

Tickets Available for Celebrate Cotton Game

Friday, August 18, 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.

Gameday partners include Ag Texas Farm Credit Services; BASF; Bayer CropScience; Cavender's; City Bank; Crop Production Services; Deltapine; Netafim; NexGen; Hurst Farm Supply; Wylie Implement and Sprayers; Scarborough Specialties; and PCG.

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 is available at <http://www.plainscotton.org/CelebrateCotton.html>. 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.

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

<http://www.farmpolicyfacts.org>

Plains Ginners Association Sets Annual Meeting, Golf Tournament for August 21

Friday, August 18, 2017

By Mary Jane Buerkle

U.S. Rep. Jodey Arrington will be the keynote speaker at the Plains Ginners Association's Annual Meeting on Monday, August 21, at the Bayer Museum of Agriculture in Lubbock.

Registration for the meeting begins at 7:30 a.m., and the program begins shortly after 8 a.m. In addition to Rep. Arrington,

speakers include Shelley Heinrich with The Cotton Board; Dr. Jody Campiche with the National Cotton Council; Dr. John Wanjura with the USDA Ginning Lab; and Kody Bessent with Plains Cotton Growers, Inc. Lunch will be served at noon.

Association dues are \$60 annually, and members are encouraged to bring a dues check or mail it to Plains Ginners Association, P.O. Box 25, Ropesville, TX 79358. For more information on the meeting, call Tony Newton at (806) 787-6114.

Registration for the golf tournament begins at 1:30 p.m., with a shotgun start at 2 p.m. at Meadowbrook Golf Course, 601 Municipal Drive in Lubbock. To sign up for the golf tournament, call Darryl Dawson at (806) 763-4371 or email darryl.dawson@adm.com.

Cost-Share Funding Available for Irrigation System Monitoring Equipment

Friday, August 18, 2017

From the High Plains Water District

Irrigators within the High Plains Water District (HPWD) service area can now apply for partial reimbursement of the purchase price of irrigation system monitoring equipment purchased after July 20, 2017.

Qualified applicants may be reimbursed up to 50 percent of the purchase price of telemetry-based equipment excluding data plans, installation and labor costs, and taxes under the District's new Assistance in Irrigation Management (AIM) program.

"This is a voluntary program to assist producers with the purchase price of irrigation monitoring systems typically used with a center pivot system or a subsurface drip irrigation system," said HPWD Board President Lynn Tate of Amarillo.

"These monitoring systems transmit data to a smartphone or tablet, and provide timely information to the operator. Producers can then use the devices to assist with management decisions, such as monitoring the amount of water applied to a crop or turning off their systems during rainfall events. This can help conserve groundwater," he said.

HPWD received \$225,000 in grant funding from the Texas Water Development Board's Agricultural Water Conservation Grants Program for the project.

"Applications will be handled on a first-come, first-served basis," said HPWD General Manager Jason Coleman.

"Once the application is approved, HPWD staff will follow up with a field check to make sure the monitoring system is installed. Once the installation is verified and a receipt is received for purchase of the monitoring system, HPWD will begin the process of reimbursing the producer for up to 50 percent of the purchase price of the equipment," he said. Coleman added that participation in the program requires documentation or estimation of the conservation benefits as a result of using the equipment.

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During the five-year program, there is joint ownership of the cost-share equipment between HPWD, the producer, and the TWDB. Full ownership of the system monitoring equipment will revert to the producer when the program is completed and all requested data is provided to HPWD.

Additional information and application forms can be found on the district's web site: <http://www.hpwd.org/aim>. All applications must be submitted by January 31, 2018, to Victoria Messer Whitehead either in person at the HPWD office or via email at victoria.messer@hpwd.org.

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West Texas Agricultural Chemicals Institute Annual Conference Set for September 13

Pre-Registration Deadline is August 31

The West Texas Agricultural Chemicals Institute will host their annual conference on Wednesday, Sept. 13, at the Bayer Museum of Agriculture, located at 1121 Canyon Lake Drive in Lubbock.

This year represents the 65th meeting of WTACI, an unincorporated organization of dealers, industry representatives, agricultural producers, scientists, educators, and agribusiness members who support education and research programs promoting safe and effective use of agricultural chemicals and protection and preservation of the area's natural resources.

