



COMMENTATOR

PLAINS COTTON COOPERATIVE ASSOCIATION | SPRING 2018



KEITH LUCAS JOINS PCCA

KANSAS CO-OP HALL OF FAME
SELECTS FORMER PCCA EMPLOYEE

HURRICANE HARVEY: THE ROAD TO RECOVERY

ABOVE AND BEYOND:
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Following the devastation of Hurricane Harvey, the true spirit of the agricultural industry has been able to shine, and growers are looking forward to continuing to rebuild this season. See related story on page 7. Photo by Jayci Cave.

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Letter *from the* President

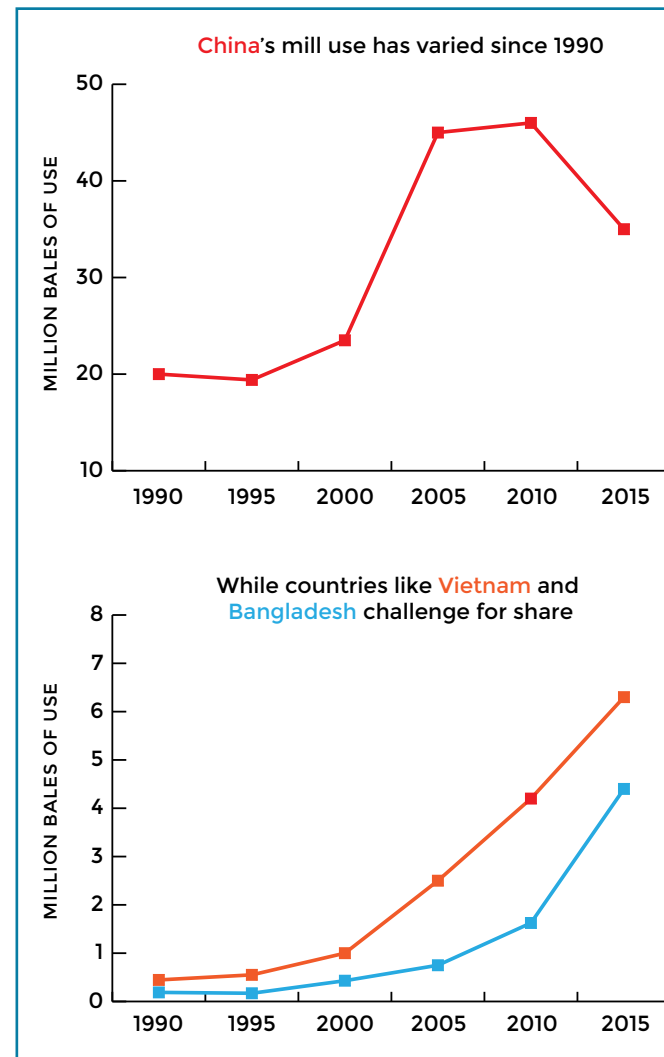


Kevin Brinkley

The Last Mile is the Most Valuable

Over the near future you will hear a lot of conversation about transforming “the last mile” in business. For example, a quick Google search of “amazon last mile” will yield numerous results about how Amazon is battling to own the last mile. In other words, they want a direct connection to their customers anywhere in the world. To achieve this, they will enter the shipping business and even use drones to deliver merchandise ordered online.

The founders of PCCA had this same vision when the company started in 1953. Delivery of service and value in the last mile simply did not exist, so they created it themselves. Since that time, PCCA has continued to invest in the delivery of services to its grower-owners even in the most remote locations. The result of this effort was the creation of a global cotton marketing company that ensures the value of cotton produced in Texas, Oklahoma, Kansas and New Mexico.



Creating this system has taken much hard work over the past 64 years. However, there is more effort in front of us. The global cotton trade is evolving each year. As international trade policies and demographics change, the consumption of cotton will move between countries that take advantage of opportunities. The current forecast of mill use in China is up to more than 40 million bales, but in 2007, China used 51 million bales. Some of that capacity moved to other countries in Southeast Asia, and we can expect more shifts in the future. PCCA must continue to improve our supply chain practices to ensure our growers' cotton is in the optimal position for these changing markets.

All of this means that we will need to continue to innovate. Near term projects include expansion of mobile connectivity to our growers and to our customers. We also are working on ways to get cotton to markets more quickly and efficiently.

As always, we welcome the views of our grower-owners' about enhancing the value of the last mile because that is where they live, work and invest their lives.

Sincerely,

Kevin Brinkley
President and Chief Executive Officer



Keith Lucas Joins PCCA

BY JAYCI CAVE

At PCCA, one of the primary goals of the cooperative is to market cotton in such a way that it adds value to its grower-owners' bottom line. Part of fulfilling this mission is bringing in the best talent to join the PCCA team and working hard each day for the cooperative. Keith Lucas is the newest member of the PCCA sales team ready to do his part. Lonnie Winters, PCCA Vice President of Marketing, recently announced that he will be retiring at the end of August 2018. Following a nation-wide search, PCCA brought Keith Lucas on board to work with Winters and fill his shoes upon his retirement.

"I think my role, in particular, is to take the talented staff that we have in the sales organization and make sure that I utilize each one's unique ability for the job that they were hired to do here at PCCA," Lucas said, "to make sure that we work together to get the best value, first and foremost, and the best price for our grower-owners."

Lucas was born and raised in Alabama and Georgia. He attended Auburn University where he received a Bachelor of Science in Business Administration. He has been married to his high school sweetheart, Susan, for 34 years, and they have three children; Rett, Katie and Maggie. Prior to coming to West Texas, Lucas was Vice President of Marketing at PCCA's sister cooperative and AMCOT partner, Carolina Cotton Growers Cooperative. He served that cooperative for 17 years. Since his college graduation, he has always been part of the cotton industry.

"When I graduated from Auburn, I went to work at a textile mill, Swift Textiles, which was part of Dominion Textiles, and I went to work as a process engineer," Lucas said. "Shortly thereafter, I was working with cotton so much that I was sent to cotton school in Memphis and eventually became the cotton buyer for the denim division. After that, I had a little brokerage company of my own, Lucas Cotton, and did that for a few years and then partnered with a friend of mine in Montgomery, Alabama, and had a merchandising firm. Then after about five or six years of that, I went to work for the cooperative in Carolina."

Lucas said he feels his experience in the textile industry and in merchandising helps provide him with a unique perspective to his new role at PCCA.

