

FIELD & FIBER

A Plains Cotton Cooperative Association Publication

Volume 51, Issue 1

Spring/Summer 2021

THE WILDE FAMILY

Two Essential Farming Inputs Money Can't Buy

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Infectious Buzz**

**Beyer Brothers Farms:
The Second Generation**

**Landlocked in a Global Market:
Supply Chain Innovations
that Deliver**



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Innovation and progress are the DNA of PCCA. Our roots run as deep as the family farms we serve in Texas, Oklahoma, Kansas, and New Mexico. Our grower-owned cooperative is committed to providing marketing and supply chain tools for the modern demands of global customers. Our 68 years of experience make PCCA more than your marketing co-op. We're part of your community.



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Spring/Summer 2021



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Dahlen Hancock: PCCA's New Board Chairman

Dahlen Hancock was elected Chairman of PCCA's Board of Directors in the fall of 2020.



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by Jayci Bishop



The Wilde Family

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by Jayci Bishop



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Sustainable Cotton's Infectious Buzz

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OUR MISSION

To ensure the long-term profitability of our grower-owners through value-added marketing programs and through services to their gins.

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A Letter From The President

We're pleased to present to you the inaugural issue of Field & Fiber™ magazine. Designed to communicate the broadened scope of PCCA's strategies, Field & Fiber will enhance the readership to the entire family of our grower-owners. For more than 50 years, Commentator magazine served to communicate the stories and issues most important to PCCA members. As Commentator is retired, we salute all those individuals who contributed to the stories presented there.

2021 will bring a bold, new look to PCCA's branding. PCCA will incorporate a new logo and visual styling into our digital, printed, and other identity assets. The contemporary styling brings a more modern look and feel while acknowledging the cooperative's important history.

The new branding officially changed beginning in April 2021. Although it will take time to convert all our assets, digital mediums such as our website and social media have already launched.

Another aspect of this brand refresh is that we will refer to ourselves as "PCCA" in most contexts. With the expansion of our footprint into more areas, PCCA will increase brand awareness and continuity in all locations.

All these changes reflect the new direction of our cooperative. While we continue to deliver the products and services our grower-owners rely on, PCCA will continue to innovate our marketing and warehousing services to ensure that we add value for our farmers and customers.

Get ready for PCCA's new look and new vision.

A handwritten signature in black ink that reads "C. Kevin Brinkley". The signature is fluid and cursive, with the first name "C." and last name "Brinkley" clearly legible.

Kevin Brinkley
President and Chief Executive Officer



Dahlen Hancock Elected Chairman of PCCA's Board of Directors

New Home, Texas, producer Dahlen Hancock was elected Chairman of PCCA's Board of Directors in the fall of 2020.

Hancock succeeded former Chairman Eddie Smith of Floydada, Texas, who held the position for 16 years.

Lexie Fennell of Earth, Texas, was elected Vice Chairman.

Smith has served on PCCA's board since 1986 and was board chairman beginning in 2004. He remains on the board representing PCCA's District 4.

"It's been a privilege to serve as chairman for the past 16 years. The time was right for a new chairman to help guide PCCA into the future. I look forward to Dahlen's leadership of our board," Smith said of the transition.

"We want to thank Eddie Smith for

his strong leadership of our board," said Kevin Brinkley, PCCA President and CEO. "His steady hand has helped PCCA maintain its focus on serving our grower-owners and customers."

Hancock is a fourth-generation farmer and has represented PCCA's District 7 since 2016. He has served as a director and chairman of New Home Co-op Gin; Lubbock County Business Director for Plains Cotton Growers; past chairman of Cotton Incorporated; and past president and chairman of Cotton Council International. He's also a National Cotton Council delegate, serving on the organization's U.S. Cotton Trust Protocol Board and was a member of the first class of the NCC's Policy Education Program in 1999. In 2019, Hancock was awarded

the Farm Press and Cotton Board High Cotton Award for the Southwest region. Over the course of his career, he also has been able to travel to 12 different countries where he has met with merchants and textile mills, providing them with a valuable producer's perspective on the fiber they consume.

