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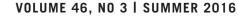
VOLATILITY RETURNS TO COTTON MARKET

WALKING IN HIGH COTTON The Adams' Legacy of Farming

"IT'S MORE THAN A JOB, IT'S A WAY OF LIFE" The Story of Johnny and Janney Anderson

COTTON RESEARCH AND PROMOTION PROGRAM CELEBRATES 50TH ANNIVERSARY

COMMENTATOR





Volatility Returns to Cotton Market



"It's More than a Job, It's a Way of Life" The Story of Johnny and Janney Anderson



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Walking in High Cotton The Adams' Legacy of Farming



Cotton Research and Promotion Program Celebrates 50th Anniversary

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COMMENTATOR is published three times per year as information for its farmer-members by Plains Cotton Cooperative Association (PCCA), a cotton marketing cooperative with headquarters at 3301 East 50th Street, Lubbock, Texas. Eligibility to participate in programs administered by PCCA is established by law without regard to race, color, creed, sex, religion, age, national origin or handicap.

On the cover...

Farmers across Texas, Oklahoma and Kansas are keeping a close eye on the progress of their crops this year.

Photo by Jayci Cave.

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To be sure, difficulties will find us through markets, weather, regulations and production problems. That's when it's vital that we stand together to solve problems.

Letter from the President

Farming is a long-term business proposition.

Over the past few months, I have been looking for common elements or practices that create long-term value and success. Overwhelmingly, one of the most important factors is disciplined adherence to a well-designed plan. This is especially true for farmers. Ours is historically a low-margin business. Therefore, whether it's crop-marketing or conservation, steady progress toward an end goal is critical to finishing well and leaving a legacy for those that come behind us.

To be sure, difficulties will find us through markets, weather, regulations and production problems. That's when it's vital that we stand together to solve problems. The member-owners of PCCA have demonstrated this concept for over 63 years. But this principle started long before PCCA was formed. It goes back generations.

This issue of Commentator has an intentional focus on individuals and families that are living examples of successfully working together and providing solid opportunities for their successors. PCCA was established by a group of individual entrepreneurs looking at the future for themselves and their heirs. They wanted to make sure that the value of the cotton they produced would receive an above average price by becoming a preferred supplier of quality cotton.

One such story involves fourth-generation farmer Powell Adams who happens to be 87 years old. His son, Richard, and grandson, Andrew, are fifth and sixth generation, respectively. The Adams are long-time members of PCCA that plan for success that is not measured merely by the possession of land or dollars but in succession and quality-of-life for their family and neighbors. Their story can be found on page 4.

PCCA continues on this mission today. This member-owned company is innovating ways to deliver comprehensive value to its farmers. An example of that is providing technology and support directly to members and their gins so that the value of ownership is a reward for doing business with a company you own. Perhaps that philosophy is best summed up in our slogan "Grounded in Tradition, Invested in Your Future."

C. Keni Brildy

NOLATILITY RETURNS TO COTTON MARKET

Bγ John Johnson Photo bγ Jaγci Cave





The U.S. Department of Agriculture provided fireworks for the cotton market on July 12 that would have rivaled those during the Independence Day celebration the

previous week. Immediately after the department released its monthly supply and demand reports, cotton futures at the Intercontinental Exchange in New York exploded to the upside as speculative buying surged. The October, December, March, May, and July futures contracts settled limit-up that day with December settling at 70.78 cents per pound. For the five trading sessions ended July 14, December cotton gained a total of 872 points with 700 points coming in less than 24 hours.

Changes in USDA's estimates for China, specifically domestic cotton consumption, provided the ignition that set the futures market on fire. Chinese beginning stocks were lowered 1.5 million bales from 62.3 million to 60.8 million bales, and consumption was raised 1.5 million bales for 2016-17. Overall, however, the reports were a bit confusing for some analysts as USDA raised its estimate for 2016-17 U.S. production by one million bales to 15.8 million bales to 11.5 million. Traders also noted the department cut its estimate for Pakistan's production by one million bales and lowered its estimate of the Indian crop by 500,000 bales.

Ahead of the July supply and demand reports, cotton futures prices had been locked in a tight trading range for several weeks amid uncertainty on several fronts. Most of the uncertainty stemmed from negative macroeconomic signals in the United States and elsewhere. These included disappointing jobs figures and declining orders for business equipment in the United States. Most of all, though, were global equity and financial market jitters leading up to Great Britain's vote to stay in or leave the European Union.

The vote was held on June 23, and by a margin of 52 percent to 48 percent, Britons chose to leave the EU, raising fears about the impact on Britain's financial services industry and the possibility Europe could be pushed back into recession. The following day, equity and commodity markets fell significantly, and British and European bank shares tumbled more than 13 percent.

The vote results sent the dollar higher and cotton futures lower on June 24. Contracts at the Intercontinental Exchange in New York spent the majority of the session on negative ground. December cotton traded from a low of 63.83 cents per pound to a high of 65.43 but eventually settled 100 points lower at 64.42.