Topics to be discussed at the conference include an update on the 2017 growing season, pesticide application and laws and regulations, crop rotation and nutrient management strategies, weed resistance and insect resistance management, the "Flag the Technology" program, plant diseases and nematodes, and much more. A detailed list of presentations and speakers soon will be available at <http://wtaci.tamu.edu>.

A total of 7 CEUs for the Certified Crop Adviser (CCA) program will be available, and 7 Texas Department of Agriculture (TDA) CEUs are pending at this time. NMDA CEUs also are pending.

Pre-registration is available online at <http://wtaci.tamu.edu/Registration.html>. On-line registration fees are \$75 for conference attendees and must be completed or postmarked by August 31. Booth fees start at \$300. On-site registration will begin at 7 a.m. the day of the conference and will cost \$95 for attendees and \$325 for booth sponsors. Lunch will be provided as part of the registration fee.

Opportunities also exist to contribute to the WTACI Scholarship Fund, which has provided more than \$60,000 in scholarships to students majoring in agricultural fields at many Texas universities.

Contact Shawn Wade at (806) 792-4904 or shawn@plainscotton.org for questions about the program and CEU's. If you have trouble or questions regarding registration contact David Pointer, 806-746-4021 or dpointer@ag.tamu.edu.

COTTON USA Executive Delegation Highlights U.S. Cotton's Quality to Textile Mill Leaders

Friday, August 11, 2017 From Cotton Council International

An eight-member COTTON USA Executive Delegation traveled with Cotton Council International (CCI) to Dubai, UAE, and Qingdao, China, to participate in conferences emphasizing U.S. cotton's quality to China and Pakistan textile mill leadership and conduct meetings with key mill partners.

The COTTON USA Quality Conference encouraged participants to "Take a Closer Look at U.S. Cotton" and engage in active dialogue about their experience with using U.S. cotton fiber in their mills. The Executive Delegation participants gave presentations about the sustainability, quality, transparency and premium value of U.S. cotton to show how U.S. cotton can help textile mills prosper. They also fielded questions from the mill attendees. When asked about areas that the U.S. cotton industry can improve, the mills mentioned bale packaging, contamination, stickiness with Pima cotton, fiber uniformity, neps, and differences in classing data and cotton received.

"The Executive Delegation will use what we learned to strengthen our industry's commitment to supplying our textile mill customers with the Cotton the World Trusts," CCI President Eduardo Esteve said.

The Delegation's first stop was Dubai, where the members had a private meeting with the leadership of the Pakistani textile industry in addition to speaking at the Quality Conference. Thirty-one representatives from 27 mills attended the Dubai conference, as well as nine exporter agents.

Ehsan Malik, Chief Executive Officer of the Pakistan Business Council, gave a keynote speech at the Quality Conference with an overview of the Pakistani business environment and opportunities to improve business relations between Pakistan, the U.S. and other important markets.

In China, the Delegation participated in the second Quality Conference and visited a textile mill in Zibo, Shandong Province, met with government officials in Beijing (CNTAC and CCA) as well as had a private dinner with leading Chinese textile mills.

Fifty-five participants from 38 textile mills attended the conference in China. Among the 38 participating mills, 67% were first-time attendees while the others had also attended the conference in 2016. The participating mills' cotton usage in 2016 was 1.8 million bales and U.S cotton usage was 193,405 bales, which accounts for 26% and 73% of total China industry consumption respectively.

Ye Jianchun, Vice President of China Cotton Textile Association, gave the keynote speech at the Quality Conference and talked about the demand and requirements of Chinese cotton textile enterprises for cotton quality.

The 2017 COTTON USA Executive Delegation participants included: Eduardo Esteve, Cotton Council International President; Jeff Johnson, ACSA Chairman; Raymond Faus, ACSA Vice Chairman; Keith Lucas, AMCOT; American Cotton Producers representatives Nathan Reed (Board of Directors, National Cotton Council) and Brent Nelson (Secretary Treasurer, Plains Cotton Growers Association; Matthew Ryan, ICE Senior Director, Global Soft Commodities; and Marc Lewkowitz, Supima President & CEO.

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