

Curry to Join PCG Staff

Friday, September 4, 2020

From PCG

Whitney Curry will join the Plains Cotton Growers staff as Director of Communications and Public Affairs effective September 15. Curry will fill the position vacated by Mary Jane Buerkle, who is leaving the organization to pursue family business interests in Haskell.

Curry comes from Plains Cotton Cooperative Association, where she has worked as a Cotton Services Specialist. Before her time at PCCA, Curry spent almost five years at the Texas Agricultural Cooperative Council in Austin, where she was the Manager of Marketing and Communications.

Curry earned a Master of Science in Agricultural Communications from Texas Tech University and a Bachelor of Science in Agricultural Services and Development with an emphasis in Extension and industry from Tarleton State University.

“We are excited to have Whitney joining our team,” PCG CEO Steve Verett said. “Her background and knowledge of the industry and the relationships she already has with many of our members will serve her well in this role. I look forward to working with Whitney as she continues growth and improvement in the way we communicate internally and externally.”

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

Friday, September 4, 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.

The organization also will recognize 2020 WTACI scholarship recipients. Registration fees for the WTACI Annual Meeting allows the organization to annually 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.

The U.S. Cotton Trust Protocol® Debuts at Intertextile Shanghai Home Textiles

Thursday, September 3, 2020 From Cotton Council International COTTON USA™ introduced the U.S. Cotton Trust Protocol® at the Intertextile Shanghai Home Textile show held Aug. 24-26 in Shanghai, China. The Trust Protocol brings quantifiable and verifiable goals and measurement to sustainable cotton production and drives continuous improvement in key sustainability metrics.

Brands and retailers can now join the U.S. Cotton Trust Protocol, a new system for responsibly grown cotton providing annual data for six areas of sustainability in line with the U.N. Sustainability Goals. This year-over-year data, available for the first time, will allow brands and retailers to better measure progress towards meeting their corporate sustainability commitments.

Intertextile Home Textiles Shanghai is Asia's leading home textile event, attracting industry professionals to source and to gain design inspirations through the conveniently structured product displays and the fringe programme. This year, around 650 exhibitors, including 13 COTTON USA's licensees and 25,000 visitors joined the show.

At the COTTON USA™ booth, visitors browsed high-quality products made by COTTON USA home textile licensees including Byford, Cerulean, Dalian Ichihiro, Dinosaur, Huafang, Nantong Tang, Show Win, Sidefu and Value Source. A wide array of information highlighting COTTON USA's licensing program, market and consumer studies and its ongoing sourcing programs that match U.S. cotton buyers and suppliers throughout the supply chain was also available for guests to peruse.

Cotton Incorporated to Host “Cotton and Coffee” on Tuesday

Cotton Incorporated encourages growers to participate in their “Cotton and Coffee” program, scheduled for Tuesday, September 8, at 7:30 a.m. Central via a Zoom web call.

Bruce Atherley, Executive Director at Cotton Council International, will discuss current efforts under way to promote U.S. cotton internationally and drive U.S. cotton exports.

Registration is complimentary, but you must register 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.