On a positive note, cotton prices had received some support from concerns about the cotton crops in China, India and Pakistan. The estimate for China's 2016-17 production was reduced by 1.0 million bales to 21.5 million, according to USDA's June supply and demand reports. Other reports noted a "modest decrease" in cotton's planted area in India, and Pakistan's area under cotton cultivation was expected to fall short of the target by 5 to 10 percent. In another interesting development, India was importing cotton from Pakistan due to rising local prices resulting from tightening supplies.

Export sales of U.S. cotton have remained positive. Total commitments for the 2015-16 season had risen to almost 9.9 million bales as of July 14, and export shipments stood at almost 8.6 million bales.

Meanwhile, export sales of U.S. cotton have remained positive.

Virtually all the crop in Texas, Oklahoma and Kansas was in good condition in mid-July, although some producers on the Texas High Plains had to replant following heavy rains and large hail.

In other news, sales from China's reserves have continued at a steady pace since early May with virtually all cotton offered each day being taken. The daily auctions are expected to continue through late August.

Volatility in the cotton market may continue until the next supply and demand estimates from USDA are released on August 12. Traders and analysts will be watching for any revisions from the July estimates. Some question the 11.5 million-bale-estimate for U.S. exports because China is not expected to import a sizeable volume of U.S. cotton in the coming season. Analysts also caution that speculators that have supported the recent rally in cotton futures can turn on a dime and become sellers which would only add to the current volatility.



Walking in High Cotton THE ADAMS' LEGACY OF FARMING

by Jayci Cave

S itting at his kitchen table, Powell Adams reminisced on his lifetime of memories. From building his own home to always instilling a passion for life, family, and farming, Powell has built a legacy his family is proud to carry on.

"It was all very, very special," Powell said. "Not many people get to work with their granddaddy, and their daddy."

Not only did he have the opportunity to work with his brother, his father and his grandfather, he also has been able to farm with his son and grandson. Six generations of Powell's family have chosen to continue the family legacy of farming. Powell said he began farming in 1937, and he still helps out when needed. There are not many people that started farming in the 1930's that are still driving a tractor.

"Farming was my job, but if you enjoy it you don't ever have to go to work," Powell said.

Powell remembers when his father, the late W.T. Adams, bought a Farmall tractor with steel lugs and iron rims that could pull two-row equipment. His father adapted the tractor to have rubber tires and to be able to pull four-row equipment.

"Then, when I got a little older, they had come out with some tractors that had rubber tires. My daddy bought me a Model B John Deere with two-row equipment. It hand cranked on gas and ran on kerosene. None of the tractors had a battery. Daddy had a four-row tractor, and because I had a two-row tractor, I had to make a round to get the four-rows. We thought we were in high cotton," Powell said with a smile.

Before the invention of the cotton stripper, Powell remembers the days when cotton was pulled by hand, put into sacks, weighed in the field and then taken to the gin in trailers. He said they would start harvest before the first frost, and then they would have to go back through the field to get the cotton that opened after it was pulled the first time.

"When we were pulling cotton, Lubbock was booming because of the temporary labor," Powell said. "Then we got cotton strippers and didn't need the extra labor anymore. If you had a good, hard working preacher in your crew, you could get a lot of cotton harvested because he would sing his sermon in the field. He would sing and the crew had to stay close enough to hear him. If he was pulling fast, they would have to pull fast to keep up with him. We had a good, fast pulling preacher that worked for us during harvest." Another change Powell has experienced in his lifetime is the advances in gin technology.

"Our gins have changed something radical. We used to have two gins at Liberty Gin, and we would get along pretty good. Now, we have one gin with very little labor," Powell said. "It is mostly automatic. The



Three generations of farmers. From left to right: Richard Adams, Andrew Adams and Powell Adams

gin will kick out around 40 bales of cotton every hour. It is awesome. It is fast and efficient. They used to gin three or four bales an hour and think they were doing pretty good."

Powell said from the time his son, Richard, was old enough he was telling him that he wanted to drive a tractor. One day, he decided it was time for Richard to learn and told him to go plow the ground in one of their fields.

"His eyes lit up when he got on that tractor," Powell said with pride. "Come suppertime, he wasn't here. But in a little while he came in and said, 'Daddy, you didn't show me where the light switch was, and it was going to get dark so I had to quit.' He thought he was ten feet tall when he walked in that back door. It was so fun, and I enjoyed it so much. He's still farming."

Richard said his favorite part of working alongside his family is seeing the technology change over the years and learning from their experiences.

"When my granddad was around we were out there with no cab running four-row equipment, or maybe even two-row equipment when I was just a little boy," Richard said. "Then you saw the progression with my dad and technology changing, but just learning from them has been great. It is a learning process, and every year is different. Working with my dad, granddad and uncle, you get a different perspective from all of them because everybody is different." Carol Adams, Powell's wife, said one

continued on page 6...

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thing that makes their family unique is their ability to fix things themselves.

"They can make or fix anything themselves so they don't have to hire as much repair work done," Carol said. "If something breaks down, they are able to fix it and go on. That is what was instilled in them. They were taught to do it themselves, and that is where they saved a lot of money and could put it back into the crop."

Powell said in his experience he thinks working with cooperatives is a good business decision and helps ensure the future.

