

The Cotton Board Approves Cotton Inc. \$82 Million Budget for 2022

Wednesday, August 18, 2021 By Cotton Grower Magazine Staff

Board members of [The Cotton Board](#) have voted to recommend a budget of \$82 million to the Secretary of Agriculture for the 2022 Cotton Research and Promotion Program managed by [Cotton Incorporated](#).

The vote came during The Cotton Board's 2021 Annual Meeting, held in-person in Durham, NC, along with Cotton Incorporated's Board of Directors. The budget recommendation reflects a \$2 million increase from 2021.

The 2022 Cotton Incorporated plan and budget remains focused on addressing several key industry issues in order to increase cotton market share and ensure long-term profitability for the industry. Key priorities outlined in the organization's 2022 plan include increasing producer profitability; addressing plastic contamination issues that threaten U.S. cotton's reputation; enhancing supply chain transparency, traceability, sustainability, and circularity; and maintaining strong consumer and industry promotion efforts.

"The increase of \$2 million over last year's budget is a bright spot for us," said Berrye Worsham, President and CEO of Cotton Incorporated. "We think over the next couple of years, if things continue as they are now, we will be able to sustain increased budgets and devote greater resources to address major cotton issues and initiatives."

For a recap of Worsham's commentary on the 2022 plan and budget, see the Aug. 17 Cotton & Coffee episode on the Cotton Board website.

During its Business Session, The Cotton Board re-elected its current slate of officers for an additional one-year term to allow the leadership group to participate in on-site, in-person meetings – an opportunity disrupted in 2020 by the COVID-19 pandemic. Those officers are:

- **Chairman** – Jimmy Webb, Producer from Leary, GA
- **Vice Chairman** – Sonja Chapman, Importer from Boonton, NJ

- **Secretary** – Mark Nichols, Producer from Altus, OK
- **Treasurer** – Akiko Inui, Importer from New York City, NY

"Thank you to the men and women who volunteer their time to serve on the Cotton Board and Cotton Incorporated Board of Directors," said Webb. "I cannot thank you all enough for all you've taught me and how you have responded over the past year. Our membership separates us from the rest of the pack. The diversity in our backgrounds, our experiences, and our perspectives help us move our industry forward."

Champion for Cotton Growers, Advocate for All Ag

Wednesday, August 18, 2021 From Farm Policy Facts

For decades, West Texas cotton growers have had a fearless champion on their side: Steve Verett. As the recently retired CEO of Plains Cotton Growers, Verett advocated for both cotton growers and all of agriculture with passion and authenticity.

Verett joined Farm Policy Fact's [Groundwork](#) podcast to reflect on his career and talk about what lies ahead for the next generation of farm leaders.

With so many issues affecting agriculture, it's important that growers step forward and work together to defend the farm policies that support America's farms and ranchers. One of Verett's proudest accomplishments at the helm of Plains Cotton Growers was the investment he made in building coalitions to do just that.

"We have way more in common than we have in differences across commodities," Verett reflected.

And the prevalent theme bringing commodities together throughout rural America? The importance of the farm safety net.

Farmers and ranchers relied on strong farm policies as they navigated the challenges of recent years, ranging from extreme weather to market uncertainty to trade disputes.

"Farmers would much rather get all of their revenue out of the market, if at all possible, but we know from time to time that's not the case," Verett said. "That's

why we have crop insurance, why we have the farm bill safety net.”

There are also big conversations happening on Capitol Hill about the environment, sustainability, and the proactive role that farmers and ranchers are taking in protecting our climate.

As Verett explains, “All farmers are very willing to do whatever is necessary to not just preserve – but to improve – the quality of the land and the condition of the land. We shouldn’t be satisfied with just maintaining. We need to be looking at doing things better and more efficiently.”

While Verett is a farmer at heart – his family has farmed in Texas for more than 100 years – he also stressed that a background in agriculture is not required to work in ag policy.

“I think the key thing is to have a belief in the people that you represent and what they bring to the table, what they mean for our nation,” Verett said.

It’s clear that Verett believes wholeheartedly in America’s farmers and ranchers. We are so grateful for his dedication to agriculture and the legacy that he leaves behind at Plains Cotton Growers. Visit <https://www.farmpolicyfacts.org/groundwork/> to list to the entire episode of Groundwork.

AgriLife Extension Brings Back QuickBooks Short Courses

Friday, August 6, 2021 By Kay Lebetter

The Panhandle District QuickBooks Pro Desktop Short Courses by the Texas A&M AgriLife Extension Service will be on Aug. 25 in Amarillo and Sept. 8 in Lubbock.

The one-day trainings will run from 9 a.m. to 5 p.m. each day at the respective Texas A&M AgriLife Research and Extension Centers, located at 6500 W. Amarillo Blvd. in Amarillo and 1102 E. Drew St. North of Lubbock.

“COVID prevented us from holding any live classes last summer, so these are the first in-person QuickBooks workshops our agency has scheduled in two years,” said DeDe Jones, AgriLife Extension risk management specialist, Amarillo. Jones and Will Keeling, AgriLife Extension risk management specialist, Lubbock, will conduct the courses.

“We are limiting each session to 12 participants because we want each attendee to be in front of a computer,” Jones said. “If the class fills up, then we will add additional classes on Aug. 26 and Sept. 9.”

Registration is \$75 and includes computer use and teaching materials. Couples are encouraged to attend and will be charged only one registration fee if they share a computer.

Those planning to attend should RSVP by August 20 for Amarillo and by September 3 for Lubbock. Payment is due upon arrival on the first day of the course. For more information or to RSVP for either location, contact Lacrechia Garza at 806-677-5625 or dljones@ag.tamu.edu.

Repeat attendees indicate they’ve seen thousands of dollars in benefit from what they learned during the courses, Jones said.

QuickBooks Pro is a double-entry business accounting program often used by agricultural lenders and producers, she said. It is available in both a desktop and online version, but only the desktop version will be taught.

During the one-day course, participants will learn to enter transactions into the program and analyze costs and profits. No prior computer experience is necessary, Jones said.

Upcoming Events:

Plains Ginners Association

Monday, August 23, 2021

FiberMax Center for Discovery, Lubbock
 Contact: Jaime Subealdea (806-627-4287 or tgin@midplains.coop)

FiberMax Center for Discovery – A Night for the Museum

Tuesday, August 31, 2021

Lubbock Memorial Civic Center
<https://one.bidpal.net/anftm/welcome>

Texas Cotton Association – Flow/Marketing Meeting
Tuesday, August 31 – Wednesday, September 1, 2021

Overton Hotel and Conference Center, Lubbock
<https://www.tca-cotton.org/2021-flow-meeting->

West Texas Agricultural Chemicals Institute Annual Conference

Tuesday, September 14, 2021

FiberMax Center for Discovery, Lubbock
<http://wtaci.org>

Editor’s Note:

“Cotton News”, a weekly service of Plains Cotton Growers to the cotton industry and news media in the 42-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