"I do have the ability to understand where that end user of that fiber is coming from when he is talking about the particular characteristics, needs, why he needs them and what kind of end product he is looking for," Lucas said. "Also, having a merchandising company gave me the opportunity to visit with growers, get to know ginner and that particular community, which led me to the cooperative and I am proud to say I have really enjoyed the cooperative side of it. That is definitely my favorite. I think it is a grand pursuit to be able to work in this industry."

Lucas said he enjoys working for cooperatives and the principles upon which they were founded.

"Cooperatives are unique in that they are a collective of individuals who came together with a unified purpose, and it gives them the opportunity to band

together from the biggest to the least," Lucas said. "They are all treated equally, and I think that it is almost biblical in a lot of ways for that cooperative to have the same sort of community principle, one of looking out for your neighbor."

Relationships are one of the strengths of the cooperative system and Lucas said that, along with PCCA's reputation, are what made him want to join the team at PCCA.

"Getting to know people is a tremendous opportunity in my opinion," Lucas said. "I am a people person. I love relationships, and the people here, starting from Kevin (PCCA President and CEO) to the management team to the talented staff I get to work with each and every day. It is just an opportunity that I knew was going to be the biggest draw for me to come to PCCA."

Lucas said he hopes growers will give him as well as PCCA the privilege of taking care of their cotton.


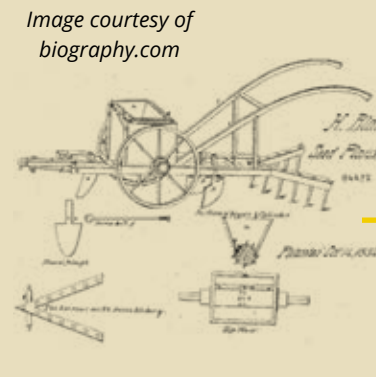




"First and foremost, PCCA has a really great reputation, a very reliable source of security for production," Lucas said. "If you have any kind of weather issue you know you have a home for your cotton, and it is a proven track record with great returns and it gives you multiple opportunities to market your cotton. I think it benefits the farmer because you are open and honest. They know there is a lot of transparency here at PCCA, and in the cooperative system all together. I have really noticed just how much transparency there is at PCCA to try to make sure that the grower-owners are very much aware of what is going on. No hidden agendas, nothing in the background, just really out there to make sure they are comfortable with who they are doing business with." 🌱

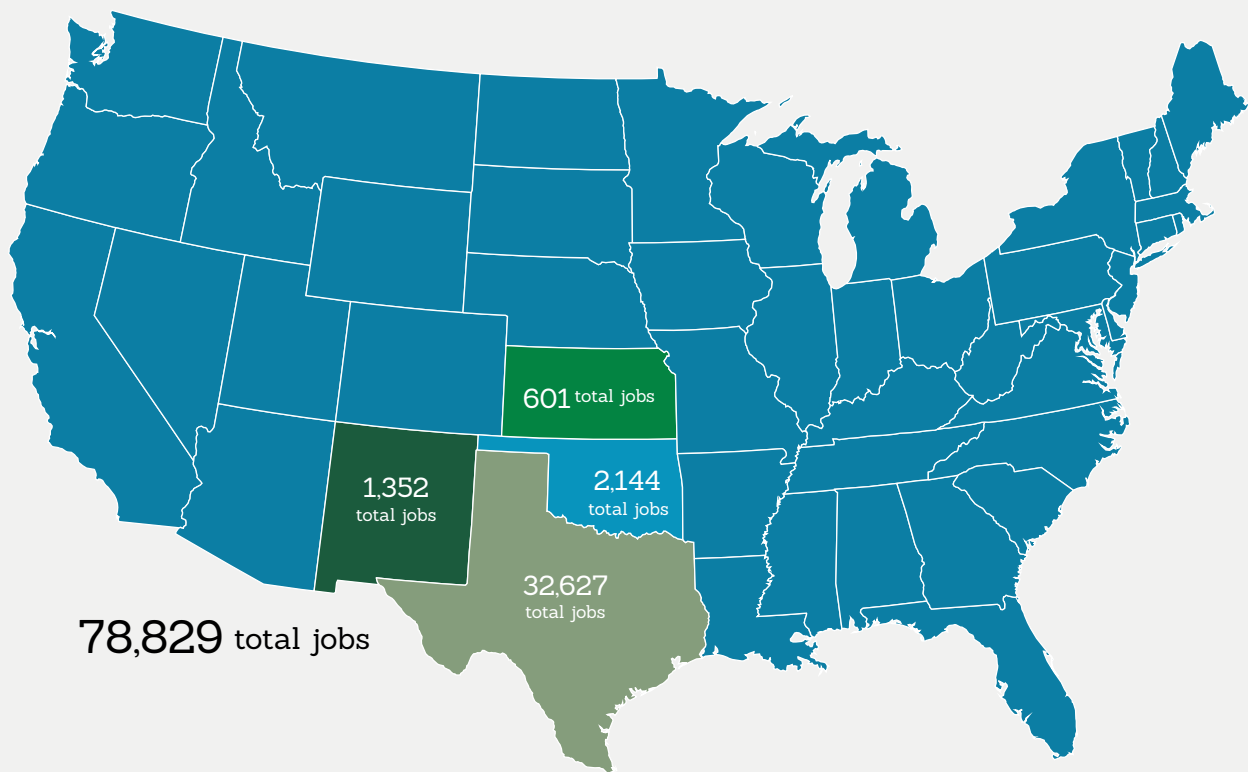
A Thread in Time Cotton's Story

BY BLAIR MCCOWEN
PHOTO BY JAYCI CAVE

Just like the farmers who grow the fiber crop nationwide, cotton has a story to tell all its own. With origin debates varying from ancient Middle Eastern, Egyptian, Native American and Aztec civilizations, cotton has been sustaining life for its various cultivators for ages, not to mention competing in the world marketplace and impacting economies across the globe. Understanding the early years of the industry and its developments that occurred at key times is essential to discovering where it may go next.