"The farmers run it and if it makes money, the farmer makes money," Powell said. "I think it's the way to go. I have had both ways. I have ginned at the coop and ginned at the independent. It didn't take me long to figure out where my interests were. I just don't see any other way for them to stay in business."

Andrew Adams, Powell's grandson, said it is very relaxing to get to work with his family every day. He said he has a special bond with his father and grandfather.

"You know your family and you know that they will accept you and love you in the good and bad times," Andrew said. "With my granddad, it is neat because of how much he has seen and how much he has gone through. He has a lot of stories that I can learn from, not just in farming, but also in life." Powell said he is proud that his son and grandson wanted to carry on the tradition.

"My grandson, Andrew, wanted to farm and had been helping his dad Richard farm after he graduated from Tech," Powell said. "I decided to retire from the day-to-day work on the last farm I had been working. So I turned that farm over to Andrew to work. He is a great farmer. We couldn't get by without him. He can handle all this modern electronic equipment a whole lot better than I can. We didn't have anything like this when I started farming, and now we use air conditioned tractors that are guided by satellites."

Andrew said he wants to give his sons the opportunity to farm, but more importantly, he wants to pass on the values and work ethic his father and grandfather instilled in him. He said they are both hard workers but know that it is just farming and it is just money.

"Family is more important," Andrew said. "My dad modeled that when I was growing up because I know there were times he had long days, but he still went out there and played baseball with me. That has helped me with my boys to understand there are things I need to not get so stuck in. It is just a job. Also, to realize that people are more important than just making money."

Perseverance is one of the many things Richard said he learned from his father and grandfather that has stuck with him through the years.

"Last year was a tough time, but you kind of learn from that. Just learn from the bad times and try to go ahead and make the best of it," Richard said. "There's always going to be ups and downs, but we know that God is in control. Just do the best you can at what you are good at and let everybody else do their jobs. Spending time with family that you can learn from and trust is also great. They are always going to be there for you, and you are going to be there for them."

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Powell's father, the late W.T. Adams, was one of the first to test an experimental John Deere onerow cotton stripper pulled by mules in 1927.



Carol and Powell Adams

Could GET A BOOST

BY JOHN JOHNSON

otton production in Kansas has the potential to increase significantly in the coming years thanks to a combination of factors. From 1996 through 2012, more than 1 million bales grown in more than 20 counties were ginned in the state, peaking at almost 131,000 bales in 2006. However, acreage and production soon began declining due to damage caused by 2,4-D drift as farmers sought ways to combat glyphosate-resistant weeds on fallow wheat land.

The economic impact was enough to cause some farmers to abandon cotton, but a new formulation for 2,4-D that reduces drift, new cotton varieties resistant to 2,4-D damage, and increased emphasis on water conservation could result in a resurgence in cotton production. The greatest impact may occur in Southwest Kansas where Tom Lahey, a fourth generation farmer, has been using irrigated and dryland cotton in his crop rotation since 2000.

"We started raising cotton when we started losing our irrigation water from the Ogallala (aquifer) in the late '90s," Lahey said. "We raise cotton to increase the value of an inch of irrigation water."

"Conserving water is the biggest issue for us out here," added Lahey's son-in-law, Marcus Howe. "We are trying to plant crops that use less water, and cotton is one of those crops. The biggest sustainability question we have for the future out here is our aquifer."

The water efficiency of cotton caught the attention of Kansas Governor Sam Brownback when he began developing a 50-year water plan for the state to slow the depletion of the Ogallala aquifer. In fact, cotton uses 50 percent less water than corn and can produce a much higher net return per acre. A study by PCCA staff in 2014 showed an average irrigated cotton yield of 1,250 pounds per acre in Southwest Kansas and a price of 60 cents per pound at that time would produce a net return of \$278 per acre. Average irrigated corn yields at the time were 200 bushels per acre, and the price was \$4.01 per bushel resulting in a net return of \$122 per acre. The convergence of water conservation, new chemistry and new varieties is encouraging for Kansas farmers who grow or want to grow cotton.

"We've needed 2,4-D resistant cotton since we started growing the crop," Lahey said. "In 2013 and 2014, we'd been



Tom Lahey (left) visits with Kansas Governor Sam Brownback about the future of Kansas cotton when the governor visited PCCA's Liberal Warehouse last summer.

through a drought, and I think that is why we experienced so much damage on our cotton in those years." The dry conditions and increased use of 2,4-D are believed to have caused damage to cotton up to five miles away. The 2,4-D resistant variety is from Dow AgroSciences' Phytogen division and was available on a limited basis this year.

"We are really pleased to have (this variety) available, and I understand that it will be available on a wide basis in 2017, and they will have several more varieties in 2018," Lahey said. The new 2,4-D chemistry, Enlist Duo, promises to reduce drift when used on fallow wheat land, and Dow AgroSciences is awaiting EPA approval for the herbicide to be sprayed over the top of cotton.