"I'M GRATEFUL FOR THE OPPORTUNITY TO SERVE PCCA AS CHAIRMAN OF THE BOARD. THROUGH COTTON INCORPORATED AND COTTON COUNCIL INTERNATIONAL, I HAVE HAD THE OPPORTUNITY TO SEE COTTON'S GLOBAL VALUE CHAIN FIRSTHAND," HANCOCK SAID. "THAT PERSPECTIVE SHOULD BE HELPFUL IN GUIDING OUR COOPERATIVE TOWARD CREATING MAXIMUM VALUE FOR ITS MEMBERS."

In his operation, Hancock works to push the envelope in new farming techniques while also keeping in mind the lessons his father and grandfather taught him. From crop rotations and no-till to cover crops, irrigation and some conventional farming, Hancock's operation is as diverse as it is successful. Keeping his eye on the ever-changing conditions of the High Plains of Texas allows him to make modifications where needed, always remembering that the land belongs not only to those who currently farm it, but also to those who will be coming into this way of life in the future.

A Letter From The Chairman

O

ne of the first things I observed after joining PCCA's Board is its members' high level of engagement. The diversity of farming operations and geographic locations helps us work together to solve problems and develop new ideas. PCCA's membership thrives on the same principles. We're blessed to have grower-owners over a wide territory which helps us mitigate production risks and offer a wide variety of cotton styles to our customers.

One example of positive change is the work of PCCA's Risk Management Committee. Over the past two years, the committee has recommended policies and strategies to the board to manage all the cooperative's risks, including marketing, financial, cybersecurity, and operations. We are seeing the fruits of that labor, and I am excited about the future.

Another focus of the board is developing new marketing products. PCCA's strategy is to provide the best overall marketing experience to a grower when and how they want to market. We want to offer a one-stop shop for cotton marketing through our seasonal pools, contracting, and cash trading products. This approach has worked well over the history of PCCA. In my opinion, PCCA has changed the marketing landscape for the better and continues to foster competition for southwest U.S. cotton.

I believe in PCCA. And we're working to ensure that we improve every part of this business to provide a roadmap for future generations.

Sincerely yours,



Dahlen Hancock

Chairman

P.S. - The team at PCCA is very accessible to all growers. If you would like to talk about areas we need to improve, please reach out to me, and it's always helpful to know what we're doing well, too.



Landlocked in a Global Market: Supply Chain Innovations that Deliver

By **Hannah Culak**

Before they are consumed, almost all commodities require a transformation in time, location, and form. Texas, Oklahoma, Kansas, and New Mexico marketers have always wrestled with the problem of how to efficiently deliver cotton produced in largely rural areas to a textile mill on the other side of the world. Fortunately, innovations at the PCCA warehouse facilities in Altus, Oklahoma, and Clearwater, Kansas, are two solutions to the challenge.

Containers filled with PCCA grower-owners' bales are loaded on a train bound for the ports on the U.S. West Coast.

In 1963, PCCA built warehouse operations in Altus, Oklahoma, and Sweetwater, Texas, to add value to its grower-owners' cotton. PCCA expanded its capabilities by adding locations in Liberal, Kansas; and Rule and Big Spring, Texas. In 2008, the company combined all areas into its PCCA Warehouse Division.

Today, PCCA's Warehouse Division is an essential link in the cotton supply chain, providing storage, sorting, and shipping. As a result of the 1.2 million bale storage capacity from all warehouses combined, PCCA grower-owners receive the profits generated from these services, adding value to their crop.

Altus, Oklahoma

SOURCE-LOADED CONTAINER TRAIN LOADING PROJECT



PCCA announced in early November the addition of a high-efficiency rail loading project at the warehouse facilities in Altus designed to reduce the time and resources to move cotton to port.

