

## Phase Two: U.S. Cotton Trust Protocol Webinars

Thursday, September 24, 2020 From National Cotton Council

The U.S. Cotton Trust Protocol is recruiting new U.S. growers for enrollment starting now. They are hosting a series of nine webinars on the importance of participation and the benefits in signing up for the program.

A total of nine grower webinars are scheduled starting **Tuesday, September 29, 2020**. The webinars will begin at 8 a.m. Central and will be offered September 29 – October 1, October 6 – 8, and October 13 – 15. Register for a webinar session that fits your schedule at <https://trustuscotton.org/enrollment-webinar-live-sessions/>.

The Trust Protocol works to ensure the future of U.S. cotton by helping growers tell their sustainability story and ultimately assure brands and retailers that they can purchase U.S. cotton with even greater confidence, knowing that it is grown more sustainably and verified.

Visit <https://trustuscotton.org/member-benefits/growers/> to see the benefits of enrolling in the Trust Protocol, or reach out to [growers@trustuscotton.org](mailto:growers@trustuscotton.org) if you have any questions.

## CCI Introduces New Partner Consultancy Program, COTTON USA SOLUTIONS

Friday, September 18, 2020 From COTTON USA

Cotton Council International (CCI) just introduced COTTON USA SOLUTIONS™, the industry's first-of-its-kind technical consultancy program that helps mills and manufacturers achieve greater productivity, process efficiency and ultimately profit for their businesses. The program will officially launch on **October 1, 2020**.

Over the past two years, COTTON USA has established a consulting team composed of mill and spinning experts from around the world. This team, which is overseen by industry expert **Joerg Bauersachs**, now leads COTTON USA SOLUTIONS™, bringing together decades of experience, global knowledge and unrivaled research in this leading technical consultancy.

"COTTON USA SOLUTIONS™ is designed so that mills and manufacturers can optimize the use of U.S. cotton with cutting-edge offerings to transform their businesses – profitably," said CCI Executive Director **Bruce Atherley**. "Given the industry's current state due to the COVID-19 pandemic, the resources and expertise of this program are more relevant to our partners than ever."

This new program is launching with five unique, data-informed offerings that include: mill studies, technical seminars, a mill exchange program, one-on-one mill consultants, and a mill mastery course.

These solutions are designed to improve productivity and ultimately profitability at the operations level with U.S. cotton. The suite of solutions available in the program will continue to expand to include the latest, cutting-edge data, technologies, and protocols from U.S. cotton and will be rolled out in phases.

Offerings include a mix of partner-specific and standardized options, and will be available virtually, in addition to in-person, as COVID-19 restrictions continue. Mills and manufacturers, including COTTON USA licensees, must qualify for the program. Upon qualification, licensees will have complimentary access, and non-licensees can access for a nominal fee.

COTTON USA SOLUTIONS™, which was announced today at the virtual edition of COTTON USA's signature annual Cotton Days event, will open applications for qualification on October 1. To learn more about the program and qualifying, visit: <https://cottonusa.org/solutions>.

### Save The Date!

#### PCG Board Meeting

Wednesday, October 14 • Bayer Museum of Agriculture, Lubbock, Texas

## U.S. Farm Report Features Texas Tech

Wednesday, September 23, 2020

By Whitney Curry

On the morning of Tuesday, September 22, 2020, Steve Verett with Plains Cotton Growers, Inc. met with Dr. Nouredine Abidi, Leidigh Endowed Professor and Managing Director at the Texas Tech University Fiber and Biopolymer Research Institute to film a piece for the U.S. Farm Report. Tyne Morgan is the Host and Executive Producer for the U.S. Farm Report.

Mr. Verett and Dr. Abidi discussed the importance of the cotton industry, the roles they both play within the industry, as well as the research currently being conducted at the Institute. Part of this research is focused on converting low micronaire cotton into bioplastics.

This piece, featuring Texas Tech University's Fiber and Biopolymer Research Institute, PCG's Steve Verett, and other West Texas highlights, is scheduled to air the weekend of September 26 – 27 on your local U.S. Farm Report Channel.

## Cotton Incorporated to Host "Cotton and Coffee" on September 29

Cotton Incorporated encourages growers to participate in their upcoming "Cotton and Coffee" program scheduled for **Tuesday, September 29, 2020**, at 7:30 a.m. Central via a Zoom web call.

Join **Berrye Worsham**, President and CEO at Cotton Incorporated. He will discuss the 2021 key strategies of Cotton Incorporated, opportunities for rebuilding global cotton demand, and improving profitability for U.S. producers.

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](mailto:sheinrich@cottonboard.org); or Christi Short, 469-951-6161, [cshort@cottonboard.org](mailto:cshort@cottonboard.org).

### UPCOMING FIELD DAY!

Hale/Floyd Cotton Day - October 2, 2020

9:00 a.m. – 12:00 p.m.