

## **U.S. COTTON TRUST PROTOCOL ANNOUNCES REGIONAL GROWER WEBINARS**

Friday, October 30, 2020

By Whitney Curry

Over the past couple of months, the U.S. Cotton Trust Protocol has been hosting grower information webinars to inform producers of the value of joining the U.S. Cotton Trust Protocol and to provide instructions on how to join. Recently, the Protocol announced they would be hosting REGIONAL based grower webinars to encourage producer participation.

The U.S. Cotton Trust Protocol is a U.S. cotton industry effort to validate sustainability practices and ensure demand for U.S. cotton among brands and retailers by documenting the sustainability and production practices employed by U.S. cotton producers. Participation in the protocol by producers is critical to the success of the program.

The Texas High Plains regional grower webinar is slated to be **Thursday, December 10, 2020 at 7:30 a.m. CST.** To register for this webinar visit: <https://zoom.us/meeting/register/tJYode-srj8oGNecmvLeIlyTJmzwzmjks38oc>.

If you are unable to attend the grower webinar for the Texas High Plains region, visit <https://trustuscotton.org/enrollment-webinar-live-sessions/> to see a list of all available regional grower webinars and find one that fits your schedule.

Contact a member of the National Cotton Council if you have any questions about the upcoming webinars. Marjory Walker ([mwalker@cotton.org](mailto:mwalker@cotton.org)), Ken Burton ([kburton@cotton.org](mailto:kburton@cotton.org)), Craig Brown ([cbrown@cotton.org](mailto:cbrown@cotton.org)), or Tas Smith ([tsmith@cotton.org](mailto:tsmith@cotton.org)).

## **COTTON INCORPORATED TO HOST "COTTON AND COFFEE" ON NOVEMBER 10**

Cotton Incorporated encourages growers to participate in their upcoming "Cotton and Coffee" program scheduled for **Tuesday, November 10, 2020**, at 7:30 a.m. Central via a Zoom web call.

Join **Dr. Kater Hake** and **Gaylon Morgan**, from Cotton Incorporated's Agricultural and Environmental Research team. They will discuss the organizations top priorities in ag research.

Registration is complimentary, but you must register 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).

## **'OWNING YOUR PIECE OF TEXAS' PROGRAM EARNS NATIONAL RECOGNITION**

Wednesday, Nov. 4, 2020. By Kay Ledbetter, AgriLife Today

The "Owning a Piece of Texas: Agricultural Landowner Legal Education Project" conducted by Texas A&M AgriLife Extension Service has been announced as a Project of Excellence by the Southern Extension Risk Management Education Center.

Each year the Center's advisory council evaluates projects based on the importance of outcomes, audiences reached, realized

and potential impacts and quality and value of project communications. The Owning a Piece of Texas program was selected as the top-ranking project from the 13 participating states.

"Owning Your Piece of Texas: Key Laws Texas Landowners Need to Know" is a day-long program designed by Tiffany Dowell Lashmet, AgriLife Extension agricultural law specialist in Amarillo, that addresses landowner liability, fence law, water law, special use tax valuation and more.

During 2019 which exceeded expectation, Lashmet and her team presented the program in Lubbock, San Antonio, Crockett, Cat Spring and College Station, attracting 830 attendees representing more than 432,000 acres.

"This attendance was unexpected, a bit overwhelming and very exciting," Lashmet said. "We projected to have 125 people total at the live programs."

In addition to Lashmet, each event included Blake Bennett, Ph.D., AgriLife Extension economist, Dallas, discussing special-use property tax valuation and at least one additional speaker, usually a local attorney. People enjoyed the chance to hear a different voice and to meet an agricultural attorney in their area, Lashmet said.

"This project provided practical, important information to Texas landowners. From the Owning Your Piece of Texas handbook, to five live presentations, to an online recording of a presentation, this project achieved its goal of educating Texas landowners on legal issues they are facing," the award announcement stated.

Lashmet said program attendees ranged from a Kentucky couple who flew to San Antonio to educate themselves on the legal issues they face with their family land in Texas to a widowed woman overwhelmed by the pressure to manage the family operation without her husband.

"Our focus on the practical aspects of the laws seemed to be something that participants really appreciated," she said. "Rather than talking theoretically about the laws, we tried to really break topics down into practical steps to take home and put into place."

Of those completing an evaluation, 98% of attendees reported intent to implement something learned at the program in their operation. Evaluations indicated a 71% knowledge increase over all topics, and multiple attendees dubbed this the best educational program they've attended to date.

While Lashmet said it took a considerable amount of time to write the accompanying handbook, the interest from people about the handbook was far greater than anticipated and proves its worth.

"We had to order additional copies almost immediately due to the number of requests for handbooks and the number of registrants at workshops," she said.

A hard copy of the handbook can be purchased by emailing Lacrechia Garza ([lacrechia.garza@ag.tamu.edu](mailto:lacrechia.garza@ag.tamu.edu)) without attending a program. Those interested in finding a future in-person or online event to attend can go to Lashmet's Upcoming Presentations (<https://agrilife.org/texasaglaw/upcoming-presentations/>).