



COMMENTATOR

PLAINS COTTON COOPERATIVE ASSOCIATION | WINTER 2014

CLOUDS OF UNCERTAINTY

GETTING IT RIGHT

COTTON OR NOTHING

MODULE TRACKING



COMMENTATOR

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On the cover...

Clouds of uncertainty have hung over the cotton market since the 2013-14 U.S. crop was planted. Perhaps the greatest question has been China and its huge stockpile of cotton. See related story on page 2. Photo by Katelyn Karney.



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.

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Getting it RIGHT

Story and Photo by John Johnson



Dick Cooper and Emma Matkin survey a field to determine its yield potential.

Marketing Communications Team Collects Crucial Information

Estimating the size of PCCA's marketing pools each crop year is vitally important to ensure success based on policy set by the farmer-members of the cooperative's pool committees. Marketing of the crop begins well before the first bale is ginned; therefore, it is important to know what the pool volume will be.

PCCA's marketing staff members study monthly reports from USDA's National Agricultural Statistics Service and the annual certified acreage report from the department's Farm Services Agency to help estimate the pool size. They also work with a network of gin managers because they know more about their patrons' crops than anyone, according to Dick Cooper, PCCA Marketing Communications Area Manager.

"The fourth piece of the puzzle is the field surveys we start conducting after the crop gets

started," said Cooper. "We work with the gin managers and our members to identify the fields we will monitor throughout the season," he added. This year, Marketing Communications Area Managers Emma Matkin and Tanner Streety joined Cooper in performing the important task.

"Acreage abandonment is a major factor for our West Texas/Oklahoma/Kansas pool," Cooper said. "We also take into consideration such things as economic factors and calculate heat units that are necessary for a cotton crop to mature." Geographic distribution also is important to the effort because pool committee members are elected by district.

"We don't trust a windshield, so we get out in the fields to look at the crop up close," explained Cooper. Each member of the team is assigned farms, and they make field visits once each month starting in July and prepare weekly reports of their field observations for PCCA management. Just before harvest begins, they present reports indicating yield and quality potential.

Bolls are hand-harvested from a 39-inch section of a cotton row in the fields, and boll weight and size are measured. Then, they are dried and ginned, and the lint is weighed before taking it to Texas Tech University's Institute for Fiber and Biopolymer Research where it is classed to determine quality characteristics.

"Hopefully, the data we collect gives management some peace of mind regarding the size of the pool," Cooper added. "Our members like the fact that we care about their crop. Getting some dirt on our boots and talking to the guys we work for is the highlight of our day." ☺

CLOUDS *of* uncertainty

By John Johnson
Photos by Katelyn Karney



China, the world's largest cotton producer, consumer and importer, has long been a dominant force in the global market, perhaps even more so this marketing year, and it is commanding the attention of virtually all traders and analysts under clouds of uncertainty. A procurement program for its strategic reserves the past three years has resulted in China now owning almost 60 percent of world cotton stocks, giving the Asian country tremendous market manipulating potential.

Purchasing cotton for its reserves provides price support for Chinese farmers; however, the price it pays the farmers is well above world prices. It is the equivalent of almost \$1.50 per pound, depending on exchange rates. Likewise, the size of the strategic reserve also has supported prices elsewhere in the world this marketing year by keeping carryover stocks outside of China relatively tight. For example, the USDA supply and demand report released Dec. 10 estimated U.S. ending stocks at 3.0 million bales, a 21 percent stocks-to-use ratio.

While China's cotton farmers have benefited from the prices they receive from their government, profitability for textile mills there has suffered. Consequently, the mills have sought to import cotton or cotton yarn from other countries such as India and the United States. In fact, China regularly appears among the top three purchasers in USDA's weekly export sales report despite that country's use of import quotas and sliding scale tariffs to increase the cost of imported cotton.

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A significant development this season was China's announcement that it would begin auctioning cotton from the strategic reserves. It created uncertainty and nervousness among traders around the world who feared huge volumes would be dumped on the market, but that has not been the case thus far. The auctions have been orderly but have fallen short of goals, possibly because the cotton being sold has been from the 2011-12 season which is unappealing to mills concerned about loss of fiber quality and weight. Meanwhile, purchases of new-crop cotton continue to be added to the reserves but at a slower rate than last year. Purchases this year totaled almost 13.8 million bales as of Dec. 8, about 10 percent less than this time last year due to higher quality standards.

