

WEST TEXAS AG LEADERS HOST SENATOR STABENOW

LUKE KITTEN HAS IT DOWN TO A SCIENCE

DENIM RUNWAY, WILDCAT STYLE

COOP LEADER RETIRES FROM PCCA COMMITTEE

### COMMENTATOR VOLUME 44, NO 1 | WINTER 2011-2012

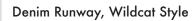


West Texas Ag Leaders Host Senator Stabenow



Luke Kitten has it down to a Science







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### On the cover...

Open weather on the Texas High Plains allowed producers to quickly harvest the 2011 crop. In late October, PCCA members Kenny and Mike Ehler, who farm south of Lubbock, Texas, worked together to get their cotton off the stalk and ready for ginning. Photo by Lynette Wilson.



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LYNETTE WILSON Editor



Regional agriculture leaders and representatives of national organizations gathered at PCCA for a lunch meeting with the Senator. (L to R) PCCA Chairman Eddie Smith, Sen. Debbie Stabenow, and former House Ag Committee Chairman Larry Combest.

# West Texas Ag Leaders Host U.S. Senator

By Madeline Moore Photos by Lynette Wilson ABOVE: During her visit to his farm, Sen. Stabenow discussed cotton production with PCCA Director Dean Vardeman as Cass Johnson, National Council of Textile Organizations President, and PCCA Vice Chairman David Pearson (right) looked on.

**0** n Sept. 29, 2011, West Texas agricultural leaders got to showcase and discuss issues on behalf of their respective commodities during meetings with Debbie Stabenow, Chairwoman of the U.S. Senate Committee on Agriculture, Nutrition, and Forestry. The Senator also shared information regarding current developments related to agriculture in the 112th Congress.

Senator Stabenow hails from Michigan, where farmers produce more than 200 agricultural commodities, making it the second most agriculturally diverse state in the country. The reason for her trip to Texas was to learn about the three crops she knew little about: cotton, peanuts, and rice.

"Those three crops are not grown in Michigan, and I wanted to see first-hand how they are produced, processed, and marketed, and to understand their huge impact on the Texas economy," Senator Stabenow said.

The tour of West Texas started with a luncheon hosted by PCCA. The meeting was

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# LUJown to a Science



High school student survives cancer while assisting with cotton research

By Lynette Wilson

OPPOSITE PAGE: Luke Kitten conducts experiments at Texas Tech University's Institute of Environmental & Human Health to help determine if low micronaire cotton can provide an environmentally safe solution for decontaminating coastal lands and wildlife after an oil spill.

LEFT: (L to R) Ronnie Kendall Jr. and Luke Kitten pose with Alfred D. French, USDA Cotton Structure and Quality Research Chemist, after their research presentation at the 2012 Beltwide Cotton Conference in Orlando, Fla.

THE INSTITUTE OF ENVIRONMENTAL & HUMAN HEALTH

1207 GILBERT DRIVE

fter school on any given day, there is an equal chance of finding 18-year-old high school senior Luke Kitten working on the family cotton farm east of Lubbock, Texas, or performing complex cotton research in a state-of-the-art, \$2-million-dollar lab at a major university.

A student at Trinity Christian High School in Lubbock, Luke made history in the science world last year by being one of the youngest students ever to assist in a research project at The Institute of Environmental and Human Health (TIEHH) at Texas Tech University.

PHOTO COURTESY OF LUKE KITTEN

Cotton C

Cotton Utilization Conferenc

Research completed by Luke and his colleague, Ronald "Ronnie" Kendall Jr., a senior from Lubbock Coronado High School, contributed to a paper on oil absorption by cotton nonwovens. The teenage duo presented the findings at two highly regarded scientific gatherings, the Technical Association of Pulp and Paper Industry Conference and the Beltwide Cotton Conference, where they impressed experts in both industries by fielding questions from the crowd. And in the midst of it all, Luke battled Hodgkin's Lymphoma.

"Our son was diagnosed with lymphoma in March of 2011," explained Luke's mother, Janet Kitten. "He began flight lessons and started working in the TIEHH lab the same week he began chemotherapy. He already had a strong attitude and was fiercely competitive, but it was like Luke took his life up a notch just to prove his strength. I think keeping as busy as he could in the lab and in his lessons helped keep his mind off of his illness," she said.