“The train project gives cotton grown in our region a direct route to the ports on the U.S. West Coast and by extension, Asia,” said Jay Cowart, PCCA’s Vice President of Warehouse Operations. “This improves the efficiency of exporting our grower-owners’ cotton.”

Rather than first moving cotton from Altus to Dallas by truck, trains are directly loaded at the Altus facility. By eliminating the move to Dallas, it stops more than 80,000 road miles by truck annually.

Cowart said the train project began conceptually about three years ago, and the business plan made at the beginning of 2020 came to fruition a year later.

Following the rail’s initial construction, approval for operation by the Burlington Northern Santa Fe Railway Company (BNSF) was given. The Altus location is one of seven private intermodal match-back facilities in BNSF’s network.

Years of work to complete the new rail facility paid off on April 5, 2021. The first shipment of U.S. cotton was exported directly from Altus headed to Southeast Asia. Kevin Brinkley, PCCA’s President and CEO, commented on the comprehensive benefit the finished project would bring.

“As you know, practically all our cotton here goes into the export market, so this is a way to bring a benefit to the growers in this area,” Brinkley said. “We have a reliable selection of high-quality fiber in our warehouse division. Getting that cotton to market more efficiently will enhance the great reputation of southwest U.S. cotton.”

Clearwater, Kansas

WAREHOUSE EXPANSION



In response to the significant growth and increased cotton production in both Kansas and Northern Oklahoma, the Warehouse Division developed a plan to solve the issues surrounding quantity limits and logistics during shipping.

“Clearwater will fill a capacity and territory void,” Cowart said. “The most expensive leg of the cotton supply chain is from the gin to the warehouse, so this project will not only add needed space but will reduce freight costs incurred by our grower-owners.”

Unpredictable weather and the COVID-19 pandemic have been issues from the beginning of construction. Despite the setbacks, steady progress on the warehouse has continued and should be completed by the summer.

“This project will be complete in plenty of time for the 2021 crop,” Cowart said.

Impact on PCCA and Cotton Supply Chain

Every project, such as Altus and Clearwater, is analyzed and evaluated through PCCA’s mission of creating value-added marketing programs for its members. While the deliberations to build these new capabilities weren’t easy, PCCA’s Board of Directors followed the cooperative’s legacy of measured risk-taking to improve profitability.

“These projects should help improve the efficiency of the cotton supply chain,” Cowart said. “These types of innovations are only possible when growers work together through their cooperative to own their future.”

AN INSIDE LOOK INTO PCCA'S MARKETING OPTIONS

As a cotton grower, you have many decisions to make when it comes to your farming operation. From the seed you put in the ground to how you cultivate it, and ultimately how you plan to market it, these are all things a farmer must consider prior to planting the crop.

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PROVIDING A WIDE RANGE OF MARKETING PRODUCTS ENABLES GROWERS TO CUSTOM DESIGN A PLAN FOR THEIR FARMING OPERATION. TECHNOLOGY-ENABLED SEASONAL MARKETING POOLS, CONTRACTING, AND CASH TRADING DELIVER A POWERFUL ARRAY OF CHOICES TO PROVIDE THE BEST COMBINATION OF PRICES AND SELLING EXPERIENCE. PCCA'S DIRECTOR OF SALES, GRADY MARTIN, DISCUSSES EACH IN THIS Q&A SESSION.

POOL MARKETING

How many marketing pools does PCCA have?

PCCA operates two separate marketing pools. The South Texas Marketing Pool serves growers in the South and Central Texas regions while the West Texas, Oklahoma, and Kansas Marketing Pool serves growers in the High Plains, Rolling Plains, and Edward's Plateau regions of Texas, and the states of Oklahoma and Kansas.

How does a producer enroll their cotton in PCCA's Marketing Pool?