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<p>Early 1500s</p> <p>Cotton was grown by Native Americans in what would eventually become the United States. (cottonsjourney.org)</p>	<p>1794</p> <p>Eli Whitney patents the cotton gin. (history.com)</p>	 <p><i>Image courtesy of businessinsider.com</i></p>	<p>1834</p> <p>The first commercially successful cottonseed oil mill was built in Natchez, Mississippi. The first in Texas was built by Leonard Waller in 1836 near Brenham. (tshaonline.org)</p>	<p><i>Image courtesy of biography.com</i></p> 	<p>1836</p> <p>Henry Blair develops the cotton seed planter. (biography.com)</p>	<p>1850</p> <p>Samuel S. Rembert and Jedidiah Prescott patented the first cotton stripper. (hurstfs.com)</p>	<p>1854</p> <p>The Galveston Wharf and Cotton Compress company was founded as one of the first cotton storage entities for exporting cotton. (tshaonline.org)</p>
	<p>1884</p> <p>Robert S. Munger changed the ginning industry by moving from “plantation ginning” methods to the “system ginning” process still used today. (tshaonline.org)</p>	<p>1907</p> <p>Uniform cotton standards (classing) are established by an international group of cotton industry representatives in Atlanta, Georgia. (cottoninc.com)</p>	 <p><i>Image courtesy of thhistoryforkids.org</i></p>	<p>1930s</p> <p>The Rust Brothers develop a one-row mechanical cotton picker. (encyclopediaofarkansas.net)</p>	<p>1953</p> <p>PCCA is established to market West Texas farmers’ cotton</p>	<p>1960</p> <p>PCCA works to develop today’s High Volume Instrument Testing system.</p>	
<p>1970</p> <p>The module builder was developed. (Cotton Inc.)</p>		<p>1975</p> <p>PCCA introduced TELCOT®, the first electronic marketing system for cotton</p>	<p>1979</p> <p>The first four-row cotton picker was developed (deere.com)</p>	<p>1989</p> <p>PCCA develops the world’s first electronic warehouse receipts (EWR) to reduce marketing cost and speed up cotton shipment after it is sold.</p>	<p>1990</p> <p>74 percent of the Texas crop was gathered by strippers and 26 percent by pickers. 70 percent of this crop was ginned from modules and 30 percent from cotton trailers. (tshaonline.org)</p>	<p>2001</p> <p>The Seam, an online cotton trading system, is established via a joint venture involving PCCA.</p>	<p>2009</p> <p>Stripper-balers are introduced to the cotton industry (deere.com)</p>



...continued from page 3.

The previously mentioned industry-revolutionizing developments also doubled as important economic impacts that built and continue to sustain rural communities today. According to the National Cotton Council, “Total economic activity stimulated by the crop in the U.S. economy is estimated at over \$75 billion.” The Council also outlines some contributions to the \$75 billion, including: \$5.6 billion worth of inputs, labor and equipment; \$920 million in fertilizer; \$695 million in agricultural chemicals and \$1 billion in seed.

For the 2016-17 crop, the cotton industry alone provided 32,627 total jobs in Texas, 2,144 total jobs in Oklahoma, 601 total jobs in Kansas, and 1,352 total jobs in New Mexico. Across the nation, cotton farms provided a total of 78,829 jobs.

Each identified number of jobs also indicates another family with a reliable income, another rural community strengthened, and another strong link added into the chain of agriculture. As the cotton industry continues to develop cutting-edge technologies and progresses successfully, a ripple effect takes place, and the benefits of one segment of the industry transfer to another. As a result, cotton retains its reign and continues to support generations to come. 🌱

Statistics courtesy of the National Cotton Council.

KANSAS CO-OP HALL OF FAME SELECTS FORMER PCCA EMPLOYEE

STORY AND PHOTOS
BY JOHN JOHNSON



Dick Cooper with wife, Vicki



*PCCA President and CEO, Kevin Brinkley,
Kansas Electric Cooperatives'
Leslie Kaufman and Dick Cooper*

Dick Cooper, PCCA's Director of Business Development for Kansas and Northern Oklahoma until his retirement in 2015, was inducted into the Kansas Cooperative Hall of Fame on March 20, 2018, during the annual meeting of the Kansas Cooperative Council and the Kansas Farm Services Agency. The hall is located on the Kansas State Fairgrounds in Hutchinson.

Established in 1999, the Hall of Fame recognizes the contributions of co-op pioneers and honors those that have gone "above and beyond the call" in advancing the cooperative philosophy, according to KCC. The hall also plays a significant role in educating others about the uniqueness of the cooperative business model by highlighting the achievements of the state's great co-op leaders and preserving co-op history.

A native of Oklahoma, Cooper graduated from Oklahoma State University. Except for the first four years when he taught vocational agriculture in Oklahoma, his entire career was devoted to working for cooperatives: Farmland Industries, Triangle Insurance and PCCA. When he was promoted by PCCA to oversee business development in Kansas and Northern Oklahoma, Dick voluntarily relocated from Lubbock to Liberal, Kansas.

Throughout his career, Cooper was unabashedly passionate about co-ops and their members, and he never apologized for his fierce loyalty to co-op principles. In fact, he often questioned why anyone would do business outside of a cooperative if one was available.

Cooper was one of the first to recognize the potential for cotton production in Kansas and PCCA; however, there was very little infrastructure in place. He brought together investors to build three separate cotton gins in southern Kansas and organized three local grower-owned cooperatives to lease the gins.

"He realized that for cotton to be a viable choice for Kansas farmers, only a cooperative structure would ensure the broad level of participation necessary to start and sustain the new industry," said PCCA President and CEO Kevin Brinkley. "His leadership and vision proved correct."

"The concept to bring together investors and producers to create the basic infrastructure for Kansas cotton was very innovative," said PCCA Vice President of Marketing Lonnie Winters. "Dick did the research and analysis that made it happen and opened the door for more Kansas farmers to grow cotton and benefit from its economic returns. He also was instrumental in convincing PCCA to build a warehouse facility at Liberal, and he facilitated this investment by obtaining financial incentives from the community's economic development group."

Cooper also realized a great opportunity with the development of 2,4-D and dicamba resistant cotton varieties and the Kansas governor's development of a 50-year water plan for the state. With the potential for reduced damage from herbicides and cotton's water conserving characteristic, he worked closely with the Kansas Department of Agriculture and the governor's office to convince them cotton had a place in the water plan.

After helping establish the local co-op cotton gins, Cooper convinced them to create the Kansas Cotton Association to be their voice on a state and national level. He then served on KCA's Board of Directors and as secretary-treasurer.

It is obvious why the Kansas Cooperative Hall of Fame chose Dick Cooper for induction. His legacy is based on the thriving cotton cooperatives he helped create across southern Kansas. 🌱



HURRICANE HARVEY

By Blair McCowen
Photos Courtesy of Bayside-
Richardson Co-op Gin

The Road to Recovery

August 25, 2017, likely will be immortalized as one of the most devastating days in U.S. natural-disaster history. Around ten that evening, category four Hurricane Harvey made landfall near Rockport, Texas, dumping roughly nine trillion gallons of water on Texas soil over the course of its week-long stay. According to The Weather Channel, Harvey's eyewall wind speeds were 130 miles per hour when water met soil, making it one of the strongest storms since Hurricane Wilma hit South Florida in 2005, roughly 13 years prior.

