

Gaines County Growers Harvest First Bale for 2020; Crop Progress Continues

Friday, August 14, 2020

By Mary Jane Buerkle

Hot, dry weather across the Texas High Plains over the past week certainly has created the opportunity for building heat units in cotton, but the next two weeks will be critical in helping determine the true potential for the 2020 crop.

Some growers have benefited from spotty rains, but overall the pattern is still extremely dry, with a significant portion of the 42-county PCG service area in some level of drought, according to the U.S. Drought Monitor, updated each Thursday at <http://droughtmonitor.unl.edu>.

Development across the region ranges from early bloom all the way through cutout. Some observers have noted, though, that even some of the cotton that already is at physiological cutout has good fruit load beneath, which is promising. Bollworm pressure has been noted in some fields, with damage to non-Bt cotton. Other insect activity in the region is relatively low, although Extension agronomists recommend that growers increase scouting.

The season's ceremonial first bale was harvested this past week in Gaines County, and is thought to be the earliest known harvest in the PCG service area. Dustin and Angel Nelson of Nelson Farms in Gaines County harvested 2,520 pounds of NexGen 2982 B3XF and brought the raw cotton in on Tuesday, August 11. It will be ginned at Five Points Gin, Inc.

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Cotton Board Elects New Officers, Recommends \$80 Million Cotton Incorporated Budget

Wednesday, August 12, 2020

From The Cotton Board

The Cotton Board recently held its 2020 Annual Meeting. During this virtual meeting, board members serving the Cotton Research and Promotion Program reviewed, analyzed, and voted to recommend Cotton Incorporated's 2021 budget of \$80 million to the Secretary of Agriculture. This budget recommendation reflects a decrease of over \$8 million from 2020.

Even with decreased funding, the 2021 Cotton Incorporated plan and budget remains at a high level and is focused on several key, primary issues and addresses some immediate challenges in order to increase market share and restore long-term profitability to the industry. Top Program priorities include sustainability, product innovation, farm profitability, cottonseed value and lint

contamination. The Consumer Marketing Division of Cotton Incorporated will see the largest budget decrease in the 2021 plan.

Cotton Incorporated CEO Berrye Worsham said, "Many of our research programs are less flexible in terms of stopping and restarting compared to consumer marketing programs. As such, marketing programs, particularly advertising, will experience a sharper drop than any research-related company initiatives."

During its Business Session, The Cotton Board elected new officers to guide the Program, including Jimmy Webb to serve as Chairman for the 2020/2021 Program year. Webb, a cotton producer from Leary, Georgia, commented on his election, saying, "It is such an honor to be elected as Chairman of The Cotton Board. I know the year ahead will have its challenges as we work through the impacts of the coronavirus pandemic. Fortunately, we have managed our resources well the past several years and are well-positioned to help rebuild cotton's marketing chain. The Program will have to remain flexible over the next year as threats, opportunities, and budget-related factors are more difficult to predict at this time." Webb, a University of Georgia graduate, is the owner/operator of Harvey Jordan Farms where he grows cotton, corn, and peanuts. Webb is a past recipient of the Georgia Farmer of the Year award, former Chairman of Cotton Council International, and has served as a member on The Cotton Board since 2011.

Before passing the gavel to Webb, outgoing Chairman Jeff Posey, a cotton producer from Roby, Texas, said, "Jimmy has a long record of service to the U.S. cotton industry, and he's done an outstanding job as our Vice Chairman over the past year. His time on The Cotton Board has been marked by his willingness to engage, his thoughtful demeanor, and his passion for the work done by the Program. I am confident he will provide strong leadership and guidance to the Program during the year ahead."

The full slate of newly elected Cotton Board officers is as follows: Jimmy Webb, Producer from Leary, Georgia, Chairman; Sonja Chapman, Importer from Boonton, New Jersey, Vice Chairman; Mark Nichols, Producer from Altus, Oklahoma, Secretary; Akiko Inui, Importer from New York City, New York, Treasurer.

West Texas Agricultural Chemicals Institute to Host Virtual Annual Meeting September 9

Friday, August 14, 2020

From WTACI

The West Texas Agricultural Chemicals Institute will host their 2020 Annual Meeting virtually on Wednesday, September 9, as a Zoom Webinar. The meeting will begin at 8:30 a.m. and conclude at 1:30 p.m.

Topics include pesticide laws and regulations, weed management, insect management, plant pathology, and agronomic principles. Speakers from the Texas Department of Agriculture, Texas A&M AgriLife Extension, and Texas A&M AgriLife Research are slated to present.