In recent weeks, talk among the trade has focused on a shift in China's cotton policy to lessen the burden created by the massive strategic reserves. The adoption of a target price system has been mentioned along with insurance incentives or direct payments to farmers. Some observers are concerned that the policy change could result in lower cotton prices in China and reduce demand for imported cotton. On the other hand, if farmers there receive less for their cotton, will they switch to more lucrative crops and reduce overall cotton output? Current estimates are that China's acreage will decline by at least 10 percent.

China also pays its growers a subsidy to plant high quality cotton varieties as well as subsidies to transport cotton, according to one report. Meanwhile, U.S. farm policy appears to be headed in the opposite direction as a House and Senate Conference Committee works on details for a new, long-term farm bill. Some economists believe the reduced support could leave U.S. farmers vulnerable to low prices.

Eventually, answers will be forthcoming regarding farm policy in China and the United States, and analysts and farmers will have a clearer picture of 2014 and beyond as clouds of uncertainty dissipate. ☺

USDA Surprises Some Market Analysts with Lower Estimate for U.S. Cotton Production

The U.S. Department of Agriculture caught some cotton analysts and traders a bit off guard by raising its estimate of 2013-14 U.S. production by 118,000 bales. It was somewhat anticipated that the production number would be lowered. Despite the surprise, the monthly supply and demand report had little impact on the market when it was released Jan. 10.

The U.S. cotton crop was pegged at 13.20 million bales in the latest report compared to December's estimate of 13.07 million. Domestic consumption and ending stocks were unchanged.

Overall, world production is now pegged at 117.81 million bales, up almost one million last month, and world consumption is now projected to be 109.5 million bales, 180,000 bales less than estimated in December.

The Texas cotton crop is now pegged at 4.3 million bales, down 700,000 from last year's crop. The High Plains region accounted for 2.67 million bales in this year's estimate, and the Rolling Plains crop was estimated at 780,000 bales. The Oklahoma crop was estimated to be 190,000 bales, and Kansas production was pegged at 39,000 bales.



In Memory of Jackie Mull

Longtime director and former PCCA Chairman Jackie Mull, 75, passed away Dec. 8, 2013. A lifelong resident of Idalou, Texas, Jackie served on the PCCA Board of Directors for 24 years and was chairman from 1986 to 2004. While he was chairman, PCCA made many advancements to better serve the cooperative's members and the U.S. cotton industry, including acquisition of the American Cotton Growers denim mill at Littlefield, Texas, creation of an electronic title system for cotton marketing, expansion of marketing services for cotton producers in central Texas and Kansas, and establishment of The Seam, an online

cotton marketing system to help cotton producers receive the best possible price for their cotton.

Jackie began farming in 1955, and during his career he served on numerous boards including Idalou Coop Gin, Cotton Incorporated, Texas Agricultural Cooperative Council and was an advisor to the National Cotton Council. He also served on the Idalou School Board and was a deacon at First Baptist Church of Idalou. Jackie is survived by his wife, Gwendolyn, three sons, five grandchildren and 10 great-grandchildren. The family suggests memorials be made to First Baptist Church of Idalou.

Truck to Table

By Katelyn Karney

It is no secret the denim industry can be a very ruthless marketplace. In order to stay competitive, the American Cotton Growers (ACG) denim mill has developed a “Truck to Table” initiative with the goals of becoming more profitable and efficient while producing a highly-sought-after product. ACG is part of PCCA’s Textile and Apparel Division.

The only requirement for success of the program is trust. Cut and sew facilities have to believe in what ACG has to offer, and the program is a far cry from anything the mill has done before. The name of the program pretty much gives it away; ACG is proposing cut and sew facilities take fabric directly from the truck to the table and begin making garments.

Typically, a cut and sew facility will receive a truck load of denim (about 80 rolls of denim equaling about 25,000 yards). They will proceed to cut two yards off of each roll and evaluate the fabric in a barrage of tests in order to predict how the fabric will behave in their operations. They are primarily concerned with fabric physicals, shade consistency, and shrinkage consistency. Under the new Truck to Table initiative, none of the “re” testing is necessary. Basically, ACG has done this work for them and will guarantee that the denim is ready to use.

“Right now, to my knowledge, ACG is the only place in the world that has this technology,” Lori Sierra, ACG Quality Control, explained. “Because we, ACG and Denimatrix, are part of a vertically integrated company, we’ve partnered together, tested the theory, put it into practice, and proved it works.”

Talk of this new program began more than a year ago when ACG developed technology that is able to monitor shrinkage in fabric every three yards. Previously, shrinkage was tested at the beginning, middle and end of a 2,000 yard roll of fabric, which for obvious reasons isn’t always accurate. This technology has eliminated the need for cut and sew facilities to test fabric before making patterns for denim sent to them by ACG. Denimatrix is now participating in the program.