In the wreckage of Harvey were homes, businesses, cities, families and tourist attractions, but among the top ranking in losses was agriculture. Texas A&M AgriLife Today reported on October 27, 2017 more than \$200 million in crop and livestock losses, with cotton estimated at a loss of \$100 million.

Even though eight months have come and gone since the storm faded, recovery efforts in the cotton industry are still continuing. The damage Harvey left behind in the matter of a week has taken much longer to repair, whether at the individual farmer or cooperative cotton gin levels.

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DARK SKIES LOOMING

David Wyatt, Gin Manager of Bayside-Richardson Co-op in Woodsboro, Texas, has been managing cotton gins since he was 19 years old. As manager of Bayside-Richardson for the last 27 years and a native of the Texas Gulf Coast, Wyatt has been through his share of bad storms.

“When you live on the coast you are going to have hurricanes,” Wyatt said. “Celia was the worst hurricane I recall ever going through. I was 12 years old, and it took the roof off of my house. You could see the sky when it was all said and done. Hurricane Allen was the first sizeable hurricane I went through as a gin manager. We were able to finish ginning what was left after that hurricane, and we have had some weather-related damage from hurricanes since then, but never from the wind like we had on this one.”

As Hurricane Harvey gathered power on its journey toward land, all eyes and ears, including Wyatt’s, were turned to weather news outlets to hear the latest.

“I was watching it constantly,” Wyatt said. “You know, I grew up in the Coastal Bend and I can remember when they [weather forecasters] would give a hundred-mile radius of where it might go in, and maybe they [the hurricanes] would hit in that radius and sometimes they didn’t. When it was going to hit, they had this one pin-pointed locked-in for 48 hours before it came ashore and didn’t hardly miss a minute.”

As weather predictions increased in accuracy as quickly as the storm increased in category, Wyatt began to ponder whether or not riding this storm out was a feasible option. Before leaving his hometown and the gin to the mercy of Harvey, Wyatt and his gin staff finished ginning the cotton that was left on the module feeder, picked up the place, shut the doors, said their prayers and went their separate ways. Following the advice of his next-door neighbors and snagging the last two hotel rooms in a small town in the Rio Grande Valley just in case, Wyatt and his family evacuated to Zapata, Texas, where they rode out the storm.

RETURNING AFTER THE EYE OF THE STORM

“We were gone overnight and I was back the next day,” Wyatt said. “I made contact with some folks in the area and found out that it was possible to get back to the gin, but there were spots with powerlines down. We were without power for a couple of weeks, but as soon as I found out that I could get here, it took four-wheel-drive and driving through ditches and over powerlines, but I made it back out to see.”

When Wyatt came upon his gin, tattered by the hurricane, he said the sight was almost unbearable.

“It was pretty sickening. It took me a while to realize that I wasn’t going to be able to put it back together,” Wyatt said. “It took several days for me to come to the realization that there was just too much damage. That was pretty hard. I have run a cotton gin my whole life and have never had anything that shut me down for a season. A typical breakdown might be an hour or two and a bad one might be 12 or 14 hours, but I have never had anything that I couldn’t fix and get back running.”

THE ROAD TO RECOVERY

Prior to Harvey’s unwelcome appearance in August 2017, the South Texas cotton production area was preparing to experience a record crop.

“The crop was too good to be true – it was way above and beyond anything we had ever averaged before,” Wyatt said. “I think the best we had ever averaged prior to that was ‘91, my first year here. We had a 2.1 bale-per-acre average, and we haven’t done that since until this year, and last year we had a 1.75 average within the membership.”

Producers and cooperative cotton gins experienced loss in many forms and are still working to “get back to normal,” even eight months after Harvey. While many were covered with hurricane insurance, including Wyatt, there were some who weren’t.

“We also had hurricane coverage on the cotton itself,” he said. “That is where we took our biggest loss. We had a \$7 million loss in cotton and had twice the damage of the closest gin to us.”

Wyatt said he is working to restore Bayside-Richardson to its former glory in the best way he knows how – one day at a time.

“One day at a time,” he said. “That was the only way I found to get through it. If you look at the thing in whole, it is way too overwhelming. It looks like an impossible task, so we just started one day at a time.”

Currently, Bayside-Richardson is on track to be open for the next ginning season. With a few construction tasks still on the docket, Wyatt’s team is pushing forward – full steam ahead.

“I told somebody, is there an option? Every time we have done reconstruction they ask if we are going to be ready in time and I say is it an option not to be? I have never even considered not being ready,” Wyatt said. “That is the same way I looked at this one. We are coming along very well. We are pleased with where we are and the whole picture as far as putting it back together and being ready, but if it was any different, if I was any further out, more people more hours. In the cotton business, not being ready for harvest season is not an option as far as I am concerned.”



CONCERN FOR COMMUNITY

Even though each individual, no matter their walk in life, had struggles to endure that resulted from Mother Nature’s unloading that was Hurricane Harvey, communities across South Texas, as well as cooperatives, came together to support one another.

“We are a fairly small town, small community, and they [farmers] probably spent the first six or eight weeks helping their neighbors clean up, going to the town square and volunteering, bringing their equipment into town and clearing the streets. They probably did more for others than they did for themselves in the first two months after the storm.”

Wyatt also received numerous calls from others offering their help in his cleanup efforts.

“I was kind of overwhelmed by the response I had, you know,” Wyatt said, “producers calling and asking ‘can we do anything? Can we bring hands and equipment? What can we do to help?’ We try to be pretty self-sufficient and we were well insured and we just kind of jumped on top of it. We haven’t slowed down. Like I told them, I said I am going to go at it like I am trying to gin tomorrow.”

As Bayside-Richardson was unable to gin cotton after Hurricane Harvey’s unwelcome visit, Wyatt said he had some local co-op friends who came together to get the remainder of his cotton ginned for his producers.

“I had 12,000 to 13,000 bales of cotton that needed to be ginned, and some of it was in good shape and some of it wasn’t in very good shape,” he said. “The round bales were blown around and ended up standing in water and had water damage on the bottom of them. Nobody likes to gin that cotton, not even when it is their own. But I had some of my local co-op buddies that came in and they ended up ginning a lot of that cotton.”

