitional (CBV-T) Fiber [Cotton & Wool]**. Please refer to the Certificate of Verification (CoV) for details on the specific practices associated with your fiber purchase, or request a copy from the Climate Beneficial™ team at climatebeneficial@fibershed.org. The claims provided below are broad, as final practices vary by grower and level of program engagement.

For questions about claims or to request approval for an unlisted claim, please feel free to contact our team for assistance. If we have not yet connected to support your marketing and storytelling efforts with fiber details, photos, or farmer profiles, we encourage you to reach out. We're here to help you communicate the full story and value of Climate Beneficial™ Fiber.

To ensure you have the necessary support for promoting your Climate Beneficial™ product(s), we request an initial marketing meeting prior to your product launch.

Kindly Note: It is up to a brand's discretion to use the term “regenerative” or claim this wool is “regenerative wool”. A regenerative claim will depend on your brand’s definition of regenerative. Our team is happy to discuss any questions you may have about using the term “regenerative”.





Climate Beneficial™ Verified Fiber

Content Claims (CBV) or (CBV/CBV-T blend)

CBV Content	Allowable Claims	CBV Seal Use
Greater than or equal to 80% CBV Fiber [Cotton or Wool]	Climate Beneficial™ Verified or CBV [Product]	Yes
Blends - Less than 80% CBV Fiber [Cotton or Wool]	<p><u>(All blends):</u> Made with x% Climate Beneficial™ Verified or CBV [Cotton or Wool]</p> <p>(CBV/CBV-T blend): Climate Beneficial™ Verified & Transitional [Cotton or Wool] or</p> <p>CBV [Cotton or Wool] & CBV-T [Cotton or Wool]</p>	Yes

Logo Use for Verified Content (CBV) or (CBV/CBV-T blend)

CBV Fiber Content	Claim	Seal	Description	Requirements
Greater than or equal to 80% CBV Fiber [Cotton or Wool]	Climate Beneficial™ Verified [Product]		<p>Authorized “CBV Verified” claim on the main product label</p> <p>CBV seal can be used</p>	<p>If the PRODUCT contains at least 80% CBV Fiber [Cotton or Wool] is verified by Fibershed and CBV</p> <p>Remaining fiber content can be organic or non organic materials</p>
Blends - Less than 80% CBV Fiber [Cotton or Wool]	<p><u>CBV/CBV-T blend:</u> Climate Beneficial™ Verified & Transitional [Cotton or Wool]</p> <p><u>All blends:</u> Made with x% Climate Beneficial™</p>		<p>Authorized “Made with” or “CBV & CBV-T Blend” claim on the main product label and anytime seal is used or product is marketed</p> <p>CBV seal can be used</p>	<p>Anytime the product material and content is listed, the specific CBV Fiber [Cotton or Wool] content % must be included</p>



	<p>Verified [Cotton or Wool]</p>			<p>Anytime the CBV logo seal is used, it must be accompanied by text that is directly next to the logo – saying 1 of 3 things:</p> <p>(1) This product contains X% of Climate Beneficial Verified or CBV Fiber [Cotton or Wool]</p> <p>(2) This is a blended product made with Climate Beneficial Verified or CBV Fiber [Cotton or Wool]</p> <p>(3) This product contains a portion or component of Climate Beneficial Verified or CBV Fiber [Cotton or Wool]</p> <p>Remaining fiber content can be organic or non organic materials</p>
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PRODUCT LEVEL EXAMPLES:

Scenario: The Wool Sweater has majority Climate Beneficial™ Wool (85%) and some Climate Beneficial™ Transitional Wool (5%). The majority of the content is verified, so the CBV seal can be used.

Acceptable Claim: Sweater Hangtag has the CBV Seal. Description: **Climate Beneficial™ Verified Sweater or Climate Beneficial™ Verified Wool**

COMPONENT LEVEL EXAMPLES:

Scenario: Lining of a jacket is 80% Climate Beneficial™ Verified Cotton, 20% Wool - however, the lining is only a part, or component, of the total jacket.



Acceptable Claim: The Jacket Hang Tag can have the CBV logo seal. Next to the logo seal on the hangtag, states: **This product's lining contains a 80% Climate Beneficial™ Cotton.**

General Claims (CBV/ CBV-T)

- Climate Beneficial™ agriculture is a holistic approach to farming that supports the transition to whole farm health, with the goal to rebalance the carbon cycle, improve soil health, protect watersheds, support local biodiversity, and contribute to resilient producer livelihoods.