“Basically, our system and software can tell us every three yards how much shrinkage is going into the rolls,” Sierra said. “We take this information, evaluate it and make sure we stay consistent cloth roll to cloth roll to cloth roll. To verify that our system is working and accurate, we perform a full lab test on each loom roll of the dye set (which yields about 25,000 yards of denim). If the shrinkage standard deviation is 1.0 or better, we rock and roll.”

In fact, during a three-month period where 235 shipments went out, 95 percent of those were shipped without making changes. This undoubtedly saves time considering the fabric doesn’t have to go back through shrinkage machines to make the material consistent. According to Sierra, even when fabric does show some variation in shrinkage tests, in most cases it can be used without any issues.

“The great thing about this is the time saved,” Sierra said. “Denimatrix receives all of the important information about a load of fabric long before it arrives at their facility. They can assign it to patterns and cutting orders and be ready to consume the fabric directly out of the truck.”

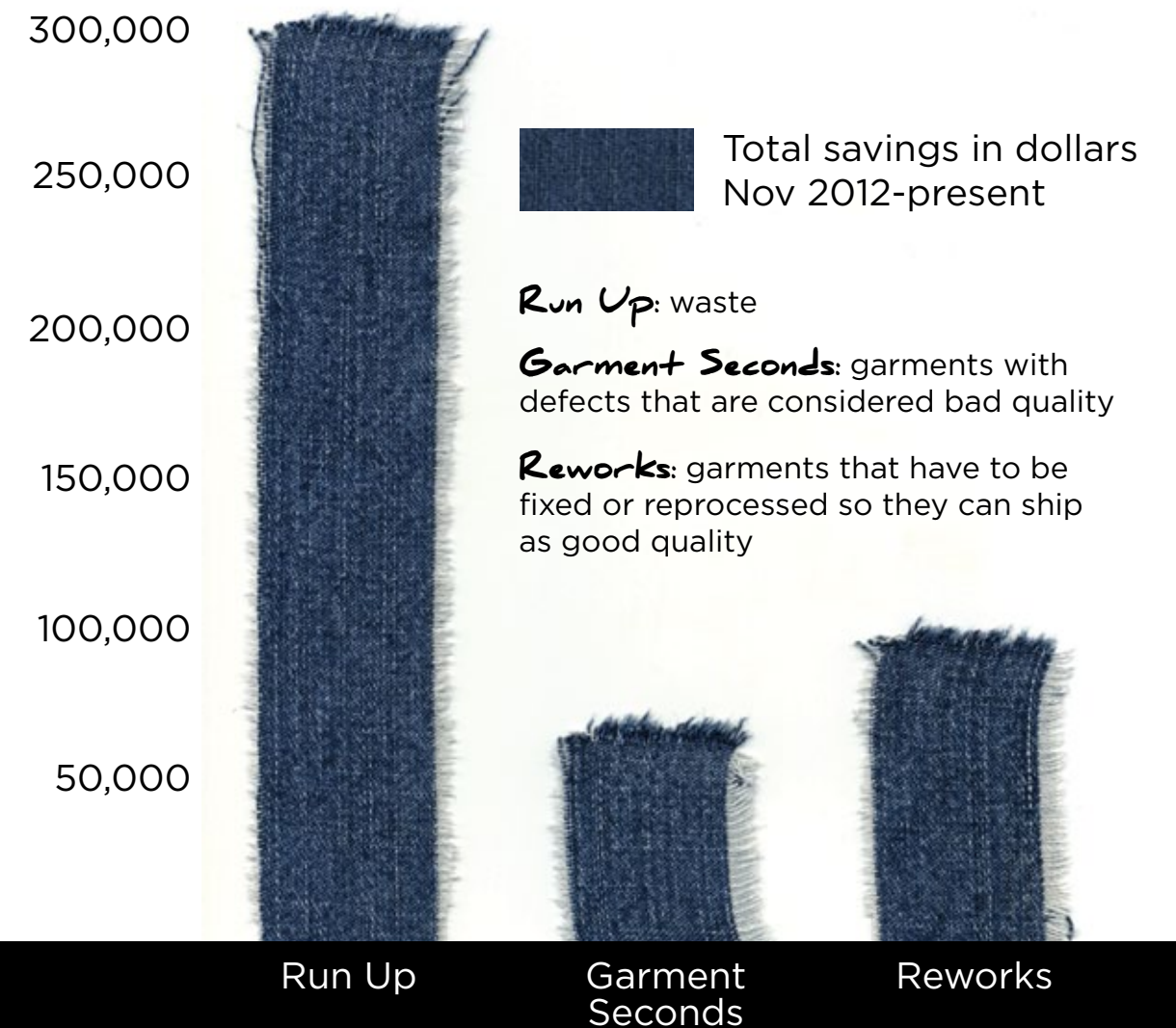
In order to make the program work as it is designed to though, trust and communication is key. ACG provides the cut and sew facility with a specific cutting sequence, and as long as the facility cuts the fabric in that sequence, ACG guarantees the quality of its denim.