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"The idea of YOUNG STUDENTS LIKE LUKE AND RONNIE presenting papers at national and international meetings is LITERALLY UNHEARD OF."

#### ...continued from page 3

Luke completed his treatments in August 2011 and has received positive reports from his doctors, according to his father Jeffery Kitten, a partner in the family owned cotton farming operation, Kitten Land Company.

"Since my treatment is done, I go to school, ride my dirt bike, go hunting, snowboarding, wakeboarding, and do flight training," Luke said. "Mostly during the summer, I help out at the farm, and during the school year I usually spend from 12 to 15 hours a week working on our research at the lab."

Under the supervision of Texas Tech University Graduate Student and Research Assistant Vinit Singh, Luke and Ronnie have enjoyed the opportunity to continue a research project conceived by Dr. Seshadri Ramkumar, Assistant Professor specializing in technical textiles in the Department of Environmental Toxicology at Texas Tech University. Dr. Ramkumar also supervises the Nonwoven and Advanced Materials Laboratory at TIEHH.

Dr. Ramkumar's research focuses on developing valueadded applications for discounted, low micronaire cotton and is supported, in part, by the Texas High Plains cotton industry. TIEHH has produced a nonwoven fabric made from low micronaire cotton that provides a green, environmentally safe, biodegradable product that could be highly successful in protecting and decontaminating coastal lands and wildlife after an oil spill. Dr. Ramkumar and Singh found the immature, low micronaire cotton absorbs more oil than higher quality cotton, and to prove it, they enlisted the help of the high school students to assist in conducting research in 2011.

Since they began working in the TIEHH lab, the boys have performed numerous experiments to gather data on the low micronaire cotton obtained from Plains Cotton Cooperative Association and Kitten Land Company. They continue to work on Ramkumar's projects and eventually hope to commercially produce some of their own products.

"The idea of young students like Luke and Ronnie presenting papers at national and international meetings is literally unheard of," said Ronald J. Kendall, Ph.D., and TIEHH Director. "I compliment Ramkumar, an innovative and well-published scientist, for opening his lab to these young students, and I really believe he's been inspired by their fresh new ideas and ability to look at things differently," Kendall continued.

"My experience at TIEHH has been amazing," Luke said. "I've really learned how to work with different groups of people with common goals and find a way to make it all come together. It has been great to uncover some neat scientific results that will potentially help the cotton industry and the farmers in our area," he concluded.

Upon graduation, Luke decided to begin a dual major in physics and either mechanical or civil engineering. Making the final decision on a college destination is a bit trickier. Luke has been accepted to Texas Tech University, Texas A&M, and the Colorado School of Mines, and scholarship offers have just begun to trickle in.

"The staff at TIEHH has been wonderful," Janet said. "Luke has gained valuable experience and has a new level of confidence. A year ago I wouldn't have thought I'd feel this way, but I must admit I'll be happy no matter what college he chooses to attend. I'm just incredibly excited Luke has the opportunity to choose a college and to plan a future after all he's been through. Our family is truly blessed."

the art

of predicting an

unpredictable year by emma c. matkin photo by lynette wilson

bservers and analysts looking at the 2012 season seem to have more questions than answers regarding several factors that could affect the cotton market.

Continuation of the La Nina weather pattern, the European sovereign debt crisis, and China's rebuilding of its national reserve are factors that could contribute to volatility in the 2012 cotton market.

China had reportedly purchased almost 17 million bales for its reserve by the end of February. The International Cotton Advisory Committee (ICAC) says 40 percent of the gain in global stocks this season could take place in China due to restocking the reserve. An industry executive at the 2012 Beltwide Cotton Conference stated China could withhold as much as 15 to 18 million bales of cotton from the available world supply if it continues that trend. He added this would be enough to more than offset the potential increase in ending stocks. While there is no limit to the amount of cotton to be purchased for the reserve, it is possible some of it will be consumed later in the season.

