

## Tickets Available for Celebrate Cotton Game

Friday, July 7, 2017

By Mary Jane Buerkle

Those in the cotton industry who want to see the Texas Tech Red Raiders take on Arizona State in the Celebrate Cotton game on Saturday, September 16, at Jones AT&T Stadium in Lubbock have a special promotional code to purchase tickets to that game.

Be sure you have your game tickets by visiting <http://bit.ly/TTUCottonGameTickets> and entering COTTON17, or calling the Texas Tech Ticket Office at (806) 742-TECH (8324) and asking for the Cotton Game special pricing.

Individual tickets start at just \$35 each with the promo code, and the game time is at 7 p.m. Season tickets also are still available for purchase.

PCG has proudly partnered with Texas Tech Athletics to establish this fun event that puts the High Plains cotton industry on a national stage. Cotton will be everywhere before and throughout the game, from displays around the stadium to promotion, special graphics and fun cotton facts during the game.

Special gameday T-shirts, sponsored by PCG and Scarborough Specialties, will be distributed (first-come, first-serve!) and cotton bales will line each entrance to the stadium, each with signage talking about what the cotton in that bale can make or how it impacts our economy. Farmers Cooperative Compress assists with providing the bales.

The Celebrate Cotton Runway Show, featuring cotton products, will be at 1 p.m. Saturday, September 9, at South Plains Mall. Sponsorships are available for that event, and currently include South Plains Mall, Plains Cotton Growers, Inc., Plains Cotton Cooperative Association, and ARMtech.

A complete list of Celebrate Cotton gameday partners and additional events during Cotton Game week will be online soon at [plainscotton.org](http://plainscotton.org). If you have an event to add to Cotton Game week, or for more information on any of these events, please call PCG at (806) 792-4904 or email [maryjane@plainscotton.org](mailto:maryjane@plainscotton.org).

### Texas South Plains Hailout/Replant/ Late Plant Guide

(from Texas A&M AgriLife Extension)

<http://bit.ly/17HailoutReplantLatePlantGuide>

## Growers, Other Experts Evaluating Hail Damage

Thursday, July 6, 2017

By Kay Ledbetter, AgriLife TODAY

Waves of hail storms across the High Plains and South Plains damaged many acres of crops as recently as July 4, according to Texas A&M AgriLife Extension Service personnel.

Everything from mature wheat awaiting harvest to growing fields of cotton, corn, sorghum, sunflowers and vegetables have been shredded to varying degrees by the hailstones ranging from pea- to golf ball-size, according to the AgriLife Extension reports.

“For all crops, it is best to be patient and assess damage several days after the storm,” said Dr. Jourdan Bell, AgriLife Extension agronomist in Amarillo. “Although at this time, it appears the biggest losses are in cotton.”

Much of the cotton hit by hail may suffer significant yield loss, Bell said.

“We have plots on the Bushland research station where we lost all of the leaves and the terminal is damaged. Because we do not have sufficient growing season left for a full recovery, these plots are a full loss in our region.”

Forage and grain sorghum in earlier vegetative growth stages will most likely recover with minimal yield loss, she said. Especially for grain sorghum, yield losses are reduced when the growing point is below the soil surface.

Corn’s growing point is below ground until the plant reaches the six-leaf stage, Bell said. When the growing point moves above the soil surface, the plant is more susceptible to hail damage. The growing point is the area in the stem where the leaves and the tassel initiate.

When assessing damage in cotton, research has shown that a population as low as 20,000 plants per acre can partially compensate for the reduced stand, although this will vary with the degree of damage, she said.

If Panhandle producers decide to replant, Bell said they will need to evaluate the optimum planting dates for crops such as sunflowers and grain sorghum because early July is generally the last planting date. Silage might be an option for the damaged corn crop for producers located close to dairies and feedyards, but will depend on contract availability.

“If you are considering replanting with sorghum, you will need an early maturing hybrid to finish before the freeze in the fall here in the Panhandle,” she said. “Generally the week of July 4 is considered the last planting date for early maturing grain sorghum in the Panhandle region due to the risk of the crop not maturing before a freeze.”

Dr. Ed Bynum, AgriLife Extension entomologist in Amarillo, said producers planting grain sorghum need to be aware the sugarcane aphid will still be a concern in late-planted sorghum.

Bell said producers will also need to consider the herbicides they used in cotton when considering their cropping rotation.

“We have a lot of late-planted corn that was in vegetative stages of development that will survive with varying degrees of yield loss,” she said. “But there is some that was planted in early May and has reached tassel – tasseling corn will likely be a 100 percent loss if hit by hail because there is no longer a pollen source for fertilization.”

For corn and sorghum, when the crop is still in the vegetative stages, producers are generally not looking at 100 percent crop loss, Bell said. Corn hit before the six-leaf stage will

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generally recover with less than 10 percent yield loss. For those with more mature corn, yield losses will increase with each advanced leaf stage and leaf loss until tasseling.