“What we have proven to be true and what we have known for many years is if the cut and sew plant will spread the fabric in the exact same order we dye it and leave it that way, it is more

consistent and there will rarely be a problem,” Bryan Gregory, PCCA’s Vice President of Textile Manufacturing explained.

Denimatrix has seen huge success with this program. By not cutting test swatches of denim, the company has saved 9,000 yards of fabric which equates to over \$33,000 in savings. The company’s total savings from the initiative adds up to \$104,000. It also has been able to cut out as much as a week of the processing time. Through the success Denimatrix has experienced, other companies have begun inquiring about the initiative. 🌱

Program Savings for Denimatrix



#CottonOrNothing



Raising awareness.
Coming Together.

Supporting Cotton.

Mannequins took over the streets of New York City to launch a "Cotton or Nothing" campaign during New York Fashion Week.

This year, two programs have been launched to advocate for cotton and the cotton industry, Cotton LEADS and the Cotton Or Nothing campaigns.

Cotton Australia, The National Cotton Council, Cotton Incorporated and Cotton Council International (CCI) joined forces to launch a joint campaign, Cotton LEADS, to raise awareness of the responsible growing practices among cotton producers in Australia and the United States. Together, the United States and Australia are responsible for approximately 17 percent of the global cotton production. The five core principles of the campaign are commitment, recognition, understanding, belief and confidence.

"U.S. and Australian cotton users can take confidence in the Cotton LEADS core principles, which are built upon a track record of responsible production practices and a commitment to continuing improvement," said CCI Executive Director Kevin Latner.

The Cotton LEADS campaign is targeted directly at textile brands, retailers and manufacturers committed to sourcing cotton that is grown in a responsible and transparent manner. Three members from each of the founding organizations will guide the activities of the program along with two members from partnering industry organizations.

"Ultimately, we are all committed to providing the supply chain with greater volumes of responsibly-grown cotton. Cotton LEADS is designed to assist businesses along the cotton supply chain with their sustainability goals," said Cotton Incorporated President/CEO Berrye Worsham. "Apparel brands, retailers, and manufacturers require large volumes and a reliable supply of responsibly-produced fiber as well as proof of responsible production. Through Cotton LEADS, we demonstrate how cotton grown in the United States and Australia can help meet these requirements." For more information on the Cotton LEADS program, visit www.cottonleads.org.

This fall, Cotton Incorporated also launched an individual campaign to promote the use of cotton in the fashion industry. Numerous unclothed mannequins made a statement on

the streets of New York City as they began "protesting." Their presence was part of the "Cotton Or Nothing" campaign from Cotton Incorporated which was launched anonymously during New York Fashion Week. The designated spokesperson for the campaign is Mannequin #9. Through this campaign, the mannequins invite consumers to "Join The Protest" by signing the Cotton Or Nothing Manifesto and take pictures with the mannequins. More than 300 people showed their support for the campaign by participating in the Mannequin Protest, a stop-motion short film created by Evan Boehm.

Since cotton's big price run up in 2011, brands and retailers have been using less expensive synthetic fibers instead of cotton. This campaign is designed to convince brands and retailers to return to using cotton. This campaign is fueled by consumers' increasing dissatisfaction with poorly produced clothing. The energy behind the campaign came from the Cotton Incorporated Customer Comment Project. This project quantified more than 250,000 consumer comments posted onto retailer websites.

"We knew from our Lifestyle Monitor survey that consumers were aware of and displeased by the substitution of synthetics in many of their

traditionally cotton or cotton-rich apparel," said Kim Kitchings, Vice President of Corporate Strategy and Program Metrics for Cotton Incorporated. "The Consumer Comment Project gave us a deeper dive into the specifics."

As of mid-December, 98,881 people had joined the movement to protest against manufacturers replacing cotton with mystery fabrics. Complaints include pilling, odor, fading, static cling, and loss of shape.