The European sovereign debt crisis remains a significant influence on the global economy. As the largest economic unit in the world, Europe's instability has been strengthening the U.S. dollar at the expense of the euro.

Texas AgriLife Extension Economist John Robinson recently wrote in <u>The</u> <u>Farmer-Stockman</u> magazine that a strong dollar makes U.S. cotton exports less competitive and less attractive to textile mills.

Industry executive Mike Quinn reports this crisis "will have to be dealt with either by monetizing that debt or through governmental austerity measures, the balance of which is important to avoiding defaults that could slam the global economy back into more chaos." He also believes "bankers and politicians in Europe will find the balance."

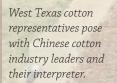
Severe drought conditions across parts of the U.S. Cotton Belt are expected to continue into the spring planting season. The latest USDA drought monitor and forecast for the season indicates a band of dry weather stretching from California to western Louisiana. An analyst predicts chances for severe drought may not be quite as strong for the Southeast, but drought tendencies for the Southwest are "very much enhanced for the spring." He expects conditions to remain dry through March.

Conditions in parts of West Texas are now categorized as extreme drought, and observers and analysts are asking how this will affect cotton's planted and harvested acreage.

Survey results reported in the January 2012 issue of <u>Cotton Grower</u> magazine indicated cotton acres will decline across the top 11 cotton-producing states. The survey, also released at the Beltwide Cotton Conference, projects 12.9 million acres of cotton will be planted in 2012, down from 13.7 million last year.

ICAC's January report predicted world cotton use in 2012 will increase by approximately 3.8 million statistical bales from the 109.6 million consumed last year. However, world cotton production in 2012 is projected at 114.4 million bales, down 8.6 million. Ending stocks are expected to remain flat or slightly higher in 2012.

Thus, the 2012 crop year is full of uncertainty at this point in the season. Hopefully, at least some of the questions will be answered soon.  $\bigcirc$ 





Cotton producer Mike Alexander (second from left) and PCCA's David Canale (right) discuss the positive attributes of "Texas-style" cotton with members of the Chinese delegation.

### China Cotton Leaders Visit the U.S. Cotton Belt By Madeline Moore | Photos by Lynette Wilson

otton Council International (CCI), the export promotion arm of the National Cotton Council, recently hosted a delegation from the China Cotton Association (CCA) during the third annual U.S.-China Cotton Leadership Exchange Program. The group of eight Chinese cotton industry leaders toured the U.S. Cotton Belt Oct. 31 through Nov. 5, and PCCA hosted a working lunch in Lubbock.

This year's visit included stops in Washington, D.C., Memphis, Tenn., and Lubbock. At each stop, the visitors got to experience a different aspect of the U.S. cotton industry. Their itinerary included: the Mid-South Cotton Industry Seminar on Cotton Production at the National Cotton Council (NCC), a visit to Cargill's cotton warehouse where U.S. shipping and receiving logistics were explained, a West Tennessee cotton farm and ginning operation, and the USDA cotton classing office in Memphis, Tenn.

The tour continued on to Texas, where the group attended the Southwest Cotton Industry Seminar on Cotton Production, Processing and Logistics. The visit also included tours of several West Texas cotton farming and ginning operations, Farmers Cooperative Compress, and PYCO Industries. An emphasis also was placed on the research being conducted at USDA's Agricultural Research Service Ginning Research Laboratory. The trip to Lubbock concluded with dinner and discussions with leaders from the region's cotton industry.

Since 2006, members of the NCC also have had the opportunity to observe first-hand the Chinese cotton industry. The CCA was modeled after the organizational structure of the NCC and includes all segments of the Chinese cotton industry.  $\bigcirc$ 

RIGHT: 2nd Lt. Cole Morrison, platoon leader in Bandog Company.

BOTTOM RIGHT: Cole's wife, Britt'n (second from left) and fellow soldiers' wives and children with care packages they created to send to Afghanistan.

PHOTOS COURTESY OF KAYLA MORRISON

### PCCA Members and Cotton Board Contribute to Soldier Care Packages

BY HALLIE BERTRAND

PCCA members Guy and Kayla Morrison of Lubbock played a big role in making many soldiers in Iraq feel more comfortable this past holiday season. Their son, 2nd Lt. Cole Morrison, is a platoon leader in Bandog Company which is part of a Cavalry unit based at Fort Hood, Texas.

