

**Press Release:**  
Ismaning, March 10, 2023

PERFORMANCE DAYS © functional fabrics fair  
produced by Design & Development GmbH Textile Consult  
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PERFORMANCE DAYS & Raddis@Cotton join forces to revive nature!

## **For every visitor attending the fairs ONE SQUARE METER OF SOIL will be rejuvenated**

The production of natural, land-based fibers like cotton starts with a healthy soil, so the right farming practices used to make clothes and textiles are vital for achieving our climate targets. Improved soil health is just one of the many benefits brought by regenerative agriculture.

With the PERFORMANCE DAYS and Functional Fabric Fair by PERFORMANCE DAYS support, Raddis@Cotton farmers in South East India are actively able **to transform their farmland** from degenerative conventional mono-culture agriculture **to a healthy regenerative organic eco-system** approach.

“As we envision a textile and apparel industry that protects nature and restore biodiversity, we know that action is needed now. If we look at the alarming facts, we felt that we not only need to create awareness through our Forum and expert Talks, but we wanted to create positive impact ourselves and show a tangible example through collaboration with the Raddis System.” (Marco Weichert, General Manager of PERFORMANCE DAYS)

### **The Raddis@ System: it all starts with a seed**

Raddis@ stands for **Radically Disruptive** and is world`s first regenerative food & fiber eco-system brand, that actively regenerate the environment, while improving vulnerable tribal women farmers` livelihood. The transparent “**Seed-to-Shelf**” cotton value chain secures a regenerative organic cotton supply for partners within the Raddis@System, simultaneously creating multiple positive impacts;

**One acre of a Raddis@Farm**, for example, has the potential to harvest approximately 500 kilos of raw cotton and sequester about **2-3 tonnes of carbon annually**. Besides cotton, many other symbiotic seeds are part of this eco-system: maize, pulses, marigold, castor, chilli and garlic, supporting natural pest & disease management, and acting as a windbreaker. **Improved biodiversity, soil water storage and increase of income for farmer families** are other vital features of the regenerative Raddis@System.

### ***Shocking numbers of nature`s depletion***

*a third of the world`s [land is severely degraded](#), we are losing [forests](#) at an alarming rate (one football field of forests every six seconds in 2019), and up to 1 million species are threatened with [extinction](#).*

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**Collaborate to regenerate**

Raddis Brand- and Impact Catalyst Niccy Kol is proud on this collaboration between an Indian farmer family and the Performance Day's family. "It is important that we connect people and build relationships throughout the value chain. Getting to know eachother's stories, understanding the problems and enjoying mutual progress will give us an extra drive to actively transform our industry towards more good. Working with the family Weichert over 35 years already, this collaboration for sure is in many ways, the most valuable one. Our target is to support at least one farmer family with ca 1,5 acre farmland and involve many performance day's visitors to rethink their own value chain."

**Curious about the actual execution?**

The farm progress from sowing in Mai / June, the actual harvest in November / December and the production of the regenerative PERFORMANCE DAYS and Functional Fabric Fair by PERFORMANCE DAYS Tshirt will be shared via INSTA @performancedays and @Raddiscotton. At the fair you can visit @Raddis in the sustainability lounge for more information and Niccy will give an expert talk on March 16 at 17.00 "Collaborate to regenerate"

**And it gets even better:**

This is a common project of the PERFORMANCE DAYS fair in Munich in March and in America in Portland, OR in April which each visitor initiating the regeneration of one square meter of SOIL with their visit!

**About**

PERFORMANCE DAYS functional fabric fair, founded in 2008, is the first and only fair created especially for functional fabrics and accessories for sports, workwear and sportive fashion. Biannual in March/April and October, the fair makes it possible for designers, product, purchasing and material managers to perform sourcing at just the right time. Around 300 exhibitors from 30 nations showcase their latest trends and innovations in the functional fabric industry to about 3,000 international attendees. The exhibition is supplemented with a free program of expert talks, as well as providing professional networking and connecting opportunities to suppliers and brands. Since 2018, the fair has also been taking place in America in New York and Portland, OR. As a common project, the digital sourcing platform "The PERFORMANCE DAYS Loop" was launched to enable sourcing all year-round - for free: <https://www.performancedays.com/loop.html>

Raddis® is a system brand of Yassasree BV, an Indo-Dutch hybrid company, organizing the up-stream market activities of 18.000 smallholder farmers in South-East India. With Raddis® we grow and process regenerative and organic cotton yarn, fabric and final products in a collaborative value network with brands and retailers, based on a farm-subscription model. Raddis® cooperates with established partners along the value chain and guarantees absolute traceability and transparency. [www.raddiscotton.com](http://www.raddiscotton.com)