“During the later reproductive stages especially after blister, maximum losses due to hail damage are usually less than 75 percent in the most severe cases to less than 10 percent in situations where fewer leaves are lost,” she said.

However, final crop loss will be dependent on the growth stage when the damage occurred, producer inputs and continuing growing-season conditions, Bell said.

“Damage will also depend on the size of the hail,” she said. “Corn hit by small hail that just shreds leaves will recover more quickly with less yield loss than corn hit by larger hail stones that bruise the stalk and make the corn more susceptible to lodging and diseases later in the season.”

After the eight- to nine-leaf stage, significant injury can occur in the development of the ear shoot, Bell said. The growing point is above the soil surface and the developing ear shoots are in the lower regions of the stalk where they are still susceptible to damage from large stones.

“One of the challenges for our corn farmers who have experienced hail damage, ultimately, will be that at the current lower commodity prices, any reduction in yield potential is significantly affecting their very narrow profit margin,” she said.

For more extensive planning, Bell said farmers can access these publications: <http://bit.ly/2tIXxks>, <http://bit.ly/2tJOK3y>, <http://bit.ly/2tMvTT7> and <http://bit.ly/2tlt6ja>.

working will help better inform Committee members when we begin the task of writing a new farm bill,” said Ranking Member Peterson.

Listening Session Schedule:

July 31, 2017, San Angelo, Texas

Aug. 3, 2017, Morgan, Minn.

Aug. 5, 2017, Modesto, Calif.

Further details related to the listening sessions will be forthcoming.

## Deadline Approaching for Texas International Cotton School

Those interested in attending the 37<sup>th</sup> session of the Texas International Cotton School, set for August 7-17, 2017, in Lubbock, have until July 15 to register.

The TICS is uniquely structured to provide an integrated understanding of the Texas cotton industry and how it interacts with the global cotton/textile complex. The intensive two-week program covers all aspects of cotton, from the field to the fabric.

For more information, including tuition and curriculum, visit <http://www.texasintl cottonschool.com> or call Christi Chadwell, TICS coordinator, at (806) 834-8124.

Want the facts about the U.S. agriculture and farm policy?

<http://www.farmpolicyfacts.org>

## Global Brand HUGO BOSS Joins Cotton LEADS™ Ranks

Thursday June 29, 2017

From Cotton LEADS™

Global luxury fashion house HUGO BOSS is the latest of more than 460 partners from across the global supply chain to join the Cotton LEADS™ program -- in a show of support for the sustainability credentials of Australian and U.S. cotton.

The Cotton LEADS™ program aims to influence cotton supply chain strategies by raising awareness of characteristics common to the Australian and U.S. cotton industries: responsible production practices; strict regulations that protect the environment and people, the ability to affect positive change nationally, nationwide cotton research and development programs, and sustainability benchmarking.

The German-headquartered HUGO BOSS group includes the BOSS and HUGO brands. In welcoming HUGO BOSS to the Cotton LEADS™ program, Cotton Australia CEO Adam Kay says that increasingly, “brands and retailers are demonstrating a genuine desire to deliver products made from responsibly-produced raw materials.”

“The interest in sustainable cotton in the world textile market continues to grow at an ever-increasing pace, and the Cotton LEADS™ program is one of many great programs delivering assurances to brands about their use of responsible cotton,” Kay says. “HUGO BOSS joins a growing number of Cotton LEADS™ partners that recognize cotton growers in Australia and the U.S. have a strong track record of positive continuous improvement, operate in robust regulatory environments that set rigorous social and environmental standards, and have national plans for ongoing gains.”

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## House Ag Committee Farm Bill Listening Session Scheduled for July 31 in San Angelo

Thursday, July 6, 2017

From the House Ag Committee

House Agriculture Committee Chairman K. Michael Conaway (TX-11) and Ranking Member Collin Peterson (MN-7) recently announced three additional committee listening sessions, “The Next Farm Bill, Conversations in the Field,” to gather input from farmers, ranchers and stakeholders across the country. Upon announcement of the additional listening sessions, the chairman and ranking member made the following remarks:

“With the farm economy in its worst slide since the Great Depression, producers in every region of the country have important perspectives about what is and isn’t working in agricultural policy. I’m looking forward to taking what we heard in Florida and adding new perspectives as we travel across the country to ensure we craft the strong farm bill our country deserves,” said Chairman Conaway.

“These listening sessions are a continuation of the Committee’s review of farm bill programs and I’m looking forward to hearing directly from farmers and others impacted by the farm bill. Real world examples of what is, and maybe isn’t,

Editor’s Note:

“Cotton News”, a weekly service of Plains Cotton Growers to the cotton industry and news media in the 41-county High Plains area, is mailed from Lubbock each Friday. Its contents are confined to news items and comments pertaining to the High Plains cotton industry which is so vital to U.S. all. Anyone interested in making comments about the contents of this column can call 806-792-4904 or Email PCG at: [editor@plainscotton.org](mailto:editor@plainscotton.org)