Lahey believes Kansas cotton acreage could explode by 2018 after they see first-hand what the new technology can do. After all, the infrastructure is in place. Kansas farmers have invested \$37.3 million in four cotton gins and harvesting equipment since 1996. In addition, PCCA constructed a 100,000-bale capacity warehouse in Liberal, Kansas, to store its Kansas members' cotton.

"It's exciting to raise cotton," Lahey said. "It is a new and different crop. Cotton is a good fit." 🍫

PCCA Warehouse Committee VISITS OKLAHOMA

BY JAYCI CAVE



Since Plains Cotton Cooperative Association is a member-owned cooperative, there are committees that help oversee operations of each division. The Warehouse Division has a committee of nine members to assist with decision-making. The committee meets quarterly and serves in an advisory capacity to the PCCA Board of Directors on items such as capital expenditures and tariff changes. "The committee must make sure the division has the proper resources to receive and ship crops, safely and efficiently, that vary drastically in size," said Jay Cowart, PCCA's Vice President of Warehouse Operations.

PCCA's Warehouse Division has locations in Altus, Oklahoma, and Sweetwater, Texas. These are two of the oldest facilities. There also are warehouses in Liberal, Kansas, and Rule and Big Spring, Texas. These facilities have a combined storage capacity of 1.2 million bales. The warehouses carefully store, sort and ship members' cotton. Maintaining efficiency while performing at industry standards provides additional value to our members and routinely generates strong returns in the form of dividends. The Warehouse Division employs 70 full-time employees and brings in seasonal help as needed.

Currently, Larry Williams, from Central Rolling Plains Coop Gin, is the chairman. Other members include Mike Brown, Elmer Braden, Jerry McKinley, Gary Feist, Dennis Minzenmeyer, Robert Robbins, Bill Thomas, and Jeremy Louder.

The committee members held their May meeting in Altus, Oklahoma, to tour PCCA's Altus Warehouse and look at possible structural and safety improvements for the future. While in Oklahoma, they also had the opportunity to take a tour of the Lugert Irrigation District facilities. This district is a Bureau of Reclamation project that delivers water to about 46,000 acres, and cotton is grown on about 99 percent of these acres.



Members of PCCA's Warehouse Committee, Board of Directors, and employees toured the Lugert Irrigation District in Oklahoma.

Tom Buchanan, Lugert Irrigation District Manager, said the lake was started during World War II, and the irrigation district first delivered water in 1946 and has delivered water almost every year since. He said this district solely uses surface water to supply irrigation to producers. The water comes out of the lake and then about 300 miles of ditches and canals are used to deliver the water to farms.

"These acres are the historic base of cotton production in Oklahoma, and they are the acres that have led the state in yield and adoption of technology," Buchanan said. "There is no groundwater in Jackson or Greer County where this is located. Our groundwater is extremely poor quality so this is the only irrigation source or opportunity for these two counties."

Buchanan said both the irrigation district and the producers have implemented water savings and are showing a significant achievement of using less water to produce more cotton.



"The landowners have installed about 80 tailwater pits to recycle water. It catches runoff water and pumps it back to the top for them to use it again," Buchanan said. "Producers have also been converting to subsurface irrigation, and the district has been modernizing our measurement and delivery processes."

Buchanan said the farmers are in favor of water conservation and improving the district because it is ensuring they will be able to continue to farm in the future.

"We are totally self governed," Buchanan said. "So in reality when they spend money for an improvement in the irrigation district, they are spending money on their own infrastructure."

"It's More Than a Job, It's a Way of Life" The Story of Johnny and Janney Anderson

By Blair McCowen

Considered a dynamic duo in the South Plains cotton industry, the Andersons have served the area's producers and coop gins with an unmatched level of commitment. Since day one, their eyes have been set on the producers when they aren't lovingly looking at each other. Both Johnny's and Janney's dedication to the industry remains constant and dependable even after 1.5 million miles of travel, years of service and countless memories made.

Johnny was born into a cotton farming family and raised in O'Donnell, Texas. He is an alumnus of South Plains College in Levelland, Texas. Janney was born and raised in Lubbock, Texas, where her father worked in construction, and she attended Draughan's Business College.

The term "young love" is certainly applicable when describing how the couple met. Before their story began, Janney graduated from Lubbock High and Johnny graduated from O'Donnell ISD. While Janney was in college she met Johnny, who was working at Jim Taylor Motor Company, through a mutual friend. They fell in love in the spring, married in the fall, and moved to O'Donnell, Texas, the following January. Today, the couple has been married for 45 years and will celebrate their anniversary in September. The Andersons have two children, Shawn Anderson and Sha'Lyn Moore, and four grandsons.

Janney has worked both in and outside of agriculture. Prior to her current job at Slaton Coop Gin, she worked as a legal secretary in Tahoka, Texas, a city tax assessor and judge in O'Donnell, and later a part time bookkeeper at Farmer's Coop Gin in O'Donnell. In 1983, she took a full time bookkeeping position at the same gin.

Janney began working at the Slaton Coop Gin in 2003 and said she has enjoyed every minute of it.

"Ninety-nine percent of the people are great to work with," she said. "That goes from the manager to the employees you have to the producers."

