

## **Drought Persists Across Texas Cotton Country**

Friday, May 4, 2018

By Mary Jane Buerkle

Most farmers would describe themselves as generally optimistic, but months without rain going into the 2018 growing season is challenging that mindset.

Although growers in some parts of the PCG service area saw rain over the past week, the region as a whole still remains extremely dry. Bright spots were in Bailey and Parmer County, where anywhere from an inch to two inches of rain fell, and near Dimmitt in Castro County, at about an inch or so. Growers in other areas reported spotty showers, but nothing widespread. Winds have been relentless, adding another concern.

Regardless, planting activity is expected to increase next week, particularly in irrigated fields, and also in areas north of Lubbock where the federal crop insurance planting deadline is May 31. Many growers south of Lubbock likely will hold out for another ten days or so. Weather forecasts call for hot, dry weather next week.

December futures have been holding at just below 80 cents for some time now, and only time will tell what Mother Nature will do and how the market will respond. Texas High Plains growers usually plant about 35 percent of the nation's cotton acreage.

"Everybody in the (cotton) market is watching our weather," one cotton merchant said at PCG's semi-monthly Friday Morning Meeting today.

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## **AFPC's Outlaw to Discuss Farm Bill Effects on Cotton Producers at May 14-16 Meetings**

Monday, April 30, 2018 By Kay Ledbetter, AgriLife TODAY

The Texas A&M AgriLife Extension Service will host a series of cotton meetings in the South Plains and High Plains May 14-16 to explain new cotton provisions in the farm bill.

Jackie Smith, AgriLife Extension economist in Lubbock, and DeDe Jones, AgriLife Extension risk management program specialist in Amarillo, said they've invited Dr. Joe Outlaw, a leading authority on the farm bill, to this region to bring all cotton farmers up to date on what actions they need to take this summer.

Outlaw, an AgriLife Extension economist and co-director of the Agricultural and Food Policy Center at Texas A&M University in College Station, will discuss how the Bipartisan Budget Act of 2018 authorized changes to seed cotton as a covered commodity that requires farmers to act on their generic base acres.

The meetings are set for:

**Monday, May 14**, 2 p.m., Forrest Park Community Center, 814 S. Houston Ave., **Lamesa**.

**Tuesday, May 15**, 9 a.m., Texas A&M AgriLife Research and Extension Center, 1102 E. Farm-to-Market Road 1294, **Lubbock**.

**Tuesday, May 15**, 2 p.m., Ollie Liner Center, 2000 S. Columbia St., **Plainview**.

**Wednesday, May 16**, 9 a.m., Fowler Insurance Agency, 123 S. Sixth St., **Memphis**.

**Wednesday, May 16**, 2 p.m., Texas A&M AgriLife Research and Extension Center, 6500 W. Amarillo Blvd., **Amarillo**.

Also to be discussed is the Agricultural & Food Policy Center's decision aid tool to help producers understand how the new seed cotton program may affect their Farm Service Agency payments. The decision aid is located at <https://www.afpc.tamu.edu/tools/cotton-base>.

For more information, contact Smith at 806-746-6101 or Jones at 806-677-5600.

## **Cotton Incorporated Launches New Consumer Campaign**

*Life Can Feel Uncomfortable – Your Clothes Shouldn't*

Monday, April 23, 2018

From The Cotton Board

Cotton Incorporated's Consumer Marketing Division has announced the launch of a new advertising campaign, Life is Uncomfortable, which will drive consumer awareness for cotton both on television and online.

The new campaign uses awkward humor combined with uncomfortable situations to contemporize cotton, create relevancy, and drive engagement with a younger consumer audience.

"This video campaign was developed based on the results of ethnographic and qualitative research, as well as insights and creative performance from previous Cotton video campaigns," says Jill Orsini, Cotton Incorporated's Director of Advertising. "In the Life is Uncomfortable series we continue to promote cotton's emotional and physical role in an increasingly uncomfortable world. We are, in essence, telling consumers: Cotton has your back. No matter what life throws your way, you'll always be comfortable in cotton," says Orsini.

The first commercial, Tattoo, launched on television and online Monday April 23rd, and could be seen on ABC during American Idol. The other three commercials launch digitally on Monday, May 7.

Three of the videos are targeted specifically to women and one is targeted directly to men. Beyond television, the videos will run on media sites like Refinery29, PopSugar, Men's Health, and Women's Health. The videos are all clickable and ultimately drive consumers to shop for cotton apparel on [www.TheFabricOfOurLives.com](http://www.TheFabricOfOurLives.com).

