

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

Friday, September 21, 2018

By Mary Jane Buerkle

Cotton once again took a national stage on Saturday, September 15, as Texas Tech partnered with the Texas High Plains cotton industry for the seventh annual Celebrate Cotton game.

Those attending or watching the game not only were treated to a 63-49 Red Raider win over the Houston Cougars, but also enjoyed several cotton-themed elements that highlighted the relationship between Texas Tech and one of the region’s largest economic drivers.

Sixty 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.

Hurst Farm Supply and Wylie Implement and Spray Centers brought several large pieces of equipment, including cotton harvesters, sprayers and tractors, displayed with signage describing how each is used on the farm, and how much of an investment growers must make when purchasing them. PCG teamed up with Capital Farm Credit to host a tailgate event. About 4,000 100 percent cotton T-shirts were distributed near the southwest gate of the stadium, where gameday sponsors hosted booths. The Texas Tech Ag Ambassadors distributed literature about the cotton industry and represented the College of Agricultural Sciences and Natural Resources.

On Thursday, September 13, more than 50 models took the runway in cotton-rich clothing at South Plains Mall at the fourth annual Celebrate Cotton Runway Show, coordinated by Susan Everett with the National Cotton Council; Valerie Hlavaty and students in the Texas Tech Retail Management Program; Lynette Wilson with ARMtech; Christi Chadwell with The Cotton Board; and Ashley Knox with South Plains Mall. Sponsors of the show were South Plains Mall, ARMtech, Plains Cotton Growers, Plains Cotton Cooperative Association, and Cotton Incorporated. The USDA-AMS Cotton and Tobacco Program had a display booth at the event. Retail partners included B&B Boutique, Buckle, Dillard’s, Dorothy Gene’s, Eddie Bauer, Get Gussied Up, H&M, Hot Topic, Premiere Cinemas, PINK, and Victoria’s Secret.

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. Farm Journal Media also hosted their inaugural College Roadshow, in which AgriTalk and the U.S. Farm Report recorded and broadcasted live from Jones AT&T Stadium and discussed cotton-related issues. BASF hosted a tour and a tailgate at their Seed Innovation Center.

“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. “These events continue to be an excellent opportunity to showcase the importance of the cotton industry in this region.”

Partners for Celebrate Cotton include Nutrien Ag Solutions; Cavender’s; BASF; City Bank; FiberMax; AgTexas Farm Credit Services; Netafim; NexGen; CROPLAN (Winfield United); 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>.

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PCCA Announces Year-End Cash Distribution of \$30.71 Million to its Grower-Owners

Wednesday, September 19, 2018

From PCCA

Lubbock-based Plains Cotton Cooperative Association today announced fiscal year-end further cash distribution to its grower-owners totaling \$30.71 million at the cooperative’s 65th Annual Meeting. The distribution, to be completed this month, consists of \$15.90 million in cash dividends and \$14.81 million in stock retirements and base capital plan retirements. PCCA’s Warehouse Division also received a record 2,155,212 bales as of June 30, 2018.

“The power of volume was evident once again this year,” PCCA President and CEO Kevin Brinkley reported. “Our revenues this year were a function of better prices and a big crop. The high volume created additional value by helping us be a preferred supplier to many merchandisers and mills. That same volume also lowers the per bale cost of operation by spreading our total expenses over more bales. Last season, it was one of the lowest in recent years. All of this contributes to the net margins of the company, and being a co-op, it all goes back to its owners.” Brinkley also reported on the performance of PCCA’s warehouse operations.

“Our Warehouse Division faced unprecedented challenges last season with a crop that was 30 percent larger than the previous record set just last year,” Brinkley said. “The volume handled at our warehouses was driven by increased acres in areas that don’t traditionally grow cotton and very favorable weather in some areas. The record number of bales presented a very narrow

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path to success and I am pleased to report that every bale was stored under roof. Furthermore, PCCA's Warehouse Division shipped cotton faster than at any time in the company's history."

In other business during the annual meeting, PCCA grower-owners re-elected Lexie Fennell, District 3, and Eddie Smith, District 4, to the board of directors. Kody Carson was elected director from District 2 to replace the retiring Mark True, and Randy Smith was elected director from District 5 to replace the retiring Charles Macha.