In order to become a member of one of PCCA's marketing pools, a grower must sign in to the marketing pool by completing a Pool Marketing Agreement during the designated sign in period. This agreement can be obtained through local cooperative gins or PCCA's Cotton Services Department. Growers have the option to commit either all of the production from the contracted acreage or every other bale.

Once a grower has signed in to the marketing pool, the grower remains a member of that pool and is under obligation to deliver the cotton produced on the contracted acres for each subsequent crop year until signing out of the marketing pool during the designated Sign In/Sign Out period.

Who controls PCCA's Marketing Pool?

PCCA's sales staff, with guidance and oversight from the Marketing Pool Committees, is responsible for selling pool cotton. Staff monitor futures markets, export markets, relative values of competing growths, effects of farm programs and other news from around

the world on a daily basis in an effort to optimize the total returns received by PCCA's grower-owners. Each selling opportunity, as seen through the lens of current market views and expectations, is compared to guidance obtained from the Marketing Pool Committees.

How will I get paid if I market through a PCCA Pool?

Prior to harvest, PCCA's Board of Directors will set an initial advance based upon a number of factors, including but not limited to: the expected size of the pool, number of bales sold, and expected proceeds from sales year-to-date. Pool members receive the advance payment at the time the cotton is delivered to the marketing pool. As the year progresses, additional cotton is sold and the proceeds from those sales are realized, the Board of Directors will declare progress payments. At year-end, remaining proceeds from sales will be allocated and paid out as dividends.

How do progress payments benefit growers?

Markets work best when the commodity is marketed in an orderly fashion. If the total U.S. production had to be sold at harvest, the resulting pressure to sell would drive prices down. Progress payments allow marketing pools to hold a portion of production off the market at harvest in order to limit harvest selling pressure and take advantage of better prices later in the season. Also, this may be a surprise to some, but marketing pools and progress payments in addition to benefitting pool members also benefit non-pool growers. Managing pool sales to minimize adverse price effects allows non-pool members marketing at harvest to benefit from better prices.

Continued on page 12



What are the benefits of marketing cotton in a pool?

In our growing region, one of the most important benefits is that the pool is a true acreage-based contract. If the pool member doesn't choose to plant cotton, is prevented from planting cotton, the crop is hailed out, or yields were adversely affected by drought, the pool member is only obligated to deliver to the pool the bales that were produced.

While we all wish we were omniscient and able to sell every bale at the absolute peak price every year, we all know that peak marketing opportunities are only obvious when seen in the rearview mirror. Marketing pool members can maximize yields by focusing on the farming operation knowing that PCCA's sales staff is working every day to take advantage of opportunities as they arise, delivering a price at or above the season average. PCCA's marketing pool members also benefit from the professional sales staff's years of experience and global reach of PCCA's marketing network.

How does pool marketing provide growers with a sense of stability?

In my opinion, nothing is a better illustration of faith than farming. Modern crop insurance products have removed some of the gamble, but not all of it. Every year farmers across the country invest most, if not all, of their net worth on seed and other inputs with faith that when the season is over they will be able to harvest and market a crop that is worth more than what they had invested. Many things can go wrong. Two of those problems are price and liquidity. In our area, sometimes due to adverse weather conditions, the crop we harvest may have qualities that make it difficult to find a market. A member of PCCA's marketing pool can operate with the knowledge that at the end of the year when he harvests that cotton, PCCA's marketing pool will advance a fair price for the quality delivered, and work to find the right market in the world to optimize the returns we are able to put in his pocket through progress payments and the year-end dividend.

What makes PCCA's pool a good option for growers?

In addition to the reasons above, PCCA is not privately owned or a corporation working for the benefit of stockholders. PCCA is a grower-owned cooperative working to maximize net dollars paid to our grow-

er-owners. PCCA's sales staff works every day to find the best available markets for PCCA members.

PCCA's sales staff involves more than the small group of people in the Sales Department. The entire team plays a role in this process as many people in Accounting, Cotton Services and Information Systems work hard to generate statements, checks, progress payments, and the year-end dividend. It is a team effort and without their work and support we would not be able to do what we do.

