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WHO or World Health Organization estimates that each year, more than 3 million cases of rigorous pesticide poisoning take place. Of these, with 99% of the issues being from third world countries, over 300,000 die. To put that in perception, as a consequence of pesticide poisoning, one farmer passes away every two minutes. Organic clothing is the answer to all issues.

The US and the world are swept by the passion for "green" or organic products. On a large variety of products, consumers search for the word "organic" stamped which includes bedding, food, toys and clothes. By defending our air, water, soil and food supply, a lot of people are trying to do their part to keep our environment in good physical shape and hygienic. Celebrities have made "green" a significant mission in their life by wearing organic clothing. The list includes Stella McCartney, Gwyneth Paltrow and Julia Roberts.

There are noteworthy environmental impacts in addition to human suffering. Organic cotton has no such problems. Pesticide usage is complex to control and it is broad based. Over 95% of herbicides and 98% of scattered insecticides finish up missing their intended target completely. Pesticides have an effect on wild life such as fish, birds, bees etc as they are gone to the environment mainly by wind and rain. Organic clothing has no pesticides, hence no pollution. Also becoming a huge hitch is the leakage of pesticides into groundwater. In a study by the US Geological Survey, in the US, pesticides and insecticides were seen to contaminate all stream and more than 90% of wells tested.

Most of the pesticides do not get degraded easily. The effects can have long-lasting deadly effects, once they enter the environment. Organic clothing has not bad effects. Particularly vulnerable are animals, which are already under lot of stress. For example, in the US, about 20% of the threatened and endangered species are put at risk by use of pesticides. The saddening fact is that pesticide use is not required. Valued at well more than 33 billion, the pesticide industry is huge. These pesticide and insecticides companies want us to continue making use of their chemicals. However, substitutes to pesticides like organic cotton are present such as mechanical or manual removal of pests and weeds from plants or, use of traps and lures to catch pests. These pests can be controlled by planting native plants, removing their pest breeding sites and using bio-control agents such as birds and other pest eating animals.

For every cotton shirt made about one third of a pound of pesticides is required. While organic cotton has no such pesticide issues. We are factually contributing to the fatality of farmers and devastation of habitat, every time we don usual organic cotton clothing. I can see some reason in the disagreement that pesticides are required to keep nourishing the world, but where is the good reason in the destruction of lives and habitat just to keep us in fast, inexpensive fashion? We are making a statement by opting to purchase organic foods and organic clothing. It is a statement that we will no longer endure environmental damage and human suffering for the sake of expediency.

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