

## Planting Progress: Slow But Steady

Friday, May 19, 2017

By Mary Jane Buerkle

Planting activity in the Plains Cotton Growers service area has steadily increased over the past few weeks, but chances for rainfall over the next few days could bring that progress to a temporary but welcome halt.

The general consensus at the most recent Plains Cotton Growers Advisory Group roundtable meeting today was that about 30 percent of the region's crop has been planted. At this time last year, only about 10 to 15 percent of the region's crop had been planted, mostly due to cool, rainy weather.

Some portions of the PCG service area have received decent rainfall to start the 2017 crop. Jace Jones, who farms near Lorenzo in Crosby County, reported planting earlier this week into cover behind an inch of rain, saying on Twitter, "hard to ask for better conditions." However, that certainly is not the case across the region, as others report very dry conditions.

Forecasted rainfall certainly could benefit what seed already has been planted, barring any severe weather that might accompany it. As of press time, Monday looks to be the most potentially active day for precipitation.

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## Cotton Incorporated Launches New Consumer Campaign: "Leave Comfort to Clothes"

May 2017

Information from Cotton Incorporated

Cotton Incorporated's Consumer Marketing Division recently announced the launch of a new consumer-directed advertising campaign, Leave Comfort to Clothes.

"The 'Leave Comfort to Clothes' campaign leverages consumers' strong connection between cotton and comfort and inspires them to rethink the way they view comfort," says Jill Orsini, Cotton Incorporated's Director of Advertising.

"The comfort doesn't come from the softness of cotton but from the strength the consumer exudes. This comfort is courage which goes beyond the physical; it is inner strength. When people feel comfortable, they're better - more confident, more productive, happier, and more likely to express how they feel. This campaign is challenging people to be fearless in their thoughts and actions and to get out of their comfort zones. The message is for consumers to leave comfort to the clothes, where the softness, durability, ease of care, and versatility go with them no matter where they go or what they do," said Orsini.

A coordinated primetime TV and digital launch of the campaign occurred in late April. The first of three 15 second

commercials were on the following primetime TV programs: ABC - Dancing With the Stars, Speechless, Shark Tank; CWTV - Supergirl, Riverdale; FOX - The Mick, Prison Break, and Masterchef Jr.

The campaign aims to reach women and men 18-49 and extends beyond TV to digital custom content. Digital media will build awareness for the new campaign, educate the consumer on cotton's benefits, and encourage them to check the label and shop cotton.

To view the first commercial in the series visit <http://video.cottoninc.com/>.

Want the facts about the U.S. agriculture and farm policy?

<http://www.farmpolicyfacts.org>

## House Ag Committee Chairman Conaway Welcomes USDA Secretary Sonny Perdue

Wednesday, May 17, 2017

From the House Ag Committee

Today, House Agriculture Committee Chairman K. Michael Conaway (TX-11) welcomed newly-confirmed U.S. Department of Agriculture (USDA) Sec. Sonny Perdue to Capitol Hill to testify on the "State of the Rural Economy." Following the hearing, Chairman Conaway made the below statement:

"Against the backdrop of a four-year, 50-percent decline in net farm income, Sec. Perdue's comments today rightly recognized the concern of America's farmers and ranchers and the many challenges faced by rural America. I was pleased to hear the secretary express his dedication to effectively and efficiently optimizing USDA to better see America's farmers and ranchers through these tough times. By underscoring his commitment to work with newly-confirmed U.S. Trade Representative Lighthizer to enforce U.S. trade laws and hold our trading partners accountable to their commitments, Sec. Perdue can begin leveling the playing field for our nation's farmers and ranchers.

"It was also refreshing to hear Sec. Perdue acknowledge the importance of strong U.S. farm policy. With the farm bill upon us, it is going take all of us in the ag community working together to ensure we have an effective safety net for all farmers and ranchers, including our friends in the cotton industry who are in need of immediate assistance.

"These are challenging times in agriculture, but we can rest assured Sec. Perdue will be a fierce advocate for our nation's farmers and ranchers."

Written testimony provided by the witness from today's hearing, along with Chairman Conaway's opening statement and the archived webcast, is available on the House Ag Committee website at <http://agriculture.house.gov/calendar/eventingle.aspx?EventID=3870>.

How much cotton did Texas High Plains cotton growers produce in 2016?

Find out at <http://bit.ly/16TXHighPlainsCotton>