Wool was grown using farming practices that aim to:

- Improve soil health
 - Support biodiversity
 - Improve water health
 - Draw carbon into the soil
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- This [cotton or wool] is grown using Climate Beneficial™ carbon farming and ranching practices that prioritize soil health, water, and biodiversity, with full verification completed.
 - Climate Beneficial™ [cotton or wool] growers are committed to regenerative farming and ranching practices that aim to rebalance the carbon cycle, pulling CO2 out of the atmosphere and into the soil.
 - Blended with [cotton or wool] sourced from land stewards implementing Climate Beneficial™ practices that enhance farm carbon capture through holistic [farm or ranch] management practices.
 - Made with Climate Beneficial™ Verified [cotton or wool].
 - This product (shirt, sheets, bag) is made with Climate Beneficial™ Verified [cotton or wool].
 - Made with Climate Beneficial™ Verified [cotton or wool], grown in the USA.
 - Made with [wool] sourced from growers implementing at least (3) Climate Beneficial™ Verified practices.
 - Made with [cotton] sourced from growers implementing at least (5) Climate Beneficial™ Verified practices.
 - This product (shirt, sheets, bag) is made with [cotton or wool] from farms verified as Climate Beneficial™.
 - Made with [cotton or wool] from farms in the USA that are Climate Beneficial™ Verified.
 - The [cotton or wool] in this product is from Climate Beneficial™ Verified farms.

Text Claim Requirements:

For all text claims, the complete phrase “**Climate Beneficial™ Verified**” must be used in the first instance and must be accompanied by the trademark indicator “™.” The abbreviation “**CBV**” may be used in subsequent instances.

Trademark Use: If you plan to use the “**CBV**” abbreviation, the first instance must include the full phrase with the trademark indicator: “**Climate Beneficial™ Verified**”.





Climate Beneficial™ Verified Transitional Fiber

Content Claims (CBV-T) or (CBV/CBV-T blend)

CBV-T Content	Allowable Claims	CBV-T Seal Use
Greater than or equal to 80% CBV-T Fiber [Cotton or Wool]	Climate Beneficial™ Verified - Transitional or CBV-T [Product]	Yes
Blends - Less than 80% CBV-T Fiber [Cotton or Wool]	<p><u>(All blends):</u> Made with x% Climate Beneficial™ Verified - Transitional or CBV-T [Cotton or Wool]</p> <p>(CBV/CBV-T blend): Climate Beneficial™ Verified - Transitional & Climate Beneficial™ Verified [Cotton or Wool] or</p> <p>CBV [Cotton or Wool] & CBV-T [Cotton or Wool]</p>	Yes

Logo Use for Verified Content (CBV-T) or (CBV-T/CBV blend)

CBV Fiber Content	Claim	Seal	Description	Requirements
Greater than or equal to 80% CBV-T Fiber [Cotton or Wool]	Climate Beneficial™ Verified - Transitional [Product]		<p>Authorized “CBV Verified - Transitional” claim on the main product label</p> <p>CBV-T seal can be used</p>	<p>If the PRODUCT contains at least 80% CBV-T Fiber [Cotton or Wool] is verified by Fibershed and CBV</p> <p>Remaining fiber content can be organic or non organic materials</p>
Blends - Less than 80% CBV-T Fiber [Cotton or Wool]	<p><u>CBV/CBV-T blend:</u></p> <p>Climate Beneficial™ Verified & Transitional [Cotton or Wool]</p> <p><u>All blends:</u></p> <p>Made with x% Climate Beneficial™ Verified - Transitional</p>		<p>Authorized “Made with” or “CBV-T & CBV Blend” claim on the main product label and anytime seal is used or product is marketed</p> <p>CBV-T seal can be used</p>	<p>Anytime the product material and content is listed, the specific CBV-T Fiber [Cotton or Wool] content % must be included</p> <p>Anytime the CBV-T logo seal is used, it must be accompanied by text that is directly</p>



	[Cotton or Wool]		<p>next to the logo – saying 1 of 3 things:</p> <p>(1) This product contains X% of Climate Beneficial Verified -Transitional or CBV-T Fiber [Cotton or Wool]</p> <p>(2) This is a blended product made with Climate Beneficial Verified -Transitional or CBV-T Fiber [Cotton or Wool]</p> <p>(3) This product contains a portion or component of Climate Beneficial Verified -Transitional or CBV-T Fiber [Cotton or Wool]</p> <p>Remaining fiber content can be organic or non organic materials</p>
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PRODUCT LEVEL EXAMPLES:

Scenario: The Cotton Tee shirt has majority Climate Beneficial Verified - Transitional Cotton (95%) and Cotton (5%). The majority of the content is verified, so the CBV seal can be used.