LOOKING FORWARD

After enduring so much in a short amount of time, the cotton industry is stronger for having endured Hurricane Harvey. During times such as these is when the true spirit of the agricultural industry is allowed to shine, as are those within it.

“That is what keeps us going in agriculture - next year,” Wyatt said. “We are always looking to the one that is going to get us over the hump, heal the wounds and losses from previous years.” 🌱



Co-ops Through The Eyes of Grower-Owners

Farmers are continually hearing the pros and cons of doing business with a certain company, choosing a specific variety of cotton seed, or buying a certain piece of equipment from the businesses that are trying to sell their goods and services. Have you ever heard the benefits of this from other growers? There is no one better to take advice from than the very people who are facing the same situations, hardships and decisions you are. Continue reading to learn more about how your fellow growers benefit from their investment in grower-owned cotton cooperatives.

BY JAYCI CAVE
PHOTO BY
BLAIR MCCOWEN

▶ LONG-TERM INVESTMENT

"For one thing, it is a retirement plan. When you decide to retire, the dividends may be cut back, but the old stock as it is retired provides an income for several years after you retire. You are continually putting money in-but it is coming back to you and the taxes are paid as you put it in. So when it comes back to you it is tax free money, and you can use it on whatever you want at that point." -**TONY STREETY**

▶ YOU HAVE A VOICE

"When we started this gin in Winfield, we made it a cooperative because we didn't want it to be known as our gin. We got everybody in the community that had cotton involved in it and made it a community affair. It has made it work because more people have an interest in that cooperative, and they grew cotton and weren't worried about whether the gin made a profit or not on them because it was paying back dividends to them if it did make a profit. So, it has worked in our scenario to have a cooperative here in Winfield." -**MIKE SEELIGER**

"There are huge benefits to us working cooperatively with others in the industry. I am a big believer in the co-op system. We actually have ownership in our gin, in our warehouse, our marketing division, our oil mill and cottonseed. We have direct involvement in those industries, and it is very important to us to have that. If we all work together we can be much stronger, have a bigger voice and be better farmers." -**CLINT ABERNATHY**

▶ ADDED VALUE

"Originally when I got into farming and I was asking people what I should do on being in the pool and all those kinds of things, everyone was giving me their advice and so now I have come to find out that being a member of the co-ops and being part of all of that is really good for my operation because it helps me have a vested interest farther down the supply chain. My cotton, once it hits the gin, it isn't gone. I have a vested interest in the oil mill; in marketing that cotton and everything else so it helps me and my small operation have a wider reach, being part of the co-ops, than it would if I wasn't involved in them." -**TRAVIS MCCALLISTER**

"The farmers run it and if it makes any money, the farmer makes money. I just think it's the way to go. I've had both ways. I have ginned at the co-op and ginned at the independent gin. It didn't take me very long to figure out where my interests were." -**POWELL ADAMS**

"The reason I choose to work with cooperatives is just the infrastructure they have I think helps the industry. When you get through with your crop, you always have those dividends that you are a part of those companies. The cooperatives, the oil mill, the compress, PCCA, it is just something that helps your bottom line if nothing else. I remember the first year I didn't do it there was a local gin that was close to me and I went to that. It wasn't a cooperative. At the end of the year, my dad and uncle were getting extra checks that I didn't get, and I said that was it. So, I have been a member of a cooperative for 34 years of farming. There's ups and downs, but for the most part they are always there. You have more bulk/volume in selling your crops than just me doing it individually. Then you have experts in the field. If PCCA is selling your crops, you have people who know what they are doing. I need to be doing what I know best, which is farming, and let those guys take care of the other parts that they know what they are doing." -**RICHARD ADAMS**



Are you interested in learning more about the benefits of doing business with a cooperative? Visit coopadvantage.com today to learn more!



Above and Beyond: TACC HONORS EXCEPTIONAL INDIVIDUALS

By Blair McCowen
Photos by John Johnson

Each year, the Texas Agricultural Cooperative Council honors individuals who go above and beyond the call of duty in their respective areas of work. This year, honorees include Danny Helms of PCCA, David Wied of New Home Co-op Gin, Johnny Anderson of Plains Cotton Growers, Darwin Robertson of Yoakum County Co-op, and Bob Stanley of The Cotton Board. Rising above the challenges that the cooperative cotton industry often presents, each individual has done everything in his power to provide the best service possible to growers, making the industry better for it.



been married since 1977. Together, they have three children and four grandchildren.

Kevin Brinkley, PCCA President and CEO, also offered his congratulations to Helms.

"Danny is on the front line and working alongside his employees to ensure the warehouses are adding value to our grower-owners' cotton."

Jay Cowart, PCCA Vice President of Warehouse Operations, also spoke to Helms' character and deservedness of the Cooperator of The Year Award.

"I have worked with Danny for many years and have always been impressed by the level of respect that he has from the folks at the gins and from our members," Cowart said. "He is very dedicated to PCCA, the cotton industry and his community at large."

A native of Snyder, Texas, and Sweetwater, Texas, transplant, Danny Helms has let his cooperative spirit shine ever since he embarked on his professional career journey. After graduating from Western Texas College, Helms began working at Hobbs Co-op Gin near Rotan, Texas, and eventually worked his way up to manager. He later joined the PCCA family in 1988 as a field representative for the Rolling Plains. In 2007, Helms was named manager of PCCA's Rolling Plains Cooperative Compress. Following the consolidation of PCCA warehouses into one division, Helms was named South Region Manager. Today, he oversees operations in the Sweetwater, Big Spring and Rule warehouse locations and is an integral part of keeping the needs and wants of cotton merchants and textile mills satisfied.

Rex Ford, Farmers Co-op Society of Stamford manager, said Helms is an integral part of the cooperative cotton industry.

"His dedication, talents, and contributions to the cooperative system are unsurpassed," he said. "I can safely say no one is more committed to cooperatives and the way they do business."

Helms also is a pillar of the Sweetwater community, serving on the board of directors for Big Country Electric Cooperative as well as maintaining membership with the Baptist church and local Masonic Lodge. Helms also has served many years as a director on the TACC board. Helms and his wife, Janna, have

Cooperative Ginners of The Year DAVID WIED

As the manager of New Home Co-op Gin, David Wied knows the importance of progress and leadership. Since having started in his position in July of 2003, Wied has doubled the gin's capacity with improvements made before each harvest season. Wied also farms in a partnership with his brother. Together they deliver their cotton to a cooperative gin and are PCCA grower-owners. As he understands the importance of being involved in each level of the cooperative supply chain, Wied often encourages his members to do the same.