"The cottonornothing.com website gives frustrated apparel consumers a forum to share their fabric fails and acts as a resource on how to avoid these disappointments," says Ric Hendee, Senior Vice President of Consumer Marketing for Cotton Incorporated. "With every site visit, posting, and photo upload, apparel shoppers amplify the 'Cotton Or Nothing' message to brands."

Consumers can contribute to the social media conversation and share their opinions on Facebook, Twitter and Instagram by using the hashtag #cottonornothing. To "Join The Protest," visit www.cottonornothing.com. The Mannequin Protest film also can be viewed on the website. 📺

"Ultimately, we are all committed to providing the supply chain with greater volumes of responsibly-grown cotton."

-Berrye Worsham,
Cotton Incorporated President/CEO

By Jayci Cave

Photo courtesy of Cotton Incorporated

Getting Social

It's no secret that the agricultural industry is ever changing. From evolving tillage practices to improved planting dates, seed rates, and innovative GPS systems, new technology is continually propelling the industry forward. But there's a new piece of technology some may not be too familiar with called social media. It doesn't operate your tractors, strippers, pickers or module builders, but it can connect you with other farmers, gins and cooperatives—like PCCA, allowing you to receive the most up-to-date information.

PCCA launched a social media effort earlier this year to increase communication with members and associates. Information pertinent to members is being posted on a Facebook page along with a Twitter account. PCCA will post about upcoming deadlines, meeting dates, Delegate Body meeting updates, press releases, and important advocacy issues our members may want to be involved in. You can find us on Facebook by searching Plains Cotton Cooperative Association or on Twitter as @PlainsCotton.

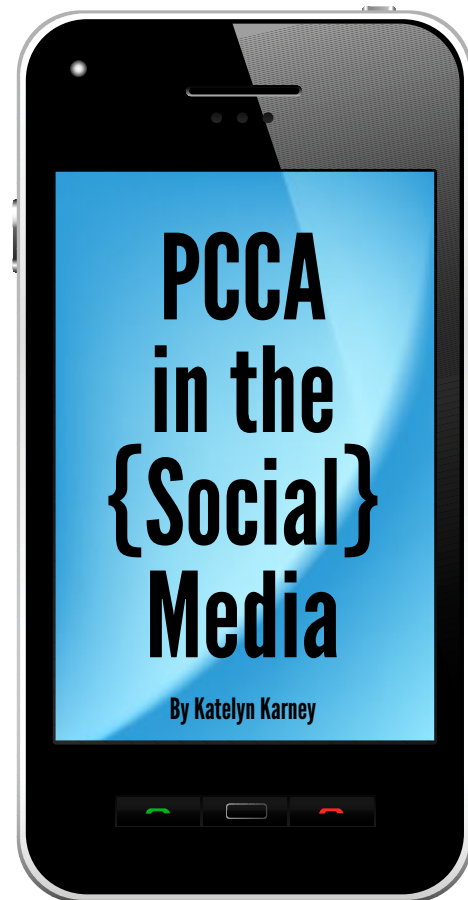
"It is vitally important that we stay in communication with our members," Vice President Administration, Human Resources, Grower Services and Gin Bookkeeping Greg Bell said. "As social media becomes commonplace in today's society, we need to be responsive and prepared to communicate to our members in these ways. Social media provides PCCA with new avenues in providing better and quicker customer service."

A New Audience

The agriculture industry is beginning to find its voice in a world that is constantly looking for more information when it comes to agricultural practices and 2013 was kicked off by 108.4 million viewers witnessing Dodge's two-minute tribute to agriculture during the Super Bowl. An additional 14 million people watched the video on YouTube. There is no better time than the present to tell the story of agriculture.

As agriculturalists we have a unique perspective about a story of the trials and tribulations attributed to feeding and clothing a rapidly growing world. Social media provides us with a unique platform to become "advocates." Facebook claims more than 500 million users while close to 300 million people around the world have Twitter accounts, most of whom spend at least 20 minutes a day checking their profiles. In a world where land designated for agriculture is decreasing and concrete is growing in its place, PCCA also will occasionally use social media to highlight our members, their day-to-day activities and the salt-of-the-earth character that makes our farmers original.

So whether you're looking for additional tips and information provided by PCCA's Communications, Marketing, Grower Services and Gin Bookkeeping departments, or you'd like to be a part of our advocacy effort, look for us on Facebook or Twitter to find out more. 🌱



www.facebook.com/PlainsCotton



@PlainsCotton

Planting *Agricultural Understanding* for Future Generations

By Katelyn Karney

As the disconnect between urban America and agriculture continues to grow at an alarming rate with new subdivisions popping up in place of crops, Texas Farm Bureau (TFB) is working to educate youth on the importance of agriculture in their area. Last year, TFB teamed up with PCCA, Ag Texas Farm Credit Services, Lubbock Chamber of Commerce, and Chick-fil-A to continue bringing an event called Ag in the Classroom (AITC) to Lubbock-area teachers.

