

Seed Cotton Decision/Enrollment Deadline Set For December 7

Wednesday, August 22, 2018

By PCG Staff

Recent updates from the USDA Farm Service Agency have clarified several key dates that cotton producers should be aware of as they begin the process of converting former cotton program base acres from “Generic” base to a new Seed Cotton base for purposes of participating in the 2018 Agriculture Risk Coverage (ARC) Price Loss Coverage (PLC) safety net program.

The key date to remember for the Seed Cotton decision-making process is **December 7, 2018**. In an August 17 notice to State and County offices (ARCPLC-56), FSA clarified that December 7, 2018 is the last day that cotton producers will be allowed to make decisions involving the conversion of generic base acres to Seed Cotton base, updating and establishing PLC payment yields for Seed Cotton, electing to participate in either the ARC or PLC safety net programs and completing the enrollment process to ensure their participation in the Seed Cotton program for 2018.

“FSA understands the importance of seed cotton producers being provided adequate time to make important seed cotton decisions,” Brad Karmen, acting deputy administrator for farm programs at FSA, told PCG. “We want cotton producers to get past harvest so they can study their elections and generic base allocations decisions.”

One of the most common areas of confusion in press reports and among producers in regard to the Seed Cotton program decision and enrollment deadline is in how the process will interact with the normal ARCPLC enrollment window for crops other than seed cotton and farms that DO NOT have any generic base and therefore would not participate in the Seed Cotton program.

Farms that DO NOT have any generic base that will be converted to seed cotton base have been given an extension from their normal August 1 enrollment deadline to September 28, 2018 to enroll eligible commodities for 2018 ARCPLC programs. The full notice from FSA to state and county offices is at https://www.fsa.usda.gov/Internet/FSA_Notice/arcplc56.pdf.

The Seed Cotton program is new territory for cotton producers, as cotton only recently was added back into Title I of the Farm Bill via the Bipartisan Budget Act of 2014. Based on that action, Seed Cotton is now recognized as a covered commodity under the 2014 Farm Bill and will continue to be a covered commodity under provisions of the 2018 farm bill that is currently being finalized by Congress.

To assist growers working through the Seed Cotton decision-making process, several meetings have been scheduled to help growers and landowners understand the new program. A complete list is at www.plainscotton.org.

Want the facts about the U.S. agriculture and farm policy?
<http://www.farmpolicyfacts.org>

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Houston Cougars



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COTTON18

AgriLife Extension Sets Free Farm Bill Workshop Aug. 28-29 at Lubbock

Wednesday, August 22, 2018 By Steve Byrns, AgriLife TODAY

The Texas A&M AgriLife Extension Service will conduct a free two-day workshop at Lubbock that will cover the basics and options related to the new seed cotton addition to the current Farm Bill.

The event runs from 9 a.m.-4 p.m. on Aug. 28-29 at the Texas A&M AgriLife Research and Extension Center. The center is located north past the airport on Interstate 27. Take exit 11 and turn right on Farm-to-Market Road 1294, then proceed for a quarter mile.

Jackie Smith, AgriLife Extension economist at Lubbock, said the workshop will cover the basics of farm bill-related legislation in the first session each day before breaking into groups to spend more time with available online decision-making software.

“We’ll be using the online decision tool developed by the Texas A&M Policy Center to help producers choose between the Price Loss Coverage, PLC, or Agricultural Risk Coverage, ARC,” Smith said.

Smith said participants should bring their own computer to enter their data.

“We’d like those attending to run at least one farm number through the system to help them in making the ARC/PLC decision,” Smith said. “To make the best use of their time, they should also bring their farm information from the Farm Service Agency and also from their crop insurance agent.”

Topics to be covered will include a legislation overview, the signup process, using the decision tool, and knowing when ARC is better and the risks involved in choosing it.

For more information, call Smith at 806-746-6101.

Cotton Board Recommends \$82 Million Cotton Incorporated Budget

Monday, August 20, 2018

From The Cotton Board

During its Annual Meeting in Scottsdale, Ariz., The Cotton Board reviewed and voted to recommend Cotton Incorporated’s proposed 2019 budget of \$82 million to the U.S. Secretary of Agriculture. The Cotton Board elected Peter McGrath, an importer,

(“COTTON NEWS” continued on Page 2)

as Chairman of the Board, and an entire slate of new officers for the 2018/2019 Program year.