Buzz Cooper, manager of Texas Star Co-op Gin, said Wied has always been known as a man of his word.

"His character is above reproach," he said, "he is a man of his word and completely loyal to patrons, friends and family. His peers look up to him and have deep respect for everything he has done for the cooperative ideal."

Professionally, Wied has served the Texas Cotton Ginners Association, the National Cotton Council and on the TACC and Wilson Co-op Gin boards. In the community of Wilson, Wied has served as a deacon at the First Baptist Church and on the local school board, in addition to supporting the Bayer Museum of Agriculture and participating in the Wilson Lions Club. After graduating high school in the early 1970s, Wied earned his degree in Agricultural Education from Texas Tech University. He and wife Nan have three daughters and six grandchildren.



Distinguished Service Award JOHNNY ANDERSON



For over 30 years, Johnny Anderson faithfully served as the field representative for Plains Cotton Growers, Inc. Travelling over a million miles, Anderson always worked to make sure his gins were taken care of, often rising before the sun so he could have a cup of coffee with gin personnel across PCG's service area. Part of Anderson's innate ability to serve growers and gins so well was that he too has a farming background. Prior to working for PCG, Anderson farmed roughly 2,000 acres of dryland cotton with his father. When the boll weevil crisis struck the cotton industry, Anderson went to work for the High Plains eradication program in 1971. It was after this experience that he joined the PCG family in 1986. As he faithfully carried out his duties, even during the worst of times in the cotton industry, Anderson earned a rare level of respect and admiration from his peers.

Cary Eubanks of Texas Cotton Ginners' Trust shed further light on Anderson's impact in the industry.

"Faithful. Dependable. Knowledgeable," he said, "Those are just three words used to describe this year's Distinguished Service Award winner, and I think gin managers and cotton industry leaders across the state would vouch for all of those in Johnny Anderson."

Johnny and his wife Janney, who served as a bookkeeper at Slaton Co-op Gin, are both retired. The couple has two children and four grandsons.

Distinguished Service Award DARWIN ROBERTSON



Darwin Robertson was born in Vernon, Texas. As a farmer and rancher who often moved between small towns across the Texas / New Mexico border, he spent his entire life in agriculture. Robertson is currently a member of TACC and has served on the board of directors for many years, in addition to having served on the Maple Co-op Gin and Three Way ISD board of directors. No matter where he resided, Robertson was always a strong supporter of the local FFA chapters. In the late 1980s, he accepted a position as the Plant Supervisor for Maple Co-op Gin, then later accepted the general manager position at Yoakum County Co-op. After a few years there, Robertson was offered the manager position at Muleshoe Co-op Gin and worked there for a short time as well. Eventually, Yoakum County began calling him home, and he returned. For the last 10 years, Robertson served as the general manager prior to his retirement in 2017.

D.J. Robertson, Darwin's son and manager of Yoakum County Co-op, said the agricultural industry has been his father's life's work.

"Dad, I think I speak on behalf of the entire cooperative community when I simply say thank you," he said. "Your dedication to the industry, your hard work, and exceptional talent has not gone unnoticed and will not soon be forgotten. You are a valuable friend to the farmer and have been an asset to the co-op industry."

After 36 years of marriage, Robertson lost his beloved wife Mary Ellen to her courageous battle with cancer. Together, the couple has five children, one of which, D.J., has filled his father's shoes as well as his former position at Yoakum County Co-op. Robertson is admired in the industry for his years of dedication and talent.

Distinguished Service Award BOB STANLEY

Bob Stanley, who recently retired as the Southwest Regional Communications Manager for the Cotton Board, has spent a lifetime in the cotton industry. Stanley grew up on a cotton and grain farm in Crosby County, Texas, and graduated from Lorenzo High School where he was class president and very active in the FFA. Following graduation, Stanley enlisted in the U.S. Army and served one tour in Vietnam as an infantry squad leader. In this position, he was responsible for the combat operations of eight to 12 soldiers. Prior to his honorable discharge at the Rank of Sargent E-5, he was awarded the Air Medal and Bronze Star. In 1972 after Stanley completed his military service, he attended Texas Tech University and was an active member of the U.S. Army Reserve. Stanley also spent more than 30 years selling and building cotton gins across the country. After making a career change, Stanley joined The Cotton Board and retired in 2017. Stanley and his wife Sue currently reside in Lubbock.

Ron Harkey, President and CEO of Farmers Cooperative Compress, spoke highly of Stanley.

"As you know, the Distinguished Service Award is presented to an industry or government leader devoted heavily to our kind of work," he said. "I can think of no other more dedicated to our kind of work than Bob Stanley." 🌱



PCCA's mission is simple – To ensure the long-term profitability of our grower-owners through value added marketing programs and through services to their gins. In accordance with this mission, year after year PCCA's Warehouse Division works hard to provide exceptional service to the cooperative's grower-owners. With multiple warehouse locations in Texas, Oklahoma and Kansas, each year comes with unique challenges, and the PCCA warehouse team continues to face them head on.

"This year was very challenging as we dealt with situations regarding warehouse capacity, rolling stock and personnel," said Jay Cowart, Vice President of Warehousing.

For the 2017-18 crop year, they are expecting to handle almost 2.2 million bales, breaking the previous record of 1,745,000 bales. Prior to this crop year, the PCCA Altus warehouse location constructed a new shipping facility to help increase the efficiency of warehouse operations.

"Outbound transportation is and has been very difficult, so the added efficiency and space were invaluable," Cowart said. "While the goal of this expansion was not increased capacity, it did free up about 35,000 bales of capacity. This will aid in getting cotton shipped timely and efficiently which will benefit grower-owners both in increased value of their cotton and lowered operating expenses for their warehouse."

Kevin Brinkley, PCCA President and CEO, is proud of this new addition and how it will impact PCCA's grower-owners.

"Hundreds of thousands of bales that we have in storage sheds will be brought into this staging and sorting facility by specific bale number and organized into lots for shipment," Brinkley said. "We can load out about six trucks at one time here which means we can get this cotton to market more quickly and more efficiently and that is done so we can preserve as much value as possible from this crop."

Cowart said the warehouse team is already looking at and preparing for next year's crop even as they finish up the current one.

