

## Texas High Plains Crop Update

Friday, July 24, 2020

By Mary Jane Buerkle

Much of the 2020 Texas High Plains dryland crop now can be considered completely gone, but much of what remains – especially irrigated acreage – is showing some potential.

Spotty yet timely rains have helped boost the crop for many growers, giving plants some relief after an especially hot week last week. This past week, temperatures moderated back into the 90s with lows in the upper 60s and lower 70s, which is exactly what was needed for much of the area.

PCG estimates dryland abandonment at about 75 percent across their 42-county service area, and overall abandonment somewhere between 40 and 50 percent. Time will tell if already-suffering acreage can hang on and make it to harvest, depending on future rainfall.

One thing growers should note is that the deadline to apply three dicamba products over-the-top is approaching soon – Friday, July 31. Growers with existing stocks of dicamba-based herbicides XtendiMax, FeXapan, and Engenia have until that date to use them in accordance with the product's previously approved label. Federal registration of those three products have been vacated per a decision by the United States Ninth Circuit Court of Appeals back in early June, but the Environmental Protection Agency granted the use of existing stocks until then.

A fourth dicamba product, Tavium, was not impacted by the ruling, and the product is available for use under existing label restrictions. Contact your local retailer for more information.

Also, the Ninth Circuit earlier this week upheld the EPA registration for Enlist Duo, Corteva Agriscience's 2,4-D choline and glyphosate premix to be used on Enlist cotton, corn and soybeans. The Center for Food Safety, one of the plaintiffs in this case and also a plaintiff in the dicamba case, said they would seek a full court rehearing.

Markets this past week have been sluggish, trading lower at press time on the closure of China's consulate in Houston. December futures dipped below 60 cents for the first time in weeks.

## Cotton Incorporated to Host "Cotton and Coffee" on Tuesday

Cotton Incorporated encourages growers to participate in their second "Cotton and Coffee" program, scheduled for Tuesday, July 28, at 7:30 a.m. Central via a Zoom web call.

Vikki Martin, VP of Fiber Competition for Cotton Incorporated, will discuss why the United States is the world's most reliable producer of high quality cotton. She will share how Cotton Incorporated helps maintain this leadership position through ongoing research in their Fiber Competition division.

Registration is required to attend, so please contact your local Cotton Board Regional Communications Manager. The two covering Texas are Shelley Heinrich, 806-670-3250, [sheinrich@cottonboard.org](mailto:sheinrich@cottonboard.org); or Christi Short, 469-951-6161, [cshort@cottonboard.org](mailto:cshort@cottonboard.org).

## Important Program Deadlines

### U.S. Department of Agriculture Key Programs

Coronavirus Food Assistance Program (CFAP) Application  
**August 28**

Yield Update for PLC Program  
**September 30**

Wildfire and Hurricane Indemnity Program+ (WHIP+) Application  
**December 31**  
*(program funds will remain available until expended or December 31)*

### Small Business Administration Key Programs

Paycheck Protection Program  
**Signup Extended Through August 8**  
Economic Injury Disaster Loan  
Signup Ends December 31

## Consumer Demand for Sustainable Action Has Grown During COVID-19

Friday, July 17, 2020

From the U.S. Cotton Trust Protocol

A recent global survey shows 54 percent of sustainability leaders at apparel and textile brands say they've seen their customers' demands for environmentally sustainable practices and products increase since the beginning of the COVID-19 pandemic, but 59 percent said they believe customers will still continue to prioritize price when making purchases.

The U.S. Cotton Trust Protocol conducted this survey to find how sustainability programs at brands and retailers had changed in a post-COVID world.

The survey found that 43 percent of respondents believe COVID-19 has had a positive impact on investments in sustainability efforts during this period, while 40 percent believe it has had a negative impact. Likewise, they believe their customers are facing the same struggle between their pocketbooks and the environmental concerns -- when asked to rank how they believe customers will prioritize their purchases in the next year, respondents ranked the top two priorities as "Getting the best possible deal" and "Brand or retailer alignment with their personal values."

"It's clear that COVID-19 has caused economic challenges up and down the supply chain, but this survey shows that companies and their customers remain focused on sustainability," said Dr. Gary Adams, president of the U.S. Cotton Trust Protocol.

"As we enter recovery in many countries, systems like the Trust Protocol will be more important than ever so brands can have the data they need to show they are meeting their science-based targets," said Dr. Adams.