Kayla said she and her husband were accustomed to sending their son care packages "about once a week" containing things he requested because they were not readily available to him at the base in Iraq.

"Cole mentioned how many of the soldiers didn't get boxes and how his company was out of a number of personal hygiene products," Kayla said.

Kayla, with the help of her parents and daughter-in-law Britt'n Morrison conceived the idea of making Christmas stockings for the entire Bandog Company. At their request, United Supermarkets donated items for the stockings. Family friend Rick King of Slaton heard about the effort and thought of the Cotton Board's popular lip balm. He contacted the Cotton Board's Southwest Regional Communication Manager, Bob Stanley, who agreed to donate as much lip balm as necessary.

"Four other soldiers' wives, Britt'n and I stuffed 130 Christmas stockings and prepared them to ship to Iraq for Bandog Company," Kayla said.

The elementary school at Roosevelt Independent School District, where Kayla works as assistant superintendent, also participated by donating jerky, books, toiletries, stationery, and food items for the stockings. Leftover items were saved for friends whose husbands are deployed to Afghanistan.

It was another awesome display of appreciation from the cotton industry benefiting our troops and thanking them for their service to our country.  ${\bf Q}$ 

THE KANSAS STATE UNIVERSITY (KSU) WILDCATS ARE KNOWN FOR NUMEROUS CUTTING EDGE ADVANCEMENTS IN AGRICULTURAL RESEARCH, ALONG WITH NUMEROUS NATIONAL LIVESTOCK, EQUINE, CROPS, AND MEAT JUDGING TITLES, ACCORDING TO THE UNIVERSITY'S WEB SITE. A LESSER KNOWN FACT IS THAT THE DEPARTMENT OF APPAREL, TEXTILES AND INTERIOR DESIGN (ATID) RANKS AMONG THE BEST IN THE NATION.

Dr. Joycelyn Burdett of KSU's ATID Department applied for and received a Cotton Incorporated grant to give her students an opportunity to learn more about cotton textiles. She also wanted to show her students the processes used to convert a natural fiber into a usable fabric.

Dr. Burdett also reached out to the Kansas Cotton Association (KCA) to find out more about the cotton industry. That meeting led to PCCA and KCA partnering to establish the first KSU Denim Runway design contest.

The contest consisted of four categories: Men's and Women's Fashion Jeans, Cotton Trend Board, and Casual Wear. Cotton Trend Board was designed to broaden contestants' knowledge of cotton and communicate trends based on their research. The Casual Wear category allowed V MADELINE MOORE I PHOTOS BY EMMA MATKIN BY MADELINE MOORE I PHOTOS BY EMMA students to be really creative with denim by designing

MAR ON





"No amount of classroom lecture can be as meaning ful as an actual experience such as this."





FRONT ROW (L to R): Patty Lahey, Collin Campion, Tara Killingsworth, Lauren Schoneman, Peggy Feist, and Gary Feist. BACK ROW (L to R): Tom Lahey, Jerry Stuckey, and Roger Sewell.





ACG employee Patti Sierra assists a KSU student in preparing a denim garment for the Denim Runway contest.

#### ...continued from page 9

In September, the students learned and discussed how cotton is grown, harvested, graded, processed, and marketed during guest lectures by KCA and PCCA representatives. The students also learned about PCCA's vertically integrated organization and learned more about the denim manufacturing process.

"The students were great to interact with throughout the contest," said American Cotton Growers' (ACG) Larry Lundberg. "The level of involvement and dedication from the professors at KSU also was evidence of the program's strength," he said.

The contestants visited the Winfield gin plant of Southern Kansas Cotton Growers (SKCG) and neighboring cotton farms to see how cotton is grown, harvested, and ginned. "Some, if not all, of the students had never been on a farm," said Dick Cooper, PCCA's Director of Business Development for Kansas and Northern Oklahoma. "This was an experience for them that will last a lifetime."

"I really learned a lot about denim, cotton, and farming," said Collin Campion. "I'd never been to a farm, and it was amazing to get out of my comfort zone to see where cotton was grown and find out where fabric comes from."