"Our Oklahoma and Kansas regions plan to increase cotton acres significantly once again which will tax our warehouse capacity, rolling stock and personnel," Cowart said. "We have plans to expand the capacity at our Liberal, Kansas, warehouse by 35,000 bales. We continue to study the logistics of cotton moving into and out of our facilities and, in turn, look for practices and technology that will assist us in being more efficient in this endeavor. PCCA understands the value in shipping cotton timely and efficiently, which both add value to their cotton." 🌱



JESSE MOORE:

missionary

BY JOHN JOHNSON

BY JOHN JOHNSON

In the 1920s, cotton merchants could not agree on uniform terminology for describing the quality characteristics of cotton, thus creating much confusion in the marketplace. So, they asked USDA to establish grading standards. In the following decade, during the Great Depression, the U.S. Congress created price support programs for agricultural commodities and stipulated cotton would have to be graded, or classed, by USDA for growers to be able to participate. Little would change for the next 40 years. Enter PCCA and its appetite for innovation.

In the 1960s, PCCA began working with a private company to develop a better classing system for cotton. The idea was to use instruments to determine cotton quality characteristics to replace the hand-classing system employed by USDA since the 1930s that was subject to human error. In addition to determining color, fiber length, maturity, leaf, bark and extraneous matter, the goal was for the instruments to determine fiber strength and uniformity. PCCA was the first company to purchase a High Volume Instrument line for operational use, utilizing the system to measure quality characteristics not included in USDA's classification before offering the cotton for sale.

"Emerson Tucker (a textile engineer at PCCA until his retirement in 1997) was convincing in his praise of the HVI system," Moore said. "Over time, West Texas cotton had developed a reputation for short and weak fiber, but HVI measurements were proving that these shortcomings were rapidly disappearing due to introduction of irrigation, better varieties and better farming practices in general. His explanation and demonstration of the equipment made clear to me that this was the system USDA ought to be using to classify growers' cotton, especially in that it included measurements of fiber strength and uniformity which USDA's manual classification system could not provide."

Recognizing the potential for a much improved means of grading (classifying) cotton, Moore recommended to the Secretary of Agriculture that he establish an industry advisory committee on cotton marketing to advise Moore on the implementation of HVI classification. Six stakeholder segments of the cotton industry was to have representation on the committee (growers, ginner, cooperatives, merchants, manufacturers and warehousemen). Moore said he knew it was critical to have the top leadership of the cotton industry fill these positions and that he was greatly relieved when his recommended list of industry leaders was approved without exception.

"Every single individual on the committee was a recognized leader in the cotton or textile world and worked cooperatively, efficiently and effectively to accomplish their mission," he said. Moore also said that even prior to the establishment of the advisory committee he had been approached by representatives of cotton growers, ginneries and others from the Lamesa,

West Texas agriculture, especially the cotton industry, has benefitted from visionary leaders throughout the region's history. Men like Roy B. Davis, who helped create Plains Cotton Cooperative Association in 1953 while he was president of Plains Cooperative Oil Mill in Lubbock, and others could see opportunities and make them a reality. One such visionary was not a native West Texan, nor did he live or work in the region, but he did as much as anyone to propel West Texas cotton to the status it enjoys today.

Jesse Moore grew up on a cotton, peanut and tobacco farm in south Georgia. After graduating from the University of Georgia with a degree in agriculture, he served four years in the U.S. Air Force. When his service ended, he began looking for a job.

"Since my degree was in agriculture, I began applying for jobs at several USDA agencies," Moore said. "The first to make an offer was ASCS, which today is known as the Farm Service Agency, and I quickly accepted. In 1975, I was named director of the Cotton Division of USDA's Agricultural Marketing Service."

It was in that role where Moore would make a tremendous contribution to cotton around the world, especially the West Texas cotton industry. It would not be easy and would take a lot of time and support from the region's leaders.

[illegible]

PLAINS

BASE LOAN RATE 1993-94 CROP

NET WEIGHTS

Cotton Classification Association

Phone (804) 743-8911

P.O. Box 3271

3261 East 30th Street

Lubbock, Texas 79408

SPOTTIES

Cotton Grade	SP	21	22	23	24	25	26	27	28	29	30	31
1-2	4000	4440	4540	4740	4740	4740	4740	4740	4740	4740	4740	4740
3	4100	4600	4700	4900	4900	4900	4900	4900	4900	4900	4900	4900
4	4200	4700	4800	5000	5000	5000	5000	5000	5000	5000	5000	5000
5	4300	4800	4900	5100	5100	5100	5100	5100	5100	5100	5100	5100
6	4400	4900	5000	5200	5200	5200	5200	5200	5200	5200	5200	5200
7	4500	5000	5100	5300	5300	5300	5300	5300	5300	5300	5300	5300
8	4600	5100	5200	5400	5400	5400	5400	5400	5400	5400	5400	5400
9	4700	5200	5300	5500	5500	5500	5500	5500	5500	5500	5500	5500
10	4800	5300	5400	5600	5600	5600	5600	5600	5600	5600	5600	5600
11	4900	5400	5500	5700	5700	5700	5700	5700	5700	5700	5700	5700
12	5000	5500	5600	5800	5800	5800	5800	5800	5800	5800	5800	5800
13	5100	5600	5700	5900	5900	5900	5900	5900	5900	5900	5900	5900
14	5200	5700	5800	6000	6000	6000	6000	6000	6000	6000	6000	6000
15	5300	5800	5900	6100	6100	6100	6100	6100	6100	6100	6100	6100
16	5400	5900	6000	6200	6200	6200	6200	6200	6200	6200	6200	6200
17	5500	6000	6100	6300	6300	6300	6300	6300	6300	6300	6300	6300
18	5600	6100	6200	6400	6400	6400	6400	6400	6400	6400	6400	6400
19	5700	6200	6300	6500	6500	6500	6500	6500	6500	6500	6500	6500
20	5800	6300	6400	6600	6600	6600	6600	6600	6600	6600	6600	6600
21	5900	6400	6500	6700	6700	6700	6700	6700	6700	6700	6700	6700
22	6000	6500	6600	6800	6800	6800	6800	6800	6800	6800	6800	6800
23	6100	6600	6700	6900	6900	6900	6900	6900	6900	6900	6900	6900
24	6200	6700	6800	7000	7000	7000	7000	7000	7000	7000	7000	7000
25	6300	6800	6900	7100	7100	7100	7100	7100	7100	7100	7100	7100
26	6400	6900	7000	7200	7200	7200	7200	7200	7200	7200	7200	7200
27	6500	7000	7100	7300	7300	7300	7300	7300	7300	7300	7300	7300
28	6600	7100	7200	7400	7400	7400	7400	7400	7400	7400	7400	7400
29	6700	7200	7300	7500	7500	7500	7500	7500	7500	7500	7500	7500
30	6800	7300	7400	7600	7600	7600	7600	7600	7600	7600	7600	7600
31	6900	7400	7500	7700	7700	7700	7700	7700	7700	7700	7700	7700
32	7000	7500	7600	7800	7800	7800	7800	7800	7800	7800	7800	7800

COTTON NET AVAILABLE FOR LEAN AND LOANS BUILT:

BELOW GRADE	14 GPT & BELOW	LEAN GRADE	(COTTON REQUIRED)
PER PACKED	PER PACKED	WATER PACKED	WATER PACKED
WATER-DAMAGED	WATER-DAMAGED	REPAIRED	ON MORE THAN 500 LBS.
WATER-DAMAGED	WATER-DAMAGED	REPAIRED	ON MORE THAN 500 LBS.