"Ag in the Classroom was first proposed by USDA Secretary of Agriculture John Block in 1985," said Tad Duncan, Director of Agriculture Education for Texas Farm Bureau. "The program encouraged states to establish their own Ag in the Classroom program. There is a program in all 50 states, and about half of them are coordinated through the state farm bureau."

Originally overseen by the Lubbock Chamber of Commerce, PCCA volunteered to coordinate the program beginning in 2012. The workshop is geared toward teachers, providing them with techniques about educating students who might be three or four generations removed from agriculture, and about where their food, fuel and fiber come from.

"AITC provides teachers with quality resource materials they can use to integrate agriculture across the curriculum—math, science, social studies, and language arts," Duncan said. "Most states' AITC programs, Texas included, are science heavy to meet the new national STEM initiative (Science, Technology, Engineering, Math)."

Teachers also receive continuing professional development credit for attending AITC workshops which are credits required by state law for a teacher to maintain their teaching certification. The eight-hour workshop also provides educators with real-world techniques and science experiments to encourage students to learn about the world around them.

"Ag in the Classroom is another great avenue for teaching agriculture," said John Johnson, Director of Public and Legislative Affairs for PCCA. "Instead of trying to reach students ourselves, we are providing all of the necessary resources to those who can best reach the next generation. There is no question this is a program worthy of our time, and when it only requires a few hours out of our day, it is well worth it."

This year's Ag in the Classroom for the Lubbock area will be July 22 at USDA Ag Research Service Plant Stress Lab in Lubbock. 🌱

MODULE TRACKING SYSTEM

is PCCA's Latest Innovation

By John Johnson
Photo courtesy of Swisher Coop

A module tracking system is the latest innovation in PCCA's never-ending quest to develop and provide enhanced services to its members and to gins. The system helps make ginning operations more efficient and creates a new revenue stream for PCCA.

"We were approached by a gin in Gaines County, Texas, to develop the module tracking system," says Joe Tubb, PCCA's Vice President of Information Systems. "So, we began writing the software and successfully ran a pilot program at Ocho Gin in 2012," Tubb added. As the 2013 harvest got underway, nine gins were utilizing the system.

The system facilitates gin module inventory and module processes from the field to the finished bale. To accomplish this, the system utilizes smart phone apps and web-based programs developed and maintained by PCCA staff which integrates with existing gin scale and module truck scale systems to allow management of the gin module inventory.

"We will install one piece of software on an existing PCCA computer in the gin office to communicate with the scale system software in the gin plant," Tubb explains. "Since the rest of the system is web based, there would not be any additional equipment needed in the gin office."