The contestants gained additional experience during "media day," when they described to reporters how they were learning about the cotton industry and preparing for the contest. Then they put the finishing touches on their contest entries at ACG.

Two panels of judges were selected to judge the four divisions of the contest on Nov. 30. The Cotton Trend Board and Casual categories were graded by Patty Lahey, a cotton farmer and founding member of the Northwest Cotton Growers Coop Gin, Kris Boone, KSU Department Head and Professor in the Department

of Communications, Kelby Polfer, KSU graduate student in the Department of Apparel and Textiles, and Roger Sewell, Manager of Business Development for High Tech Gin at Pratt, Kan., and KCA Director.

The Men's and Women's Fashion Jeans categories were judged by Leslie Kauffman, President and CEO of the Kansas Cooperative Council, Holly Martin, Editor of the <u>High Plains Journal</u>, Greg Akagi, Farm Broadcaster with WIBW Radio/Kansas Ag Network, and Gary Feist, Manager of SKCG.

The Denim Runway contest handed out top honors to Collin Campion, a junior from Overland Park, Kan., in the Men's Fashion Jeans category. The Women's Fashion Jeans award went to Tara Killingsworth, a senior from Geneseo, Kan.

"It was so great to learn there are cotton farmers in Kansas and get to visit a cotton farm and gin," Killingsworth said. "It was an awesome experience, and winning was the cherry on top of it all." Killingsworth also won the Casual Wear category, and Lauren Schoneman, a sophomore from Manhattan, Kan., won the Cotton Trend Board category.

This cumulative educational-outreach effort brought new meaning of field-to-fashion for many of KSU's non-agriculture students. It also taught the next generation of designers about the importance of Kansas' cotton industry and how each step of the production process can affect high-fashion denim and other cotton textiles.

"The opportunity to see the field-to-fabric cotton production system and to work in the textile finishing labs at ACG is quite rare," Burdett said. "No amount of classroom lecture can be as meaningful as an actual experience such as this."

Compton Cornelius

### **Coop Leader Retires from PCCA Committee**

by John Johnson | photo by Lynette Wilson

Throughout their history, agricultural cooperatives have been blessed with strong, capable, visionary leaders. Such leadership propelled many cooperatives to the pinnacle of success, enabling them to create significant added value for their member-owners.

PCCA, from its inception in 1953, has been the beneficiary of leaders whose only goal was to serve the coop's members to the best of their ability. In mid-2011, one of these leaders, D.C. "Compton" Cornelius, retired as chairman of PCCA's West Texas/ Oklahoma/Kansas Marketing Pool Committee after almost a quarter of a century of service.

"I've lived in Crosby County all my life," Cornelius says, "except when I was attending Texas Tech University and serving in the U.S. Air Force during the Korean War." Cornelius was the top turret gunner on a B-29 bomber and flew 27 missions during the war. After his four years of service, he returned to Crosby County and started farming in 1955.

Cornelius was elected to PCCA's Board of Directors in 1970 and helped oversee creation of the electronic cotton marketing system, TELCOT, and the extension of cotton marketing services to other regions. In 1973, he was instrumental in the merger of three coop gins and the construction of the "super gin" known today as Associated Cotton Growers at Crosbyton, Texas. Cornelius was elected to the new gin's first board of directors and served as secretary-treasurer from 1973 to 1993. He was elected president of the board in 1993 and served in that capacity until 2005.

Cornelius also played a pivotal role in the creation of the American Cotton Growers (ACG) denim mill in 1975 and the sale of the mill to PCCA in 1987. PCCA's first marketing pool was formed that year, and Compton was elected to the pool's oversight committee. He was elected vice chairman of the committee in 1988 and chairman in 1998.

His leadership extended beyond his local and regional cooperatives. He served 40 years on the White River Lake Board of Directors and 12 years on the Cotton Board headquartered in Memphis, Tenn. He was named Cooperator of the Year by the Texas Agricultural Cooperative Council.

