

Organic Cotton Brand Launches First-Ever In-Conversion Biodynamic[®] Cotton Bed Linens



Organic textiles brand Sito[®] is now offering in-conversion biodynamic sheets and pillowcases, with more items to follow

CAPE CORAL, Fla. (Aug. 25, 2022) – Transforming fibers through regenerative agriculture has always been the mission for sustainable brand Stito[®], but now it's taking things one step further by transitioning its cotton from organic to biodynamic. The cotton textile brand is paving the way by offering the first-ever Demeter Certified In-Conversion Biodynamic[®] sheets and pillowcases, with plans to convert its entire product line to biodynamic.

“Cotton is the most heavily pesticide sprayed crop in the world, but we are looking to change that through biodynamic agriculture,” says Ryan Boland, chief business officer. “When it comes to health, what goes on your body is just as important as what goes in it.”

This launch has been long anticipated, as Sito began sowing the seeds of these game-changing textiles in February 2021. However, farmers in India needed to train in the 100-year-old practice – biodynamic farming – long before that to prepare the land for this groundbreaking harvest. “In-conversion” is the term used for these farms in the transitional period. Once started, farmers must abandon old toxic, harmful practices and follow the new, stricter requirements of growing and harvesting cotton through biodynamic methods.

“There’s a reason no one has done this before, and it’s because transitioning an everyday farm to one that’s Demeter Certified Biodynamic[®] requires an investment and commitment to the farmers,” says Boland. “Soil quality directly impacts the final product, and there’s no healthier soil than the soil found on a biodynamic farm.”

This regenerative method of farming not only rebuilds soil, but also decreases pollution from pesticides and fertilizers that are commonly used in conventional agriculture and end up in our water and air – reducing the damaging effects from toxic inputs.

“The future of farming is rooted in the past,” says Boland. “If we can master the growing of food and fiber by appreciating farms as ecosystems, we can create a world free of toxic chemicals.”

Eventually, all clothing, towels and linens that Sito carries will be transitioned to full biodynamic certification. The process of officially converting cotton to the biodynamic standard can take up to three years, but the brand is in it for the long haul.

The in-conversion biodynamic sheets and pillowcases are now available online exclusively at mercolamarket.com and in store at Mercola Market & Café, located at 125 SW 3rd Place in Cape Coral.

With a legacy rooted in sustainability, Mercola Market is an online retailer that offers over 1,000 premium products for your health, home, pantry and pet that are responsibly sourced and packaged with the planet in mind. It carries a series of industry-leading sub-brands, including Sito[®], which promotes the change in cotton by offering GOTS-Certified Organic essentials and the first-ever Demeter Certified In-Conversion Biodynamic[®] cotton bed linens. Support a healthy lifestyle, and shop sustainable brands, like Sito, by visiting mercolamarket.com.