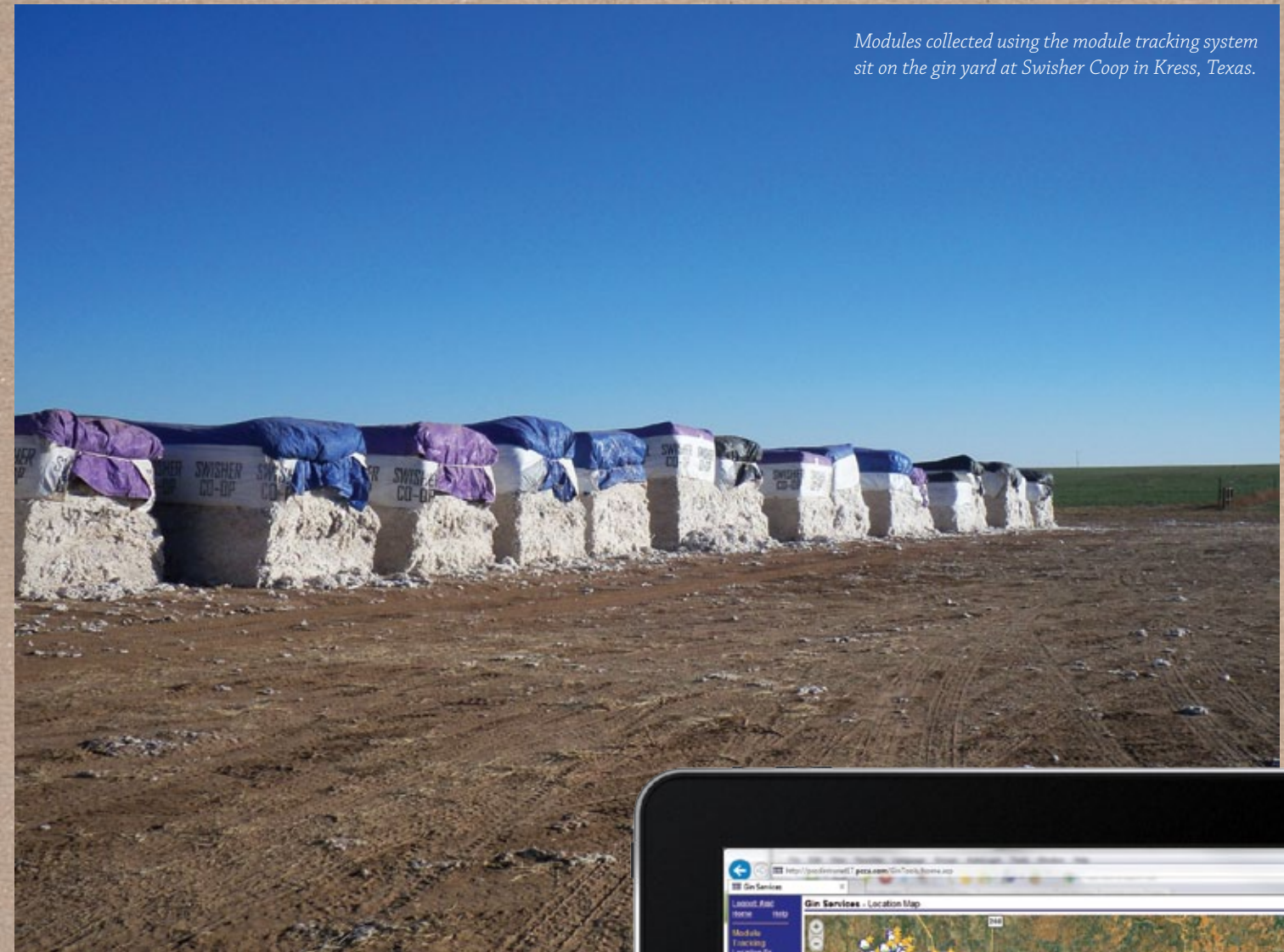
Gin personnel can identify farms by GPS locations in their office using the map software supplied in the system. Modules called in by the producer are logged in on the call-in screen. If the gin tags and/or tarps the modules, an account information adhesive tag can be printed to attach to the module tag. A Module Location mobile app allows for scanning the module tag, locating the module, photographing the module and uploading the information to the module tracking system via a smart phone with cellular data service. If no data service is available at the module location, the information is saved and can be uploaded once cellular data service or wifi access is available.

When dispatched to pick up a module, directions are printed for the truck driver. Consisting of two pages, the first is a map showing directions to the farm, and the second page provides directions to the module if it was located with the mobile phone app. It also shows the yard location to unload the module at the gin.

"This system is still a work in progress," Tubb adds, "and we can customize it for each gin. If internet service is interrupted, the computer keeps gathering data while ginning continues." The system also allows for module ginning scheduling and turnout adjustments.

Two of the features that have been well received are the gin monitor and yard inventory web screens. The yard inventory screen shows the location of modules on the yard and is refreshed automatically every 30 seconds, giving a real-time representation of the module inventory on the gin yard. The gin monitor screen shows the last 10 modules weighed on the truck scale and the last 10 bales ginned along with current shift and year-to-date ginning statistics. This screen also refreshes automatically every 30 seconds, and is popular with gin managers because the screen allows them to monitor the progress of ginning from an iPad from any location with a Wi-Fi or cellular connection.

Modules collected using the module tracking system sit on the gin yard at Swisher Coop in Kress, Texas.



Through this screen on Gin Services, gin staff are able to update farm locations for the module tracking system.

choose

Story and Photos by Katelyn Karney

COTTON

All of the winners from Cotton and Denim Runway 2013 pose for a picture at Cotton Incorporated's world headquarters located in Cary, North Carolina.



From the time a fashion design is conceived until it hits store shelves, designers have multiple decisions to make regarding color schemes, style and fabric type. PCCA along with Cotton Council International (CCI) and Cotton Incorporated sponsor a design contest called Cotton and Denim Runway as a way to introduce students at Texas Tech University to the many advantages of using cotton and denim in the fashion industry. The contest is held in collaboration with the Department of Design's Apparel Design and Manufacturing (ADM) program, and planning for the 2014 contest is underway.