CONTRACT OPTIONS

What contract options does PCCA offer growers prior to harvest?

PCCA offers a couple of different bale contracts prior to harvest. The pricing structure of these contracts is tailored to maximize grower returns depending upon the type of cotton produced. One of the contracts is designed to maximize the value of high grades, but in order to do that, cotton with shorter staple, lower micronaire, or extraneous matter will receive larger discounts. Other contracts are designed to maximize the value of cotton that may have shorter staple, lower micronaire or extraneous matter.

When should a grower consider contracting his cotton?

Three things should be present when making a decision to enter into a bale contract:

1. The producer must have confidence production will be sufficient to fulfill the commitment.
2. The price expectations should be high enough to provide a large enough margin to exceed the expected cost of production.
3. The terms of the contract need to be agreeable. Don't be blinded by the headline and unpleasantly surprised at the end of the year when delivering the cotton.

What are the advantages of contracting cotton?

There are two basic advantages of contracting cotton. First, the ability to lock in a good margin and second, liquidity at harvest. There are times when the producer needs to turn his crop into cash, but there is not an available buyer. A contract cures both of these problems.

How does contracting differ from pool marketing?

The producer is in charge of researching options, deciding which is best for their farming operations and timing when to fix the price.

CASH OPTIONS

What cash options does PCCA offer grower-owners?

PCCA offers two cash options for our grower-owners to market their cotton after harvest. One option is marketing through The Seam®, which provides grower-owners online access to foreign and domestic buyers and textile mills. PCCA is not only one of the majority owners of The Seam, but also is an active participant buying and selling cotton. The other cash option available to PCCA grower-owners is PCCA Direct, where we have the ability to bid directly to our grower-owners or their cooperative gins.

When should a grower choose to market their cotton after harvest?

“Fortunes are made by selling too soon.” My father stressed that little bit of wisdom to me over and over again, and through the years the truth expressed by this simple statement has been proven time and time again. The end goal of every grower is to realize a good profit margin with which they can provide for the future of their family. If the opportunity presents itself to accomplish that goal prior to harvest, and accepting the opportunity does not subject them to unbearable risk, why turn the opportunity down. However, sometimes the risk may be greater than the prize. If accepting the opportunity means guaranteeing production from dryland acres in a drought, waiting until harvest may be the safer bet.

What are the advantages of marketing through The Seam?

The Seam is an invaluable tool for PCCA's grower-owners. The real-time trading monitor is a great price-discovery tool. Once the grower has set a price target, The Seam's trading platform provides access to a larger number of cotton buyers, ensuring the most competitive price possible. Finally, once the cotton is sold and invoiced, PCCA assures payment to the grower is timely and safe.

What are the advantages of marketing through PCCA Direct?

PCCA Direct provides for greater communication between PCCA's staff and our grower-owners. When PCCA's sales staff finds a marketing opportunity, PCCA Direct allows us to search through all of the lots on our system looking for cotton matching the necessary specifications. If the cotton is already offered on The Seam, we can send a counter-offer or purchase the cotton on The Seam. However, if the cotton is not in offer we can send the bid through PCCA Direct to the grower's cooperative gin; and if the grower is signed up to participate, the bid will be routed directly to their smartphone through the Member Access app. The grower through the Member Access app can accept, reject, send a counter-offer, or message with PCCA's staff.

PCCA Direct also provides PCCA's Member Communication Area Managers the ability to access our direct price for any lot currently on the system. For example, if a grower sees their area manager at the local cafe and wants to know what their cotton is worth, all they have to do is ask. Our area managers not only have access to PCCA's current price for each lot, but also have the ability to complete the purchase. PCCA's goal is to provide our grower-owners with the marketing opportunity when the grower is ready.

