

Fifth Annual “Celebrate Cotton” Event Highlights Region’s Major Industry

Friday, September 23, 2016

By Mary Jane Buerkle

Cotton once again took a national stage on Saturday, September 17, as Texas Tech partnered with the Texas High Plains cotton industry for the fifth annual Celebrate Cotton game.

Those attending or watching the game not only were treated to a 59-45 Red Raider win over Louisiana Tech, but also enjoyed several cotton-themed elements that highlighted the relationship between Texas Tech and one of the region’s largest economic drivers.

Fifty-six cotton bales were placed around the stadium and in the stadium club areas, wrapped with banners that either had a logo or a fun fact about cotton. Farmers Cooperative Compress was instrumental in that effort.

On Saturday, September 10, more than 40 models took the runway in cotton clothing at South Plains Mall at the Celebrate Cotton Runway Show, coordinated by Valerie Hlavaty and students in the Texas Tech Retail Management Program and Susan Everett with the National Cotton Council. Retail partners included Buckle, Dillard’s, Eddie Bauer, A’GACI, B&B Boutique, Dallas Cowboys Pro Shop, Hippie Chick, PINK, TiLLY’S, Victoria’s Secret, and Premiere Cinemas.

Additional events during the week included meetings of the West Texas Agricultural Chemicals Institute, Texas Ag Industries Association, and the Texas Cotton Association. The Lubbock Cotton Exchange, TCA and the Texas Independent Ginners Association also hosted a golf tournament.

“We would like to thank Texas Tech Athletics and everyone who had a hand in the success of the entire Celebrate Cotton event, and there are many,” PCG Executive Vice President Steve Verett said. “The runway show continues to grow in popularity, and the game day, as always, was an excellent opportunity to showcase the importance of the cotton industry in this region.”

Partners for Celebrate Cotton include AgTexas Farm Credit Services, BASF, Bayer CropScience, Cavender’s, City Bank, Crop Production Services, Deltapine, Eco-Drip, Netafim, NexGen, Hurst Farm Supply, and Wylie Implement and Spray Centers.

Photos of the week, along with video from the runway show, are available on PCG’s Facebook page at <http://www.facebook.com/plainscottongrowers>.

The Cotton Board Recommends \$70 Million Cotton Incorporated Budget to Secretary of Agriculture

September 2016

From The Cotton Board

During its Annual Meeting in Phoenix, Ariz., The Cotton Board reviewed and voted to recommend Cotton Incorporated’s proposed 2017 budget of \$70 million to the Secretary of Agriculture. The Cotton Board also elected new Officers for the 2016/2017 Program Year.

The \$70 million budget and Research and Promotion Plan for 2017 will be utilized by Cotton Incorporated to focus on four major initiatives across all departments within the organization as follows: 1) Concentrate resources to improve cotton’s share in the active/performance market; 2) Highlight cotton’s naturalness; 3) Create more comparative marketing for cotton versus synthetics; and 4) Amplify cotton’s messages by engaging with other U.S. and global cotton organizations. The 2017 budget represents a \$6 million decrease from 2016, necessitated by overall reductions in assessment revenue. As a result, Cotton Incorporated conducted a complete review of all key programs to confirm priorities and ensure efforts are concentrated on activities with the greatest potential impact on producer returns and market demand.

The budget and plan, along with The Cotton Board’s recommendation of approval, will be forwarded to the United States Department of Agriculture (USDA) for final approval.

During its Business Session, The Cotton Board elected new officers to guide the Program, including Janet Ydavoy to serve as Chairman for the 2016/2017 Program year. Ydavoy is a cotton importer from Portsmouth, NH.

Ms. Ydavoy is Senior Director of Supply Chain for Garnet Hill in Exeter, NH. Prior to her work at Garnet Hill she was VP of International Operations & Customs Compliance at Jones Apparel Group in Bristol, PA. Ms. Ydavoy has over 30 years experience in international trade, importing, sourcing, production, product development, customs and trade compliance.

The full slate of newly elected Cotton Board officers is as follows: Janet Ydavoy, Importer from Portsmouth, New Hampshire, Chairman; George LaCour Jr., Producer from Morganza, Louisiana, Vice Chairman; Peter McGrath, Importer from Dallas, Texas, Secretary; and Jeff Posey, Producer from Roby, Texas, Treasurer.

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Upcoming Area Field Days

September 27 – Deltapine Field Day, Nichols Barn in Seminole. 10 a.m., lunch served. Questions: Eric Best, 806-790-4646.

September 29 – Bayer CropScience West Texas Field Day, Bayer CropScience Idalou Breeding Station, 3.2 miles east of Idalou on U.S. 62/82 next to Apple Country Orchards. Questions: contact your local Bayer CropScience sales representative.

September 30 - Texas Tech Quaker Farm Field Day, 200 N. Quaker (just north of the intersection of Fourth Street and Quaker Avenue). Registration begins at 8 a.m., tours begin at 9; ends with lunch. Questions: Reagan Anders, 806-239-5604.

If you have a field day to add to this list, please email maryjane@plainscotton.org or call (806) 792-4904.