Cornelius and his wife, Ann, are avid Texas Tech sports fans. They attend all home football games as well as men's and women's basketball games. They also have traveled with the Lady Raiders to Hawaii three times, Cancun, the Virgin Islands and Canada, and they will attend the women's Big 12 Basketball Tournament in Kansas City this March.

"I have been fortunate to witness many great changes and advances in the cotton and cooperative industries during my farming career," Cornelius says. "It has been a fascinating journey."  $\bigcirc$ 



### PCCA NAMES JAY COWART VICE PRESIDENT OF WAREHOUSE DIVISION

In December 2011, Jay Cowart of Altus, Okla., was promoted to Vice President of Plains Cotton Cooperative Association's Warehouse Division.

Cowart joined PCCA as a field representative in 1991 and was promoted to director of field services in 1995. Six years later, he became manager of PCCA's Oklahoma Cotton Cooperative Association (OCCA) warehouse in Altus. Cowart was promoted to director of PCCA's combined warehouse operations in 2008, encompassing operations in Oklahoma, Kansas, and Texas.

"Jay's experience with member and gin relations and directing operations at our seven warehouse facilities makes him ideally suited to serve as vice president of the Warehouse Division," Wally Darneille, PCCA's President and CEO, said. "Jay will continue to live in Altus and work out of our OCCA office," he added.

Cowart grew up on a farm in Jackson County, Okla., and graduated from Oklahoma State University with a bachelor's degree in agricultural economics. He serves as chairman of the Bill Fitzwater Cooperative Chair Advisory Board, vice president of the Cotton Growers Warehouse Association, and secretary of the Oklahoma Cotton Council. His past service includes National Cotton Council Board of Directors and vice chairman of Producers Cooperative Oil Mill. Jay and his wife, Donna, have two sons and two grandchildren.

"The division is well positioned to handle both the present and future cotton warehousing needs, and I am excited to be a part of it," Cowart said.  $\bigcirc$ 



### ACG Wins Regional Award from Workforce Solutions One of five finalists for state award

n April 2011, American Cotton Growers (ACG) received the Workforce Solutions South Plains' 2011 Employer of the Year award that recognized the denim mill's innovative workforce strategies. However, the recognition did not stop at the regional level. ACG was one of five finalists for the Texas Workforce Commission's Employer of the Year award for the state of Texas.

ACG also was the recipient of the Employer Award of Excellence for its involvement with local workforce boards and for being a positive role model for workers, other employers, and the community.

Texas Workforce Commission Chairman Tom Pauken also awarded ACG one of five Manufacturing Star awards for being an outstanding manufacturing company.

Pauken is a promoter of protecting and building domestic manufacturing businesses. He presented the award to PCCA's Vice President of Textile Manufacturing Bryan Gregory during a brief ceremony in Lubbock.  $\bigcirc$ 



(L to R) Natalia Moore, ACG's H.R. Director; Tom Pauken, Texas Workforce Commission Chairman; Bryan Gregory, PCCA's Vice President of Textile Manufacturing; and Tresa West, Workforce Solutions South Plains Chairwoman.

# HABOOB A REMINDER OF

11

BY MADELINE MOORE | PHOTO BY LYNETTE WILSON

## ANNOUNCING

West Texas/Oklahoma/Kansas Marketing Pool

Sign In/Out Period March 1-31, 2012

Contact your local cooperative gin for more information.

14 commentator >> winter >1

# NEED FOR SOIL CONSERVATION

The extreme drought of 2011 pushed Lubbock, Texas, into the national headlines on Oct. 18 due to what meteorologists call a "haboob."

A haboob is a giant wall of dust, dirt, and debris that can extend 8,000 feet into the air. These meteorological wonders typically are seen in arid, desert regions across the world and are caused when a thunderstorm or cold front downdraft collides with the earth's surface. The magnitude of the 2011 haboob in West Texas was comparable to the dust storms of the 1930s.

The United States Department of Agriculture founded the Soil Conservation Service (SCS) in 1935, now known as Natural Resources Conservation Services (NRCS), during the height of the Dust Bowl to study and implement preventive measures for soil erosion due to wind. These practices include leaving last year's crop residue in the field, reducing the number of times a field is plowed, planting cover crops or increasing ground cover, planting wind breaks, and utilizing rotational grazing to promote plant growth. The Conservation Reserve Program (CRP) also removed highly erodible land from cultivation. The towering-wall of dirt in October served as a reminder of how fast the weather can change and how drastically the weather impacts the environment.

