

Sixth Annual “Celebrate Cotton” Event Highlights Region’s Major Industry

Friday, September 22, 2017

By Mary Jane Buerkle

Cotton once again took a national stage on Saturday, September 16, as Texas Tech partnered with the Texas High Plains cotton industry for the sixth annual Celebrate Cotton game.

Those attending or watching the game not only were treated to a 52-45 Red Raider win over the Arizona State Sun Devils, but also enjoyed several cotton-themed elements that highlighted the relationship between Texas Tech and one of the region’s largest economic drivers.

Sixty cotton bales were placed around the stadium and in the stadium club areas, wrapped with banners that either had a logo or a fun fact about cotton. Farmers Cooperative Compress was instrumental in that effort.

Hurst Farm Supply and Wylie Implement and Spray Centers brought several large pieces of equipment, including cotton harvesters, sprayers and tractors, displayed with signage describing how each is used on the farm, and how much of an investment growers must make when purchasing them.

On Saturday, September 9, more than 50 models took the runway in cotton-rich clothing at South Plains Mall at the third annual Celebrate Cotton Runway Show, coordinated by Susan Everett with the National Cotton Council; Valerie Hlavaty and students in the Texas Tech Retail Management Program; Lynette Wilson with ARMtech; and Ashley Knox with South Plains Mall. Sponsors of the show were South Plains Mall, ARMtech, Plains Cotton Growers, Plains Cotton Cooperative Association, and Cotton Incorporated. Retail partners included Buckle, Dillard’s, Eddie Bauer, Hot Topic, PINK, and Victoria’s Secret.

Additional events during the week included meetings of the West Texas Agricultural Chemicals Institute, Texas Ag Industries Association, and the Texas Cotton Association. The Lubbock Cotton Exchange, TCA and the Texas Independent Ginners Association also hosted a golf tournament.

“We would like to thank Texas Tech Athletics and everyone who had a hand in the success of the entire Celebrate Cotton event, and there are many,” PCG Executive Vice President Steve Verett said. “The runway show continues to grow in popularity, and the game day, as always, was an excellent opportunity to showcase the importance of the cotton industry in this region.”

Partners for Celebrate Cotton include AgTexas Farm Credit Services, BASF, Bayer CropScience, Cavender’s, City Bank, Crop Production Services, Deltapine, Netafim, NexGen, Plains Cotton Growers, Scarborough Specialties, Hurst Farm Supply, and Wylie Implement and Spray Centers.

Photos of the week, along with video from the runway show, are available on PCG’s Facebook page at <http://www.facebook.com/plainscottongrowers>.

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<http://www.farmpolicyfacts.org>

Jesse Daystar Appointed First Chief Sustainability Officer for Cotton Incorporated

Sustainability is a major focus in businesses across all industries. From agriculture to retail - companies across the globe are working to reduce environmental impacts. Cotton Incorporated, the research and promotion company for U.S. cotton producers and importers, extends its commitment to sustainability of cotton across the supply chain by appointing Dr. Jesse Daystar, Vice President and Chief Sustainability Officer.

“Dr. Daystar brings a wealth of experience and knowledge to this newly created role, which will oversee and coordinate our internal and external sustainability efforts,” Berrye Worsham, President and CEO of Cotton Incorporated, said. “As our company’s sustainability programs continue to gain momentum, Dr. Daystar will be a valuable resource for the company and the cotton industry.”

Dr. Daystar is well versed in the complexities of sustainability research, particularly as they relate to cellulosic fibers, including cotton. His research has appeared in scholarly journals and his consulting work has led to the development of sustainability and chemical engineering tools, and certifications for clients including the United States Department of Agriculture, Department of Energy, Eastman Chemical, and Piedmont biofuels.

Dr. Daystar’s experience includes sustainable chemical process development and efficiency management program development with the National Council for Air and Stream Improvement, Mead WestVaco, Pesco-Beam Environmental Solutions, and Kemira Chemical. Before joining Cotton Incorporated, he held the position of Assistant Director at the Duke Center for Sustainability and Commerce at Duke University, where he also taught. He earned a doctorate in forest biomaterials from North Carolina State University.

Upcoming Area Field Days

September 26 – Deltapine Field Day, 11 a.m., Robbie Harkey Farm, Interstate 27 Exit 43, **Hale Center**. More information: Alyssa Spruill, (806) 500-5003.

September 26 – Americot/NexGen Lubbock/Lynn County Field Day, time TBA, Matt Caswell Farm. Questions: contact Cody Reep, Dale Schaffner or Hayden Alexander.

September 28 – Bayer CropScience West Texas Field Day, Lubbock Cotton Breeding and Trait Development Station, 1405 East Loop 289 (E. Loop 289 and 16th). Registration begins at 9 a.m. Questions: contact your local Bayer CropScience sales representative.

October 3 – Swisher County Cotton Tour, 9 a.m., Kress. Questions: John Villalba, Swisher County CEA-Ag/NR, (806) 995-3721.

If you have a field day to add to this list, please email maryjane@plainscotton.org or call (806) 792-4904.