The \$82 million 2019 proposed budget represents an increase of approximately \$8 million compared with the 2018 budget. This is the second year in a row that Cotton Incorporated's annual budget has increased, based on assessment collections. Revenue for the Cotton Research and Promotion Program is determined by cotton prices, upland cotton production, and imports of cotton textiles and apparel.

The 2019 plan and budget provides the opportunity for Cotton Incorporated to ramp up cottonseed marketing efforts and address threats to U.S. cotton such as plastic contamination, FOV4, and weed resistance. The proposed budget also includes funds for planning for future technologies such as robotics and artificial intelligence. Consumer Marketing funding is increasing by 13 percent.

"It is important for us to invest in consumer marketing to continue cotton's forward momentum and to influence demand," Kim Kitchings, Senior Vice President of Consumer Marketing, Cotton Incorporated, said. "The Consumer Marketing department's activities and programs are created and implemented with the purpose of motivating consumers and the supply chain to buy cotton items and to affirm cotton as the first choice among fibers."

During its Business Session, The Cotton Board elected new officers to guide the Program, including Peter McGrath to serve as Chairman for the 2018/2019 Program year. McGrath is an importer from Colorado who owns a consulting business for major brands and retailers. McGrath was Executive Vice President and Director of Product Development and Sourcing for J. C. Penney Company, Inc. one of America's largest department store, catalog and e-commerce retailers. He joined J.C. Penney in 1973 as a trainee in merchandise distribution in New York City and subsequently held merchandise positions of increasing responsibility in New York, California and Texas until his retirement from the company in 2010. McGrath also serves as the Chairman of the Human Rights Center at the University of Dayton.

"I am honored to be given this opportunity to help lead the industry, and work on behalf of the cotton producers and importers who invest in the Cotton Research and Promotion Program," McGrath said. "In 2019, we are going to focus on cotton's sustainability, new products and innovation, farm profitability, cottonseed research and marketing, contamination, and fiber competition."

The full slate of newly elected Cotton Board officers is as follows: Peter McGrath, Importer from Snowmass Village, Colorado, Chairman; Jeff Posey, Producer from Roby, Texas, Vice Chairman; Jimmy Webb, Producer from Leary, Georgia, Secretary; and Sonja Chapman, Importer from Boonton, New Jersey, Treasurer.

Cotton Board Publishes 2017 Annual Report

Thursday, August 23, 2018 From The Cotton Board
 The Cotton Board's 2017 Annual Report is now available online. To download the report, visit: <http://www.cottonboard.org/about/annual-report/>.

The report offers a letter from Louisiana cotton producer, George LaCour Jr., who served as Cotton Board's 2017 chairman. In LaCour's letter he says, "The leadership of the Cotton Board and Cotton Incorporated used the several years of declining revenue to sharpen our strategic planning, narrow the scope of our activities, and focus our resources in critical areas. Throughout this period, we prioritized two things – finding innovative, cost-effective ways to drive demand and maintaining the exceptional, professional staff at Cotton Incorporated despite smaller budgets. We place a high value on the professionals who work for Cotton Incorporated, and they will be there working for me, for cotton importers, and for every U.S. cotton producer as our funding strengthens and we turn the tables on synthetic fibers."

The report features 2017 budget/financial information as well as findings from the five-year USDA mandated Economic Effectiveness study of the Cotton Research and Promotion Program.

The Cotton Board's annual report is published electronically to save money and paper. However, if you would prefer to receive a copy of the report in paper or DVD format, please contact Stacey Gorman at sgorman@cottonboard.org or 870-226-1445.

**Upcoming Crop Tours, Field Days, and Seed
 Cotton Program Meetings**
 See the list at www.plainscotton.org

Plains Ginners Association Sets Annual Meeting, Golf Tournament for August 30

Friday, August 17, 2018

By Mary Jane Buerkle

House Agriculture Committee Chairman Mike Conaway will be the keynote speaker at the Plains Ginners Association's Annual Meeting on Thursday, August 30, 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 Chairman Conaway, speakers include U.S. Rep. Jodey Arrington; Shelley Heinrich with The Cotton Board; Dr. Darren Hudson with the Department of Agricultural and Applied Economics at Texas Tech; 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.

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.

Pre-Registration Deadline: August 31
West Texas Agricultural Chemicals Institute
Annual Conference
Tuesday, Sept. 11, 2018
Bayer Museum of Agriculture, Lubbock
 Program Available Soon at wtaci.tamu.edu

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 editor@plainscotton.org