Prior to his current position in the industry, Johnny worked in other areas of agriculture. He farmed roughly 2,000 acres of dryland cotton in O'Donnell with his father, and in 1971, went to work for the High Plains Boll Weevil Program. In 1986, Johnny accepted a field representative position at Plains Cotton Growers where he still works today.

Commenting on his current position with PCG, Johnny said, "I go around and keep the gins informed on what PCG is doing. As far as I'm concerned, it has been the best thing that has ever happened to me."

Speaking from their rich experiences, the Andersons said the cotton industry and its people create a working environment unlike any other.

"If you think about it, gins are like coffee shops," Johnny said. "That is where producers are going to meet and shoot the bull and tell a few lies or stretch the truth, you know. It's really not an eight to five job; it's a 15-hour a day job then go to a meeting."

"It's a different business world. In the cotton industry there is just a different breed of people," Janney said. "I have had a few incidents in my life where the farmers have come to my rescue and made me feel good. They have always supported me."

Whether it is the farmers supporting the Andersons, or the Andersons supporting the farmers in their respective areas of work, the agricultural industry is bettered because the duo's job does not end when they go home for the day. They not only help those involved in agriculture, but are involved in the industry personally as well.

"Johnny and I being farmers, we also relate," Janney said. "We see what they face every day, and it is definitely a benefit for us to understand what happens in the industry all the way around, from Washington to the cotton gin."





Johnny and Janney Anderson sit surrounded by their children, Shawn Anderson and Sha'Lyn Moore, and their families. Bottom row, left to right: Rhett, Tate and Beau Anderson; Janney and Johnny Anderson; Jordan Moore. Top Row, left to right: Shawn and Heather Anderson; Sha'Lyn and Shane Moore.

Buerkle said the Andersons are well known for their continual hard work and big hearts; both of which make them a vital asset to the cotton industry and their respective employers.

Mary Jane Buerkle, PCG's Director of Communications and Public Affairs, said the Andersons' multi-faceted involvement in agriculture helps them relate to others on a deeper level than business.

"They can really empathize with people and at the same time help them understand so many of the things we are dealing with," she said.

Other than farmers, the couple has touched the hearts of their co-workers as well. Buerkle, said, "Johnny and Janney's longtime dedication is an inspiration to anyone who shares their passion for the industry. I look to both of them for guidance and advice."

The success of the members of PCG and Slaton Coop largely depend on Johnny and Janney so much so that their work is more than just earning a living, but rather a way of life. From their blood relatives to those related to them in agriculture, the Andersons enjoy seeing others succeed and find great responsibility in serving them.

"My favorite part of my job is working with the farmers," Janney said. "I like to see the farmer succeed, and part of him succeeding is me being able to market his cotton and take care of his books. I like them to have the confidence that I can take care of their business when they are out harvesting their cotton."

Johnny agreed. "I don't know if people would believe me, but after 30 years, I don't know that I have woke up one morning and not wanted to go to work," he said. "We are a family. People don't come and go, they come and stay, and you take care of the people that support you." "Johnny and Janney, both together and as individuals, have given so much to the Texas High Plains cotton industry," Buerkle said. "Between the two of them, they know everyone - but those relationships go well beyond the surface, as they are extremely respected throughout the industry."

Johnny and Janney Anderson have built up a legacy that will last long after their time in the industry is through. Speaking on behalf of their future, they both see retirement, but more than that, a chance to travel, spend more time with family and friends, and lovingly gaze into each others eyes as they always have.

"Anyone who has had the opportunity to know them certainly is better for it," Buerkle said. "You can tell that they both truly love what they do."

Without a doubt, the Anderson's love for each other has transformed into a love for the world of cotton and the people in its fields. Their unsurpassed dedication to the industry has written a story that will be shared by many for years to come.

Best of the Best 🗧

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Each year at the Texas Agricultural Cooperative Council (TACC) annual meeting, individuals in the industry are honored for succeeding in the areas of business, leadership, service, efficiency and more. This year, Randy Reid, Bob Snodgrass, and John Dunlap received awards for doing what they do best in the world of cotton and coops.

By Blair McCowen

RANDY REID GINNER OF THE YEAR

The words honor, integrity, passion and vision have all been used to describe the Cooperative Ginner of the Year award recipient Randy Reid, but the praise for his work does not stop there.

Among those who have commended Reid's work is Larry Black of Central Rolling Plains Coop located in Roscoe, Texas. Black said Reid is a man dedicated to customer service, efficiency, and profitability, and has made his gin a leader in the area it serves.

Further admiration for Reid came from Tommy Engelke, TACC's executive vice president, who said some years ago Reid made quite a first impression on him.

"I was blown away by his meticulous attention to finance," Engelke said. "It is impeccable, and needless to say, his record proved well to his coop and later to TACC."

Reid, a native of Lamesa, Texas, is the current gin manager at Tri County Producers Cooperative in Loop, Texas.

Since beginning to "live and breathe" the ginning business at age 26, Reid has been a part of Miles Coop, Windham Coop, and now manages Tri County Producers Coop which was formed after the merger of Windham and Loop cooperatives. He also has been active in state cooperative associations, Texas Cotton Ginners Association, National Cotton Council, and served as TACC's Board President in 2010.

