

Secretary Vilsack Appoints Williams, Holladay to The Cotton Board

Friday, Jan. 29, 2016 Information from PCG & The Cotton Board
Mark Williams of Farwell and Julie Holladay of Lubbock recently were named as a member and alternate member, respectively, to serve on The Cotton Board. On Thursday, Agriculture Secretary Tom Vilsack announced the appointment of eight members, eight alternates, and three advisors.

The cotton producers and importers appointed by the Secretary are charged with working together to oversee the Cotton Research & Promotion Program, which is designed to advance the position of cotton in the marketplace. It is funded by assessments on all domestically produced cotton and imports of foreign-produced cotton and cotton-containing products, and is authorized by the Cotton Research and Promotion Act of 1966. USDA's Agricultural Marketing Service oversees operations of the Board. All appointees will serve three-year terms.

The re-appointed members are: Adam S. Hatley, Producer, Mesa, Ariz.; George T. Warbington, Producer, Vienna, Ga.; Benjamin O. Boyd, Producer, Sylvania, Ga.; Jeffery T. Posey, Producer, Roby, Texas; Mark D. Williams, Producer, Farwell, Texas; Janet C. Ydavoy, Importer, Yardley, Pa.; Sonja Chapman, Importer, Boonton, N.J.; and John E. Mathews, Importer, Pennington, N.J..

The re-appointed alternate members are: Randy L. Braden, Producer, Midland, Texas; Catherine B. Allen, Importer, Athens, Tenn.; and Heidi R. Goold, Importer, Pewaukee, Wis.

The newly appointed alternate members are: William B. Harrison, Producer, Yuma, Ariz.; John M. Ruark, Jr., Producer, Bishop, Ga.; Jaelyn Dixon Ford, Producer, Alapaha, Ga.; Julie D. Holladay, Producer, Lubbock, Texas; and Akiko Inui, Importer, New York, N.Y.

The re-appointed consumer advisor is Karen E. Kyllö, Springfield, N.J.

The Cotton Board has joined with the industry's certified producer organizations to encourage and support diverse representation within the Cotton Research & Promotion Program. With this continued goal in mind, The Cotton Board created two new advisory positions for the purpose of adding insight on production, promotional, and research issues affecting minority, young, and under-represented cotton producers.

The newly appointed advisors are: Haywood E. Harrell, Producer, Halifax, N.C., and Ava L. Alcaida, Producer, Parker, Ariz.

"We are extremely pleased with all of these selections to The Cotton Board," PCG Executive Vice President Steve Verett said. "All of these leaders will bring tremendous insight as we work together to advance the Cotton Research and Promotion Program, and we especially are glad that Mark Williams and Julie Holladay will have the opportunity to be a part of that. We appreciate their willingness to be a voice for the Texas High Plains."

A complete list of board members can be found at <http://www.cottonboard.org/about/board-members/>.

Upcoming Area Ag Conferences

February 2 – Hub of the Plains Ag Conference, 8 a.m.-4 p.m., KoKo Palace, 5101 Avenue Q, Lubbock. 5 CEUs. Pre-registration \$35 by noon February 1; \$45 on-site. Contact Mark Brown, CEA-AG, 806-775-1740.

February 4 – High Plains Irrigation Conference, 8 a.m., Amarillo Civic Center North Exhibit Hall, 401 S. Buchanan St., Amarillo. CEUs offered for TDA, CCA and Agricultural Irrigation Association. On-site registration \$30. Visit http://taia.org/HPIC_2016.html or email Dana Porter, dporter@ag.tamu.edu.

February 9 – Hale/Swisher County Crops Conference, 8 a.m.-4 p.m., Ollie Liner Center, Plainview. 5 CEUs. Contact Jason Miller, Hale CEA-AG, at 806-291-5267 or John Villalba, Swisher CEA-AG, at 806-995-3721.

This list also can be found on the PCG website at <http://www.plainscotton.org/agconferences.html>.

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COTTON USA Launches 2016 Promotions at Heimtextil

Cotton Council International promoted U.S. cotton to the global home textile industry at the first international trade show of the year, Heimtextil in Frankfurt, Germany. For four days, the COTTON USA pavilion at Heimtextil served as an international meeting point for the entire cotton trade, including merchants, mills, manufacturers, brands, retailers and the press.

CCI, Cotton Incorporated and Supima provided comprehensive information about the global cotton market, sourcing, consumer research and the marketing and promotional services that the U.S. cotton industry offers. Industry partners and licensees reported positive economic indicators at all stages of the cotton production chain, giving a promising outlook to the 2016 business expectations for U.S. cotton.

COTTON USA licensees conducted business meetings at the stand, drawing increased traffic to the U.S. cotton booth. Several companies from Turkey signed COTTON USA licenses during the show, and companies from Germany and South Asia expressed interest in joining the COTTON USA license program.

Heimtextil maintained its position as the world's leading trade show for home textiles, with an increase in visitors and exhibitors from 2015. More than 69,000 trade visitors and 2,866 exhibitors from across the world travelled to Frankfurt to start the new business year, of which 68% and 89%, respectively, came from abroad.