



**PLAINS
COTTON
GROWERS**

ANNUAL REPORT

- 2022 -



WHO WE ARE

Plains Cotton Growers Inc. is a nonprofit certified producer organization representing 42 counties in the Texas High Plains.

Our mission is to promote and protect the interests of the producers in our region, who are responsible for 35% of the nation's cotton production.

The four pillars of our mission are legislation, research, promotion and service. In this report, we'll discuss our 2022 accomplishments in these four areas.



Martin Stoerner, Rep. Jodey Arrington (R-Texas), Kody Bessent

LEGISLATION

In 2022, PCG advocated for and/or helped implement the following policy measures:

- Emergency Relief Program for 2020 and 2021 crop years (Phase 1); Phase 2 is in process.
- Extension of Emergency Relief Program for 2022 crop year and requested adequate funding for cotton infrastructure segments.
- \$15.95 million for the Boll Weevil Eradication Program.
- \$4 million for USDA-AMS cotton classing lab upgrades.
- Encourage USDA-NASS to reinstate ag level district estimates for cotton.
- Maintain full funding for the USDA Market Access Program and the USDA Foreign Market Development Program.
- Increase in baseline funding for the 2023 Farm Bill.
- Testified in a state hearing regarding producers' use of herbicide products.
- Worked to preserve and protect the use of herbicide products



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Dr. Jane Dever and team harvesting a test plot for FOV4 research.

RESEARCH

Plains Cotton Growers invests in research on the local level through the Plains Cotton Improvement Program and on the state level through the Texas State Support Committee. These research initiatives have enhanced the reputation and quality of Texas High Plains cotton and made our region a global competitor. One example is the cotton breeding program.

COTTON BREEDING PROGRAM

- A high yielding strain with excellent fiber quality – and a new strain showing the first significant improvement in Verticillium wilt resistance in 20 years – will be registered in 2023.
- Over 700 breeding plots were evaluated in 2022, with nursery average fiber length exceeding 1.20" with 86% length uniformity and 34 g/tex strength.

Plains Cotton Improvement Program helped support activities of the Texas A&M AgriLife Research cotton breeding program in 2022 to evaluate:

- 57 commercial varieties in four locations
- 30 new, near-commercial varieties
- 52 varieties under root-knot nematode pressure
- 53 varieties under Verticillium wilt pressure
- 39 varieties for response to bacterial blight



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Results from these trials are posted on the Lubbock Center website (lubbock.tamu.edu), provided to PCG-area gins and mailed upon request.

PROMOTION

In market development for the 2022 fiscal year, PCG funded Cotton Council International \$100,000. This financial support helps secure USDA matching funds that CCI uses as the export promotion arm of the National Cotton Council.

PCG collaborates with CCI in assisting in the organization and execution of special trade missions.



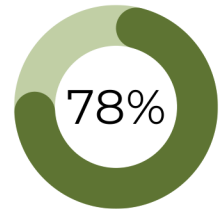
**CCI Special Trade
Mission from Pakistan**

This year, PCG, and other local industry groups, hosted CCI's special trade mission from Pakistan. More than 20 textile mill executives participated in the mission tour.

Communications

The communications division of PCG focuses on two audiences: stakeholders and the general public.

- Facebook:
 - 741% increase in reach
 - 78% increase in page likes
- Instagram
 - 2,200% increase in reach
 - 200 new followers
- LinkedIn
 - 440 new followers
- Twitter
 - 320 new followers



**Increase in
Facebook
Page Likes**



**Increase in
Social Media
Stories
Engagement**

'No other cotton has our long history of innovation, transparency and high quality.'

Media Coverage: PCG appeared multiple times on local news affiliates and state/national syndicates, including: FoxWeather, Texas Tribune and CNBC.



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SERVICE

PCG serves producers and the cotton industry through political advocacy, industry communication, education on crop insurance and other programs, research coordination, public relations and more.

"It's an honor to serve our producers and advocate for their interests on a policy level," said Kody Bessent, PCG CEO. "We love what we do and we're passionate about this industry."



Mark Brown
Director of Field Services

We're on the front lines, so our producers can stay in the field.

48K

miles driven visiting member gins.

61

days spent advocating for Texas High Plains cotton in Austin and Washington D.C.

105K

emails sent through PCG email services.



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