Reid graduated from Lamesa High School and attended college at Texas Tech University where he earned his bachelor's degree in agricultural economics and finance. Reid and his wife, Anna, have been married since 2004. He has a stepson, Steven, and five grandchildren: Dakota, Jerian, Victoria, Brook, and Ashley. Described as a busy man with a big heart, the 13-year Tri County Producers Coop manager stays involved in his community by supporting local sports programs, homecoming activities and livestock shows, as well as providing scholarships to students through his gin.

BOB SNODGRASS DISTINGUISHED SERVICE

Growing up in a military family gave the late Bob Snodgrass the opportunity to call anywhere from Virginia to Texas home, but he ultimately found his home in the hearts of the people in the cotton industry. Chris Gwinn, PCCA South Texas Division Manager, said Snodgrass had a personality that was never overlooked.

"Bob was a dedicated family man with a big heart, great sense of humor, and strong faith," Gwinn said. "He was known for his leadership, work ethic, and wit – as well as his conversational skills."

After graduating from Coleman High School in Coleman, Texas, Snodgrass earned his business degree from the University of Texas in Austin. It was also here that he reunited with his childhood sweetheart, Mary Margaret. Today, they have five children and eleven grandchildren.

Before beginning a career in the cotton industry, Snodgrass worked in the wholesale business in Houston, Texas. After moving to Bryan, Texas, in the 1980s, he began a cotton warehousing career, then worked for 24 years at the Taylor Compress in Taylor, Texas.

In 1991, Snodgrass furthered his involvement in the industry and joined Texas Cotton Growers, Inc. He also held offices ranging from delegate to president on boards for TACC, Cotton Growers Warehouse Association, and the National Cotton Council.

Reminiscing about her husband's personality and work ethic, Snodgrass' wife Mary Margaret said, "Bob was the most unselfish person I have ever met. He did everything for everybody and never put himself first."

Bob Snodgrass, TACC's Distinguished Service Award Recipient, has left a legacy in the cotton industry and set an example of selflessness for others to follow. He is remembered for his talkative nature and glowing sense of humor, as well as his outstanding work and contributions to the agricultural industry and its people.

JOHN DUNLAP COOPERATOR OF THE YEAR

It has been said that once a person "gets bit by the farming bug" he can never get it out of his system. For this Cooperator of the Year, the "farming bug" is what helped him get started in the agricultural industry.

When John Dunlap was eight years old, his father taught him how to drive a tractor on the family farm in Floyd County. According to President and CEO of Farmers Cooperative Compress Ron Harkey, Dunlap has been driving that tractor ever since, all the while striving for success.

"John has quietly and steadily led Farmers Cooperative Compress as Chairman since 2004," Harkey said. "He is always willing to be open minded and never afraid to push back if needed. I have certainly learned to respect his honesty, integrity, and genuine love for cooperatives."

After graduating from Floydada High School in 1968, Dunlap attended Texas Tech University and received his degree in agronomy.

After college and during his first year of farming, Dunlap began serving on coop boards for various organizations and continued to do so in the years that followed. He first served on the Floydada Producers Coop Elevator Board and soon added to his coop service experience with the Floydada Coop Gin Board and the Lighthouse Electric Cooperative Board. Dunlap also served on the Floyd County Farm Services Board, the Floydada Independent School Board, and the Cotton Incorporated Board.

Dunlap currently resides in his hometown of Floydada, Texas, with his wife of 43 years, Judy. They have three children: Robert, Bonnie, and Melissa; and two granddaughters: Karis and Laityn.

According to Judy, her husband's "one and only hobby" is people. As a result of having such a hobby, Dunlap's ability to serve others has been highlighted in the award of Cooperator of the Year.

Cotton Research and Promotion Program

Celebrates 50th Anniversary

1966 - 2016

EDUCATE. RESEARCH. INNOVATE. PROMOTE.

These words tell their own version of cotton's age-old story. However, over the past 50 years, the fiber crop has become more than just a "fluff in a field" with no voice. In 1966, The Cotton Research and Promotion Program was enacted to fulfill the needs of weary cotton producers who needed a voice. Today, the program is fulfilling the needs of the world and has a 50-year-long story to tell.

In the early years, cotton lost its prominence to the introduction of synthetic fibers in the market. According to Cotton Incorporated's website, during the 1960s, clothing and fabrics made from cotton made up 78 percent of all retail textile products. With cotton's commercial commodity status dwindling by the second, producers on the Texas High Plains combined their efforts with regional producer organizations and petitioned the Cotton Research and Promotion Act of 1966. The growers and organizations saw further success after Congress passed the act, and their efforts led to the creation of The Cotton Board later that year.

With a funding mechanism for cotton research and promotion in place, Cotton Incorporated was created in 1970 to monitor the marketing losses and gains of the cotton industry. By 1975, the amount of cotton in retail textile products had dropped from 75 to 34 percent. Upon the introduction of a push / pull marketing strategy focused on consumers and farmers, cotton's decline as a commodity slowed, stopped, and finally began to rise again in 1983.