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The organization also will recognize 2020 WTACI scholarship recipients. Registration fees for the WTACI Annual Meeting allows the organization to annual support scholarships to college students majoring in agriculture programs at colleges and universities in the High Plains region of Texas.

Five CEUs from TDA for pesticide applicators and five CEUs for Certified Crop Advisors are pending. Registration fee is \$50. To register, please visit <http://bitly.ws/9pRv>. For more information, contact Corey Thompson at corey.thompson@basf.com or visit www.wtaci.org.

Farm Stress: Help and Hope
<https://pcca.com/farm-stress-help-and-hope/>

Cotton Incorporated to Host "Cotton and Coffee" on Tuesday

Cotton Incorporated encourages growers to participate in their second "Cotton and Coffee" program, scheduled for Tuesday, August 18, at 7:30 a.m. Central via a Zoom web call.

Jon Devine, Senior Economist for Cotton Incorporated, will discuss the current climate of the U.S. cotton market. Devine will share a unique analysis of the latest events affecting the world cotton supply and demand situation and world cotton prices.

Registration is required to attend, so please contact your local Cotton Board Regional Communications Manager. The two covering Texas are Shelley Heinrich, 806-670-3250, sheinrich@cottonboard.org; or Christi Short, 469-951-6161, cshort@cottonboard.org.

Master Marketer Program Begins in September; Content Offered Online

August 2020 From the Master Marketer Program
Can you reduce risk and get more profit from your farm/ranch operation? Since 1996, more than 1,200 participants have graduated from 30 Master Marketer programs.

Participants report increased financial returns to their farming and ranching operations as well as increased understanding of risk management concepts.

Due to the coronavirus, the 2020 Master Marketer program will be conducted online this fall, with sessions offered beginning September 29, followed by five additional sessions each Thursday in October from 10 a.m.-11:30 a.m. Central.

The "no-cost" required registration for this inaugural seminar series is available online at <https://agriliferegister.tamu.edu/MasterMarketer>.

More information on the Master Marketer Program can be found at <http://mastermarketer.tamu.edu> or by contacting the Extension Economist coordinators, Samuel Zapata at samuel.zapata@ag.tamu.edu and 956-968-5581, or Mark Welch at jmwelch@tamu.edu, and 979-845-8011.

Funding has been provided by Texas A&M AgriLife Extension Service, USDA-RMA, Cotton Incorporated - Texas State Support Committee, Texas Farm Bureau, Texas Grain Sorghum Producers, Texas Wheat Producers Board, and Capital Farm Credit.

Pest News in About 10 Minutes Per Week

August 2020 From FOCUS on Agriculture

Extension IPM Agents on the Southern High Plains and in the Concho Valley and St. Lawrence areas are now producing short audio recordings about what is being found in the field. The intent is to address current insect, weed and disease issues and look forward a bit to what might be coming next week.

High Plains IPM Agents Kerry Siders, Blayne Reed, Dagan Teague and John Thobe record and post their audio file on Wednesday afternoon.

For the Concho Valley and St. Lawrence areas, Brad Easterling and Haley Kennedy record and post their audio file on Tuesday afternoon.

Texas A&M AgriLife Extension has a service that will text subscribers when a new version is uploaded. You also can go to the web page where these are posted: <https://www.texasinsects.org/southern-high-plains-pest-news.html>.

Important Program Deadlines

U.S. Department of Agriculture Key Programs

Coronavirus Food Assistance Program (CFAP) Application
August 28

Yield Update for PLC Program
September 30

Wildfire and Hurricane Indemnity Program+ (WHIP+) Application
December 31
(program funds will remain available until expended or December 31)

Small Business Administration Key Programs

Economic Injury Disaster Loan
Signup Ends December 31

Farm Stress - Help and Hope

August 2020 By Mary Jane Buerkle

The past few months have been a whirlwind of uncertainty, which adds to the mounting challenges farmers continue to face in this new crop year. Feelings of stress and isolation can lead to depression, substance abuse and suicide.

Plains Cotton Cooperative Association, Plains Cotton Growers, and experts at Texas Tech have teamed up to provide information about how to get help and have hope. PCCA has created a page on their website called "Farm Stress – Help and Hope" with resources and facts about mental health crisis. According to the American Farm Bureau Federation, 91% believe that financial stress or fear of losing the family farm impacts mental health.

More information can be found at <https://pcca.com/farm-stress-help-and-hope/>.

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