"Cotton and Denim Runway is a great platform for reaching the next generation of fashion designers," said PCCA President and CEO Wally Darneille. "Through this competition, students who may know little about cotton or denim can gain a better understanding of the usability and versatility of cotton in fashion."

The design contest features numerous categories students can compete in. Categories include men's and women's jeans, a casual wear category and a trend board division. Students who sign up for the contest are introduced to the lifecycle of cotton from field to fashion. Approximately 25 freshman students enrolled in the ADM program toured Lubbock Cotton Growers Gin on Nov. 12, 2013. They were able to see everything from the module coming off the truck to bales of cotton being pressed. None of the students were from a farming background, and this was their first time to visit a gin. The students will continue to learn about cotton leading up to the next Cotton and Denim Runway contest.

"Throughout the process, students are always very engaged in learning about cotton for their design and production development projects," said Su Shin, Ph.D., Associate Professor and ADM Program Director. "Texas Tech, the ADM program and I appreciate PCCA, CCI and Cotton Incorporated for their support."

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2013 winners

men's jeans

Caitlin Moore
Katelyn Ortiz
Lana Stevens

women's jeans

Elaine Morton
Caitlin Moore
Emma Knowles/Jocelin Villarreal

casual wear

Emily Taylor
Cynthia Reimer
Alicia McDonald/ Lisa Hon

trend board

Emily Taylor
Katelyn Ortiz
Meghan Rizkal



Texas Tech ADM students tour Lubbock Cotton Growers as they learn about the lifecycle of cotton and begin gearing up for Cotton and Denim Runway 2014.



Elaine Morton and Caitlin Moore meet with staff at Cotton Incorporated's consumer marketing headquarters in New York City.

“THROUGH THIS COMPETITION, STUDENTS WHO MAY KNOW LITTLE ABOUT COTTON OR DENIM CAN GAIN A BETTER UNDERSTANDING OF THE USABILITY AND VERSATILITY OF COTTON IN FASHION.”

- WALLY DARNELLE, PCCA PRESIDENT AND CEO

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Winners of the most recent Cotton and Denim Runway were announced in April 2013 during the annual TECHstyle Senior Fashion Show. Caitlin Moore, a senior from Rowlett, Texas, won the men's jeans category with a design for the casual market. Starting with natural colored denim provided by the American Cotton Growers denim mill at Littlefield, Texas, Moore hand washed and dyed the fabric gray. She described her design as “straight fitted legs with clean and simple lines and minimal embellishments.” Katelyn Ortiz, a senior from Lubbock, and Lana Stevens, a junior from Austin, Texas, placed second and third, respectively, in the men's jeans category.

Elaine Morton, a sophomore from Plano, Texas, won the women's jeans category with a design she described as “an easy statement piece to fit any style.” Her design featured leather panels and leather pockets. Caitlin Moore placed second in the category. Emma Knowles, a senior from Matador, Texas, and Jocelin Villarreal, a senior from Rio Grande City, Texas, tied for third place.

Emily Taylor, a senior from Midland, Texas, took first place in the casual wear category where contestants could design any garment made from 100 percent cotton. Taylor entered a white dress that featured cotton guipure floral lace and cotton poplin. Cynthia Reimer, a senior from Lubbock, won second place, and Alicia McDonald, a senior from Lubbock, and Lisa Hon, a sophomore from Lubbock, tied for third place.

Taylor also won the Cotton Research/Trend Board category. Placing second in the category was Katelyn Ortiz, and Meghan Rizkal, a senior from Colleyville, Texas, placed third.

Moore and Morton, winners of both jeans categories won a trip to visit Cotton Incorporated's consumer marketing headquarters in New York City. During their time in NYC they met with the staff at Cotton Incorporated and discussed the structure of the company, fashion trends, and career advice. From there, Morton and Moore met up with winners from the other categories to tour Cotton Incorporated's world headquarters in Cary, North Carolina.

“It was evident that the tour of Cotton Incorporated's facilities benefited the students,” said Shin. “It provided insight to the use of cotton fiber and its influence in the apparel and textile industry.”



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Cotton Pickings



NEW DELEGATE BODY REPRESENTATIVES

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United Agricultural Coop, Inc.

Cory Duesterhaus
Spade Coop

Mike Patschke
Idalou Coop

Richard Schweers
Winter Garden Coop

John Fields
Texas Star Coop

Charles Shepard
Butler

Collin Klattenhoff
Miles Coop

Carroll Leon
Petersburg Coop

Charles Ray Krupala
Lyford Coop

Jeremy Louder
Farmers Coop Assn - Stanton

Cole Mikulik
Wall Coop



photo by Rachel Eggemeyer