

PCG Reminds Consumers to Buy Cotton

Friday, December 7, 2018

By Mary Jane Buerkle

With the holiday shopping season upon us, whether you're taking advantage of a sale to purchase something for yourself or satisfying a loved one's Christmas wish list, consider something made from cotton. This could be a pair of trendy jeans, a set of soft cotton towels or sheets, something made with cottonseed oil for your favorite foodie, or even cold, hard cash – U.S. paper currency is made of 75 percent cotton and 25 percent linen.

According to the Cotton Incorporated *Lifestyle Monitor*[™] Survey, holiday shoppers plan to spend \$679 on holiday gifts this year, a 19 percent jump from 2017. Of the total spent, Cotton Incorporated says, about \$240 will go toward clothing gifts. A high percentage of consumers have said they like to receive clothes as gifts, including T-shirts, sleepwear, jeans, and sweaters.

The National Retail Federation expects total retail sales to increase between 4.3 percent to 4.8 percent over 2017, and spending to jump to between \$717.45 billion and \$720.89 billion, up from \$687.87 billion last year, according to a news article on lifestylemonitor.cottoninc.com.

“As consumers, we must look for cotton in the things we purchase, whether it's for ourselves or as a gift,” PCG Executive Vice President Steve Verett said. “Take a minute to check the tag, because each time we purchase cotton products, we're helping ensure the success of our industry.”

Connect With PCG!

Find us on Facebook and Twitter

<http://www.facebook.com/plainscottongrowers>

<http://www.twitter.com/PCGNews>

Subscribe to PCG Email Services!

<http://ow.ly/gp7KZ>

Upcoming Area Ag Conferences

January 11 – West Plains Crops Conference, 8 a.m.-3 p.m., Sundown Room, South Plains College, **Levelland**. CEUs available. More info: Kerry Siders, EA-IPM, or Wes Utley, CEA-AG/NR, (806) 894-3159.

January 15– Ochiltree Crop Profitability Meeting, 10 a.m.-Noon, Ochiltree County Expo Center, 402 Expo Drive, **Perryton**. More info: Scott Strawn, CEA-AG/NR, (806) 435-4501.

January 15 – Southern Mesa Ag Conference, time TBA, Forrest Park Community Center, **Lamesa**. CEUs available. More info: Tommy Doederlein, EA-IPM, or Gary Roschetzsky, CEA-AG/NR, (806) 872-3444.

January 16 – SE Panhandle Ag Conference, 8 a.m.-3 p.m., Kathy Fowler Insurance Ball Room, **Memphis**. CEUs available, cost \$10 at the door. More info: Josh Brooks, CEA-AG/NR, (806) 259-3015.

January 17 – South Plains Ag Conference, 8 a.m.-4 p.m., Texas Red Wine Event Center, 2127 US 380, **Brownfield**. CEUs available, including auxin training. Cost \$10 at the door. More info: Geoff Cooper, CEA-AG/NR, (806) 637-4060.

January 23 – NW Panhandle Cotton Conference, 8 a.m.-3:30 p.m., Rita Blanca Coliseum, **Dalhart**. Three CEUs in IPM available. No cost. More info: Mike Bragg, CEA-AG/NR, (806) 244-4434.

January 25 – Caprock Cotton Conference, 7 a.m.-5:30 p.m., Floyd County Friends Unity Center, **Muncy** (between Floydada and Lockney on U.S. Highway 70). CEUs available. More info: Cristen Brooks, Floyd County CEA-AG/NR, (806) 983-4912, or Dr. Caitlin Jackson, Crosby County CEA-AG/NR, (806) 675-2347.

January 28 – Top of Texas Cotton Conference, 8 a.m.-4 p.m., M.K. Brown Auditorium, 1100 W. Coronado Drive, **Pampa**. Three CEUs in IPM available; no cost. More info: Jody Bradford, Carson County CEA-AG/NR, (806) 537-3882.

January 28 – Cotton Pre-Plant Meeting, 10:30 a.m.-1:30 p.m., Happy State Bank Conference Room, 500 Main St., **Silverton**. More info: Mason Carter, CEA-AG/NR, (806) 823-2522.

January 29 – Llano Estacado Cotton Conference, 8 a.m.-3:30 p.m., Bailey County Electric Cooperative, 610 E. American Blvd., **Muleshoe**. CEUs available. More info: John David Gonzales, EA-IPM or Curtis Preston, Bailey County CEA-AG/NR, (806) 252-4583, or Sergio Mendez, Parmer County CEA-AG/NR, (806) 251-5120.

January 30 – Pre-Plant Producers Meeting, 8:30 a.m.-1 p.m., Kuhlman Extension Center, 200 N. Brown Road, **Canyon**. More info: Dr. J.D. Ragland, CEA-AG/NR, (806) 468-5543.

Early Registration Deadline Approaching for January Beltwide Cotton Conferences

The 2019 Beltwide Cotton Conferences, set for January 8-10 at the New Orleans Marriott in New Orleans, La., will provide insight on current research and emerging technology – to help attendees improve production, processing and marketing efficiency. The BWCC, coordinated by the National Cotton Council, annually brings together university and USDA researchers, Extension personnel/agents, consultants, and industry sales/support personnel.

Information on the 2019 BWCC, including registration and housing reservation instructions, is at www.cotton.org/beltwide/.

The 2019 BWCC will begin at noon on January 8 with the half-day Cotton Consultants Conference – open to all attendees.

The BWCC cotton technical conferences, which will provide updates on research and a look into the technology pipeline, will meet concurrently beginning on the morning of January 9 and conclude by noon on January 10.

Registration costs for the 2019 BWCC before December 17 are: \$200 for NCC/Cotton Foundation members, university and USDA researchers, Extension personnel, associations and consultants; \$500 for non-U.S. research, extension, associations, and consultants; \$400 for non-NCC/Foundation members; and \$80 for students.