#### ...continued from page 1

attended by several of the region's agricultural leaders and representatives of national organizations. The afternoon continued with an emphasis on cotton as the Vardeman family of Lubbock showed the Senator how cotton is planted, grown, and harvested.

"On our travels throughout the day, I think Senator Stabenow gained a new appreciation for our dedication to agriculture in West Texas," said Steve Verett, Executive Vice President of Plains Cotton Growers, Inc. "She got to see dry-land acreage that was barren due to the drought, and that hit home for her." The farm tour was followed by a visit to Lubbock Cotton Growers Cooperative Gin (LCG) hosted by the gin's Manager, Jerry Butman. The gin currently is the largest single-site gin in Texas.

"LCG is a perfect example of farmers' willingness to invest money in their industry when they know they can count on sound farm policy from Washington," said John Johnson, PCCA's Director of Public and Legislative Affairs.

"The Senator was able to gain an understanding of the multiple stages that cotton must go through before it can even be marketed, unlike many other crops," said Verett, "Again, that is



part of the risk associated with cotton farming."

The final stop of the day was at American Cotton Growers (ACG) in Littlefield where the Senator saw how cotton is made into denim. "Showing and explaining to Senator Stabenow the vast risks associated with cotton production and processing was an important part of her visit, and it helped justify the need for an effective safety net," said Johnson.



QR CODE 34567

THE FABRIC USED TO MAKE THESE JEANS CONTAINS U.S. COTTON THAT WAS SPUN, DYED AND WOVEN IN LITTLEFIELD, TEXAS.

TO TRACE YOUR JEANS BACK TO SOME OF THE FAMILY FARMERS WHO GREW THE COTTON, VISIT

> AND ENTER THE NUMBER TO THE RIGHT OR SCAN THE

ME

BROUGHT TO YOU BY 15,000 FAMILY FARMERS

www. AllAmericanAllCotton.com

Hang Tag designed and written by Lynette Wilson and John Johnson





New technology from Plains Cotton Cooperative Association (PCCA) is now available for denim apparel companies and retail outlets that enables customers to track jeans purchased all the way back to the farms where the cotton was produced.

The way traceability works is based on each bale's permanent identification number that stays with the cotton as it is made into denim. When a customer purchases the denim, every pair of jeans made from that roll can have a number or QR (quick response) code printed on a label or hangtag. Customers then can type the number into an online database or scan the QR code with their smart phone and find information about some of the farming families that grew the cotton used to produce their jeans.

Jerry Jones, a member of PCCA's fabric and jeans sales team, said several companies and brands are interested in using the traceability option.

"PCCA and Denimatrix have the unique ability to complete the entire traceability process," Jones said. "They can attach the hangtag to every pair of jeans made with American Cotton Growers (ACG) denim. No other organization in the world can do this today."

The upcoming 2012 line of All American All Cotton collegiate logo jeans produced by PCCA will be using traceability as well. To view an example of traceability, visit www.pcca.com and watch the video entitled "Jeans on a Journey."  $\bigcirc$ 





Cotton Pickings

#### NEW DELEGATE BODY REPRESENTATIVES AS OF FEB. 22, 2012

Jack Joy David Appling Elmer Braden Derwood Blagrave David Schubert Daniel Higgins Kody Carson Kevin Cook Brian Adameck Mark True Artesia Alfalfa Growers Associated Cotton Growers Coyanosa Coop Gin Farmers Coop Gin – Knott Gulf Coast Coop Hart Coop Gin Olton Coop Gin Stanton Coop Gin United Agricultural Cooperative, Inc. United Farm Industries

#### NEW GIN MANAGERS

Brown East Bernard Coo



"Comin' Around" - Round cotton modules lined the yard next to traditional modules on the gin yard at Slaton Cooperative Gin this past season as some producers on the Texas High Plains harvested their crop with new on-the-go module-making cotton pickers.

ATE EXC