Bob Stanley, Southwest Regional Communications Manager for The Cotton Board, said the challenges in the cotton market that were present in the past are still present today.

"Fifty years ago when Cotton Incorporated and The Cotton Board were formed, we were in a period where we were losing market share fast to polyester products," Stanley said. "Now, fast forward 50 years and we are losing market share because of new technology in manmade fibers, so our goal is really very similar to what it was in the days when the company got started. We have to come up with ways to attract this demand back."

By 1989, the demand for cotton reached numbers that had been lost for nearly two decades. Cotton Incorporated opened offices across the globe to keep up with cotton's returning popularity, and the classic "Fabric Of Our Lives" campaign was launched.

In the years following the 1980s and 90s, new research developments were made and new marketing strategies were created to further the influence of cotton in American society. The

BY BLAIR MCCOWEN

"I have confidence in our industry and that we will persevere through the challenges we are facing today."

2000s held exciting events and ground breaking research for the company such as the "Cotton. From Blue to Green." denim drive, which encouraged consumers to recycle their denim so it could be turned into home insulation; the "Dirty Laundry Tour," which focused on educating college students on the care of their clothing; and the introduction of an ultra-low gossypol cottonseed for broader animal, aquaculture and human consumption.

The 2010s brought along more promise for the company. With the re-introduction of the "Fabric Of Our Lives" campaign came TV commercials featuring celebrities and even a 24-hour fashion runway show in Miami, Florida.

Dahlen Hancock, current Vice Chairman for Cotton Incorporated and PCCA member, said throughout the years the campaigns have helped the company retain its customer-focused standard of business.

"Most of Cotton Incorporated's promotion efforts right now are focused on the consumer and increasing cotton's share in the fiber market," Hancock said.

The past few years of hard work by The Cotton Research and Promotion Program, The Cotton Board, and Cotton Incorporated have led to the fiber crop's steady place in the American consumer market. According to Cotton Incorporated's website, cotton holds a position at over 60 percent share of total textiles in the market today. The consumer-desired characteristics that cotton possesses (comfort, breathability, quality and ease-of-care) helped retain the status of the fiber crop in the trading world and continue to do so.

1966

In order to help the farmers on the High Plains then and across the U.S. now, the company's push / pull marketing strategy increases the demand for cotton in the consumer market and in turn helps farmers produce a bigger crop with lower costs. While a large component of the push / pull method is consumer oriented, the other large portion of the plan is farmer oriented.

"We are always looking for ways to help farmers produce a bigger crop with lower input costs," Stanley said. "A lot of our efforts are going in that direction; everything we can do to help improve the producer's bottom line."

Eddie Smith, former Chairman of Cotton Incorporated (2002 – 2004), and PCCA Board Chairman, said he is proud of what the program, The Cotton Board, and Cotton Incorporated have accomplished for those in the industry over the past 50 years.

"I am very pleased with the success it has had over the years. We have been able to keep cotton as the fabric of choice," Smith said. "That concept has been challenged and always will be challenged; but it is from those challenges that you grow."

The drive and desire of growers from the High Plains of Texas years ago led to the enactment of The Cotton Research and Promotion Act, and ultimately to the creation of one of the largest advocates for the "fluff in a field" that finally, after 50 years, has a voice that cannot be silenced. The trials, as well as the successes that have occurred in the industry have built up half a century of lessons and stories to be learned from, but most of all a legacy that will be passed down to future generations.

"For me, it is about legacy," Hancock said. "Our forefathers before us had struggles and hard times, and the industry has progressed and the program is still here. I have confidence in our industry and that we will persevere through the

2016

challenges we are facing today."

COTTON RESEARCH & PROMOTION PROGRAM

X



40 YEARS OF COTTON, **A Lifetime of Memories**

STORY AND PHOTO BY JAYCI CAVE

S ome people work to live. Ricardo Franco lives to work. Originally from Julimes, Mexico, Franco learned the value of hard work at an early age. His parents both instilled in him a work ethic he can be proud of.

When he was 19 years old, he came to the United States and almost immediately entered the ginning industry. He worked in Estelline, Texas, for three years before moving to Anson, Texas, in 1976. This year he is celebrating his 40th year at Farmers Coop Gin in Anson.

"The gin manager from Estelline moved to this gin

and asked me to come with him," Franco said. "So me and my father-in-law came here and we liked it. The people here are really nice. It is wonderful. I love it."

Ricardo said working with the people at the gin was more like a family than a group of coworkers.

"We are not talking about a boss and worker relationship. We are talking about really good friends," Ricardo said. "I have worked with a lot of managers, but they have all been really nice. The farmers are really great to me. They respect me, and I respect them."

Barbara Jones, former Gin Manager at Anson, said she and Ricardo developed a close relationship.

"We became like family," Jones said. "We were that close. He has told me many times that I am just like his sister. I feel the same way about him. Even since I retired, we have talked several times, and it really had nothing to do with the gin."

Jones said she learned a lot from Ricardo while working with him. One of the biggest things she admired was his unwavering patience.