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Cotton Board Chairman and Louisiana cotton producer, George LaCour Jr., is pleased with the new consumer campaign. "I'm thrilled that Cotton Incorporated continues to push the envelope and develop refreshed, relevant content for today's consumers. We rely on their expertise to keep cotton top-of-mind for consumers, and I believe these new commercials will help accomplish that goal," he said.

All four new videos leverage cotton's comfort as a key benefit and reinforce the message that cotton is The Fabric of Our Lives®. Other cotton benefits like ease-of-care, naturalness, and durability will be communicated through other advertising tactics including web banner ads, social media, blog posts, and custom content through media partnerships.

To view the commercial series, visit <http://bit.ly/CottonIncCommercial>.

**Upcoming Auxin-Specific  
Herbicide Trainings  
Seed Cotton Program Resources  
Available at [plainscotton.org](http://plainscotton.org)**

### **Producer Leadership Reviews Issues at American Cotton Producers Meeting**

Friday, April 27, 2018 From the National Cotton Council

Key issues were discussed at the recent spring meeting of the American Cotton Producers (ACP), chaired by Texas producer, Shawn Holladay.

Jody Campiche, the NCC's vice president of Economic Services, and Reece Langley, the NCC's vice president of Washington Operations, provided a detailed cotton economic update and farm program update, respectively.

Langley reviewed House Agriculture Committee Chairman Conaway's (R-TX) proposed 2018 farm bill cotton provisions. The ACP supported those provisions and re-emphasized that group's priority of enhancing the seed cotton reference price if additional funding was available.

Greg Taylor, a Lubbock CPA, provided the producers with a detailed explanation of the recent federal tax reform legislation's impact, including changes in the 199A provisions affecting cooperatives.

Ted Schneider, a Louisiana producer who chairs the NCC's COTTON USA Sustainability Task Force, reported on the status of the NCC's efforts to upgrade its sustainability program, including the potential development of a Sustainability Trust Protocol program. He emphasized the importance of producer participation in this program. Schneider, who also chairs the Committee for the Advancement of Cotton's (CAC) Steering Committee, updated the group on CAC collections and the critical need to have adequate political resources by the cotton industry.

Darryl Earnest, deputy administrator of the USDA Agricultural Marketing Service's Cotton Program, provided an update on cotton classing activities. Following his report, the ACP agreed by consensus on the need for a separate code for

plastic contamination within the extraneous matter section of the cotton classification record.

Lauren Krogman, the NCC's assistant manager of Marketing and Processing Technology, reported on the NCC Cotton Flow Committee's recommendations regarding improved cotton flow. Chairman Holladay discussed these recommendations' impact on producer income and stated that producer leadership would take an active role in the recommendations' implementation.

### **Rosson Appointed Texas A&M AgriLife Extension Service Interim Director**

Thursday, April 19, 2018 By Blair Fannin, AgriLife TODAY

Dr. Parr Rosson has been appointed interim director of the Texas A&M AgriLife Extension Service by the Texas A&M University System Board of Regents.

Rosson is head of the department of agricultural economics at Texas A&M University in College Station and an AgriLife Extension economist.

"We are pleased to have Dr. Rosson leading AgriLife Extension, furthering the agency's education programming to consumers, agricultural producers and extending our outreach with industry stakeholders across Texas," said Dr. Patrick Stover, vice chancellor of agriculture and life sciences at Texas A&M.

Stover said a national search will begin for an agency director. The interim appointment follows the stepping down of former agency director Dr. Doug Steele, who accepted a position as director of International Outreach and Education with the Norman E. Borlaug Institute for International Agriculture at Texas A&M.

Rosson has an extensive background in AgriLife Extension, serving as an agency economist and previously as director of the Center for North American Studies at Texas A&M for more than two decades focusing on international trade and marketing.

"I'd like to thank the Board of Regents, Chancellor John Sharp and Vice Chancellor Stover for the opportunity to serve in this key role," Rosson said. "I'm humbled to be considered, honored to be chosen and eager to begin. I also want to thank the faculty, staff and students in the department for their support, loyalty and hard work."

As head of agricultural economics, Rosson leads more than 150 faculty and staff offering degrees in agribusiness and minors in sales, entrepreneurship and personal financial planning.

Rosson's most recent AgriLife Extension programming efforts have focused on exporting agricultural products to Cuba and other emerging markets, as well as the economic impacts of immigrant labor and invasive species. Much of this work has been provided to U.S. Congressional committees, state officials, commodity associations and farm organization leadership.

Rosson holds a bachelor's degree in agronomy, plus master's and doctoral degrees in agricultural economics, all from Texas A&M.

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**Editor's Note:**

"Cotton News", a weekly service of Plains Cotton Growers to the cotton industry and news media in the 41-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 [editor@plainscotton.org](mailto:editor@plainscotton.org)