COTTON CLASSIFIED AS "YELLOW" IF MOISTURE AND BETTER GRADES WILL BE ELIGIBLE FOR FAVORABLE CREDIT. A DISCOUNT WILL BE CUMULATIVE FOR THE DISCOUNT FOR COMPARABLE QUALITY IN THE COLOR UPLAND "TINQST"

BASE 5230

•LUBBOCK

•PLAINVIEW

•RAYMONDVILLE

- Due for White & Light Spotted Prices -

TINQST

Cotton Grade	SP	21	22	23	24	25	26	27	28	29	30	31
1-2	4000	4440	4540	4740	4740	4740	4740	4740	4740	4740	4740	4740
3	4100	4600	4700	4900	4900	4900	4900	4900	4900	4900	4900	4900
4	4200	4700	4800	5000	5000	5000	5000	5000	5000	5000	5000	5000
5	4300	4800	4900	5100	5100	5100	5100	5100	5100	5100	5100	5100
6	4400	4900	5000	5200	5200	5200	5200	5200	5200	5200	5200	5200
7	4500	5000	5100	5300	5300	5300	5300	5300	5300	5300	5300	5300
8	4600	5100	5200	5400	5400	5400	5400	5400	5400	5400	5400	5400
9	4700	5200	5300	5500	5500	5500	5500	5500	5500	5500	5500	5500
10	4800	5300	5400	5600	5600	5600	5600	5600	5600	5600	5600	5600
11	4900	5400	5500	5700	5700	5700	5700	5700	5700	5700	5700	5700
12	5000	5500	5600	5800	5800	5800	5800	5800	5800	5800	5800	5800
13	5100	5600	5700	5900	5900	5900	5900	5900	5900	5900	5900	5900
14	5200	5700	5800	6000	6000	6000	6000	6000	6000	6000	6000	6000
15	5300	5800	5900	6100	6100	6100	6100	6100	6100	6100	6100	6100
16	5400	5900	6000	6200	6200	6200	6200	6200	6200	6200	6200	6200
17	5500	6000	6100	6300	6300	6300	6300	6300	6300	6300	6300	6300
18	5600	6100	6200	6400	6400	6400	6400	6400	6400	6400	6400	6400
19	5700	6200	6300	6500	6500	6500	6500	6500	6500	6500	6500	6500
20	5800	6300	6400	6600	6600	6600	6600	6600	6600	6600	6600	6600
21	5900	6400	6500	6700	6700	6700	6700	6700	6700	6700	6700	6700
22	6000	6500	6600	6800	6800	6800	6800	6800	6800	6800	6800	6800
23	6100	6600	6700	6900	6900	6900	6900	6900	6900	6900	6900	6900
24	6200	6700	6800	7000	7000	7000	7000	7000	7000	7000	7000	7000
25	6300	6800	6900	7100	7100	7100	7100	7100	7100	7100	7100	7100
26	6400	6900	7000	7200	7200	7200	7200	7200	7200	7200	7200	7200
27	6500	7000	7100	7300	7300	7300	7300	7300	7300	7300	7300	7300
28	6600	7100	7200	7400	7400	7400	7400	7400	7400	7400	7400	7400
29	6700	7200	7300	7500	7500	7500	7500	7500	7500	7500	7500	7500
30	6800	7300	7400	7600	7600	7600	7600	7600	7600	7600	7600	7600
31	6900	7400	7500	7700	7700	7700	7700	7700	7700	7700	7700	7700

MC MICROPHONE

SP & 21

MC MICROPHONE

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STRETCHING

PREMIUMS/ACCOUNTS

STRETCHING

PREMIUMS/ACCOUNTS

STRETCHING

PREMIUMS/ACCOUNTS

STRETCHING

PREMIUMS/ACCOUNTS

STRETCHING

PREMIUMS/ACCOUNTS

STRETCHING

PREMIUMS/ACCOUNTS

Texas, area who expressed a strong desire for USDA to bring HVI classification to their area as quickly as possible and were even willing to share the cost of its implementation.

"By that time, I was just waiting for some grower group to step forward, and I wasted no time in accepting the Lamesa delegation's offer," he said. In response, a pilot project was established at Lamesa with enough HVI equipment to class the area's entire crop. As soon as the results were in, it was clear to the Lamesa growers that the addition of the strength measurement alone was sufficient to justify the changeover to HVI. They also recognized that it was more precise in measuring the other quality characteristics, and while it was not given much attention in the beginning, HVI's separate readings for color and leaf proved to be another tremendous improvement in the accurate reporting of the cotton's market value.

"We were off and running," Moore said. He then began the arduous task of converting all USDA Cotton Classing facilities to HVI. "It was a radical change in the cotton classing system," he said, "so skepticism and resistance was understandable."

"Cotton merchants initially thought the separation of color and leaf would reduce their profits," said PCCA Vice President of Marketing Lonnie Winters, "and some producers thought it was another way to discount their cotton. Changing the classing system was unheard of, but Jesse Moore fought the odds and did a lot of good for the cotton industry. It was great for PCCA because it enhanced our relationships with our domestic and export customers and helped textile mills with their laydowns."

"PCCA played a huge role in helping me improve the cotton classing system," Moore said. "Former CEOs Dan Davis and C.L. Boggs were among my biggest supporters. I was also very fortunate in having the strong support of the Cotton Division's field force who, from the very beginning and without missing a beat, stepped up to the plate and figured out on the fly all the detailed operating procedures by which this vastly different cotton classification system was made to work properly and efficiently."

The stars aligned just right when Jesse Moore, PCCA and others joined forces, and there is little, if any, doubt cotton farmers, especially those in West Texas, were the beneficiaries. The HVI classing system has resulted in more money in farmers' pockets. 🌱





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