"He is a very patient person," Jones said. "He was always very calm even when handling difficult situations. It was very seldom in the 20 years that I worked with him, I ever saw him angry. He just got along with people."

Franco said one of the most challenging parts of the job is working with the seasonal employees.

"I always expected them to be as hardworking as I am," Franco said. "I had to learn to hold back and not expect that. I care about the gin and want it to do well, but not everyone thinks like that." The most memorable season Franco remembers was in 2007 when they ginned 48,000 bales.

"We spent six months out of the year ginning," Franco said. "Everyone was tired, and cotton was coming from everywhere. I don't know where it was all coming from, but it just kept coming and coming."

Franco managed to mix in some play with all of his hard work. He said he remembers in 1980 they had a lot of seasonal workers from his hometown in Mexico.

"We had enough people that we were able to play baseball in the cotton fields," Franco said. "We had multiple teams. It was a really fun year."

Franco has reached a milestone in his ginning career, and he has been married to his wife, Aida, for 41 years. Their love story actually began in a gin office.

"It was my first year working in the gin at Estelline, and she was the bookkeeper there," Franco said. "Her brother and I worked together and were friends. One day I went inside to get a coke from the machine. I asked her if she would like one and she said no."

One day Aida accepted his offer for a coke, and they have been together ever since. They now have four children and seven grandchildren. Franco said he has enjoyed watching his kids grow up and loved watching them participate in school events when they were in high school.

"I am really proud of my family," Franco said. "They have all grown up and have wonderful jobs. I am really happy."

Aida said when he is not working at the gin he is working at home. He also owns his own welding business on the side. Aida said he loves to weld, and he never stops working.

"One interview won't be able to tell the kind of person he is," Aida said. "Even after he goes home, he works. Everyday I have to tell him to slow down. He will work hard two or three days at home after he works at the gin."

Franco is looking forward to ginning his 41st crop this fall and making many more memories.

Gin Manager *Retires* AFTER TWO DECADES *of Service*

BY JAYCI CAVE

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Barbara Jones was honored at the gin's annual meeting. From left to right: Allen Hoelscher, Roger Jones, Barbara Jones, PCCA President & CEO Kevin Brinkley, Bryce Roda

DEDICATED.

This one word summarizes Barbara Jones during her time at Farmers Coop Gin in Anson, Texas. As manager, she always strived to keep her producers happy and keep the gin running efficiently. This past May, after a nearly 20-year career, Jones retired from being gin manager and said she is going to miss the people the most.

"I think the best thing that made a difference in my life is the number of good friends I made that I would never have known without being at the gin," Jones said. "So many of my producers and employees became close friends that I will never forget. I enjoyed all of my farmers, and I am going to miss them. That is the worst part about leaving."

Prior to working at the gin, Jones was a teacher for 30 years. She began working at the gin in Anson in the fall of 1997 and worked part time on the scales. Then, she began working full time in 2003 and became the manager in 2005. Jones said she loved seeing the gin yard fill up with modules, but her favorite part of her job was having the opportunity to work with her husband.

"I was very glad that I was fortunate enough to work every day with my husband, Roger," Jones said. "Roger was the manager of our farm store and was always my biggest supporter. I could never have done this job without him."

Allen Hoelscher, PCCA Director of Member Communications, said Barbara was always a pleasure to work with and very dedicated to the gin.

"She was always very helpful with whatever we asked of her," Hoelscher said. "During ginning season she usually stayed in a trailer at the gin. There were times that she would go for weeks without going home to sleep in her own bed or be able to check on things at her house. She was very dedicated to her job." Jones said being a gin manager was demanding but rewarding.

"The most challenging part of this job would be making sure the gin was ready to go for the beginning of the season and finding enough qualified employees," Jones said. "Also, those 14 hour days, seven days a week, for months was a big challenge. On the other hand, the rewards would be dealing with my producers, having a successful year, and seeing all of our patrons receive a nice dividend."

During her time as gin manager, they made improvements to the gin, acquired additional acreage, and gained many new customers from several counties.

"I believe the secret to being a successful gin manager is to treat every producer equally and with respect," Jones said. "The same would be true for my employees."

In retirement, Jones said she is planning to enjoy the flexibility in her schedule and do lots of traveling.

"We are just going to take life easy and do some traveling," Jones said. "Just kind of do what we want for awhile. It is really nice to be at home and get up in the morning and decide, let's go somewhere."

Jones said working at the gin and developing those close relationships with the people enhanced her whole outlook on life.

"It is so pleasant to know that what you have done makes a difference in a lot of lives," Jones said. "That always made me feel really good that I did my very best to try to make my producers happy. When they were happy, I was happy."





Save the Date

PCCA's August Delegate Body Meeting

Lunch will be served at noon with meeting to follow. Berrye Worsham, President and CEO of Cotton Incorporated, will be a special guest speaker.

> Plains Cotton Cooperative Association will hold its
> 63rd Annual Meeting of Members on September 21st at 2:00 p.m.
> at 3301 E. 50th Street in Lubbock, Texas.

PCCA will present its membership with a report on the financial operations of the association and reports from management. Such other business as may come before the meeting also will be considered.