Founded in 1953, PCCA is a marketing cooperative owned by farmers in Texas, Oklahoma, Kansas and New Mexico and is dedicated to supplying sustainably-grown, high-quality cotton fiber around the world. In addition to cotton marketing based in Lubbock, Texas, PCCA also owns cotton warehouse facilities in Texas, Oklahoma and Kansas and develops and offers software programs and networks to local co-op gins that help add value to their grower-owners' cotton.

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<http://www.farmpolicyfacts.org>

Upcoming Seed Cotton Program Meetings, Crop Tours and Field Days

September 24 - Seed Cotton Program Educational Meeting, 1 p.m.-3 p.m., Ollie Liner Center, 2000 S. Columbia, **Plainview**. More info: Texas A&M AgriLife Extension - Hale County, 806-291-5267.

September 25 - NexGen Field Day, 10:30 a.m., Texas Tech Quaker Farm, 200 N. Quaker, **Lubbock**. Lunch provided. More info: Americot, 806-793-1431, or your local NexGen representative.

September 27 - BASF Cotton Production Field Day, BASF Cotton Breeding Station, 1405 E. Loop 289, **Lubbock**. Plot Tours, Lunch and Door Prizes. Registration 9 a.m. More info: (806) 730-4400.

October 3 - NexGen Field Day, 9 a.m., AgriSearch, Inc., Farm, **Edmonson**. Donuts and coffee provided. Americot, 806-793-1431, or your local NexGen representative.

October 4 - Seed Cotton Program Educational Meeting, 9 a.m., Crosbyton Library, 114 W. Aspen St., **Crosbyton**. More info: Texas A&M AgriLife Extension - Crosby County, 806-675-2347.

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

Cotton Board Seeks Photos for 2019 Calendar Photo Contest

Wednesday, September 19, 2018 From The Cotton Board

The Cotton Board wants to see your best cotton photos. One winning photo will be selected and featured in The Cotton Board's 2019 Industry Calendar.

To be eligible to win, contestants must first "like" The Cotton Board Facebook page and then email their high-res jpeg photo to sgorman@cottonboard.org. Up to three entries per contestant will be considered. The contest ends on October 5, 2018. Cotton Board staff will vote to determine the winning photo.

The Cotton Board calendar is an industry staple and is mailed to every cotton producer and ginner in the U.S. The winner will have their photo, along with photo credit, featured in the 2019 calendar and will also receive a cotton prize pack, including 25 copies of the calendar to share with friends and family, and other cotton prizes.

New "Focus on Cotton" Webcast Provides Energy-Saving Recommendations for Cotton Gins

Thursday, September 20, 2018 From The Cotton Board

Energy costs represent 20 percent of the total cost of ginning and vary widely across facilities. Identifying best practices for reducing energy consumption is important to gin owners, managers, and operators.

In "Saving Energy in Cotton Gins," a new webcast in the "Focus on Cotton" series, Paul A. Funk, agricultural engineer for the USDA-ARS, Southwestern Cotton Ginning Research Laboratory in Mesilla Park, New Mexico, makes energy-saving recommendations based on energy audits and monitoring studies conducted at more than 30 commercial cotton gins across the U.S. Cotton Belt. Key recommendations address pneumatic conveying and fuel consumption:

- Pneumatic conveying represents 50 percent of the electrical energy used by a typical gin. Usage can be reduced by sealing leaks in air ducts, minimizing turbulence before and after fans, reducing pressure drops by simplifying flow paths, and using mechanical conveyors where practical.
- Fuel consumption represents 6-8.5 percent of the total cost of ginning. Usage can be reduced by insulating the hottest ducts, minimizing the distance between burners and cotton pickup points, and adding automatic controls with temperature sensing in recommended locations.

Funk also points out that environmental stewardship and economic sustainability are both served through improved energy use.

This 9.5-minute presentation is available through the "Focus on Cotton" resource on the Plant Management Network. This resource contains more than 75 webcasts, along with presentations from five conferences, on a broad range of aspects of cotton crop management: agronomic practices, diseases, harvest and ginning, insects, irrigation, nematodes, precision agriculture, soil health and crop fertility, and weeds. These webcasts are available to readers open access (without a subscription).

The "Focus on Cotton" homepage also provides access to "Cotton Cultivated," a new resource from Cotton Incorporated that helps users quickly find the most current cotton production information available. These and other resources are freely available courtesy of Cotton Incorporated at www.plantmanagementnetwork.org/foco.

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