Acceptable Claim: Tee shirt Hang Tag has the CBV Seal. Product Description: **Climate Beneficial™ Verified Transitional (or CBV-T) T-Shirt**

COMPONENT LEVEL EXAMPLES:

Scenario: Lining of a handbag is 80% CBV-Wool 20% CBV-T Cotton , but the lining is only a part of the total handbag.

Acceptable Claim: Jacket Tag can have the CBV Seal. Next to the logo the tag states: **This product's lining is a blend of 20% Climate Beneficial™ Verified Transitional Cotton (or CBV-T Cotton) and 80% Climate Beneficial™ Verified Transitional Wool (or CBV-T Wool).**

General Claims (CBV-T/CBV)



- Climate Beneficial™ agriculture is a holistic approach to farming that supports the transition to whole farm health, with the goal to rebalance the carbon cycle, improve soil health, protect watersheds, support local biodiversity, and contribute to resilient producer livelihoods.

[cotton or wool] was grown using farming practices that aim to:

- Improve soil health
 - Support biodiversity
 - Improve water health
 - Draw carbon into the soil
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- This [cotton or wool] is grown using Climate Beneficial™ carbon farming and ranching practices that prioritize soil health, water, and biodiversity, with full verification completed.
 - Climate Beneficial™ [cotton or wool] growers are committed to regenerative farming and ranching practices that aim to rebalance the carbon cycle, pulling CO2 out of the atmosphere and into the soil.
 - Blended with [cotton or wool] sourced from land stewards implementing practices that enhance farm carbon capture through holistic farm and ranch management practices.
 - Made with Climate Beneficial™ Verified - Transitional [cotton or wool].
 - This product (shirt, sheets, bag) is made with Climate Beneficial™ Verified Transitional [cotton or wool].
 - Made with Climate Beneficial™ Verified - Transitional [cotton or wool] grown in the USA.
 - This product (shirt, sheets, bag) is made with wool from farms transitioning to Climate Beneficial™ verified.
 - Made with [cotton or wool] from farms in the USA that are enrolled in the Climate Beneficial™ Verified - Transitional program.
 - The [cotton or wool] in this product is from Climate Beneficial™ Verified - Transitional farms.

Text Claim Requirements:

For all text claims, the complete phrase “**Climate Beneficial™ Verified - Transitional**” must be used in the first instance and must be accompanied by the trademark indicator “™.” The abbreviation “CBV-T” may be used in subsequent instances.

Trademark Use: If you plan to use the “CBV-T” abbreviation, the first instance must include the full phrase with the trademark indicator: “**Climate Beneficial™ Verified - Transitional**”.

Claims Compliance

Brands, manufacturers, retailers, or other entities selling Climate Beneficial™ material or product who are found to be in non-compliance with the claims guidance will be emailed by a representative or member of the CBV team to notify the entity of the issue, and provide the steps for how to appropriately correct the issue. The entity has **60 days** to remediate the non-compliance.

Common Mistakes

1. Incorrect Branding: Using "Fibershed" Instead of "CBV" or “CBV-T”



Mistake: Stating that a product is "verified 100% by Fibershed" instead of "verified 100% by CBV."

Correction: Always reference "Climate Beneficial™ Verified (CBV)" or "Climate Beneficial™ Verified - Transitional (CBV-T)" in claims. Fibershed administers the program but is not the sole verification entity for individual products.

2. Using "CBV" Instead of "CBV-T" for Transitional Products

Mistake: Labeling a Climate Beneficial™ Verified - Transitional (CBV-T) Wool product as CBV if only made of transitional materials.

Correction: If a product is verified under the transitional program, it must be labeled as CBV-T and use the CBV-T logo seal, not the fully verified logo - CBV. The claim must specify its transitional status.

3. Not including the % content with Logo Use

Mistake: Using the CBV seal on products and the product does not declare the % content with the label, when the amount of CBV fiber used is under 80%.

Correction: In the use of the CBV seal on a hang tag or label, the CBV seal has alongside it the exact % of the CBV fiber used. NOTE: if the CBV fiber used is above 80%, the % used is not required to be accompanied with the logo seal.

By avoiding these commonly seen mistakes, brands can ensure compliance with Climate Beneficial™ Verified guidelines and maintain transparency in fiber claims. If you have any questions or need approval for specific claims, please contact climatebeneficial@fibershed.org.