The last benefit of PCCA Direct is what I like to call the cooperative advantage. When a lot is initially being sent to The Seam and the current PCCA Direct price exceeds the offer price, PCCA Direct automatically purchases the list of cotton and pays the grower the higher price.

No matter which marketing option works best for your farming operation, PCCA is here to help. Please reach out to PCCA's Sales or Member Services teams if you have any questions.





The Largest Lint Room Ever Built

By **Hannah Culak**

Farmers rely on revenue from cottonseed as a critical element of their business plan. Regional cooperative PYCO Industries is at the forefront of growth and innovation in the cottonseed industry. PYCO recently expanded access to whole cottonseed markets through its acquisition of Cape & Sons. However, the company recently opened the largest lint processing room in the world to ensure growers get the maximum possible value from all the components of a cottonseed.

In 1988, the PYCO Board of Directors took initiative and made the decision to build a cottonseed oil refinery in order to better compete in the food market. The primary product produced by PYCO is cottonseed oil used by food companies, restaurants and home chefs. In addition, other by-products of cottonseed processing that PYCO markets include cottonseed meal, cottonseed hulls, and linters. Valuable to the livestock industry, whole cottonseed and cottonseed meal are key nutritional ingredients for dairy cattle operations. For the benefit of beef and dairy cattle rations, cottonseed hulls provide an exceptional form of fiber. Other products such as mattresses, upholstery padding, high-quality papers or plastics, and electrical components are made from cotton linters.

With a goal of maintaining the utmost modern and efficient processing facilities in the industry, PYCO rebuilt their lint room to maximize efficiency and create a safer environment. A long-time project in the making, this new renovation will drastically improve lint output, quality and environment, while decreasing energy and labor used in the process.

Les Howell, PYCO General Superintendent, has had a hand in previous remodels over the years, but nothing has come close to the project that has just been completed.

"This is the largest lint room ever built. No one moving forward will be building anything to this size because of the demand for cottonseed," he said. "With the support of all our co-op members, PYCO is the biggest cottonseed crushing oil mill in the world."

One of the decision drivers for the new lint room was to upgrade to ultra high-efficiency air filtration systems. The new filters will improve air quality both inside and outside the lint room.

Alex Gonzalez, PYCO Engineer, commented on the outcome of the new facilities and what their effects are going to be.

"Just to give you a rough idea, there are 1,100 motors inside of that building on 150 different machines," Gonzalez said. "With miles of aeration pipe in the building, we end up cleaning up the environment a lot more. You end up exhausting air that is cleaner than the atmosphere."

From the improved efficiency, the daily cottonseed processing capacity has increased to 2,000 tons from the 1,500 previously processed with the old facilities. Not only does the new lint room process 500 more tons of seed per day, it does so by operating at the same 10 megawatts of electricity as before. In addition to the greater, cleaner output of lint produced while decreasing the amount of energy used, labor input is reduced as well. The latest machines installed are fully automated, which lowers the workforce needed by about 25 percent.

Through his years working at PYCO, Howell can testify to just how much labor is needed to run the mill.

"With all the new construction and as fast as Lubbock is building and growing out here, it's hard to find personnel to



Les Howell and Alex Gonzalez are two of the key individuals who ensure the lint room operates efficiently.

"THIS IS THE LARGEST LINT ROOM EVER BUILT. NO ONE MOVING FORWARD WILL BE BUILDING ANYTHING TO THIS SIZE BECAUSE OF THE DEMAND FOR COTTONSEED."

work here," he said. "There's not a lot of people who want to work in this industry due to the exposure of being outside in the West Texas extreme elements."

The new lint room will help decrease labor needs due to its enhanced capabilities. With the number of machines available to run seed now, finding the manpower to run

the machines won't be as much of an issue. Howell said they will continue to strive for quality over quantity.

Moreover, PYCO and its members will benefit in the long-run from the new lint room. Howell mentioned the main benefit from the new facilities is the decrease in cost and producing better products.

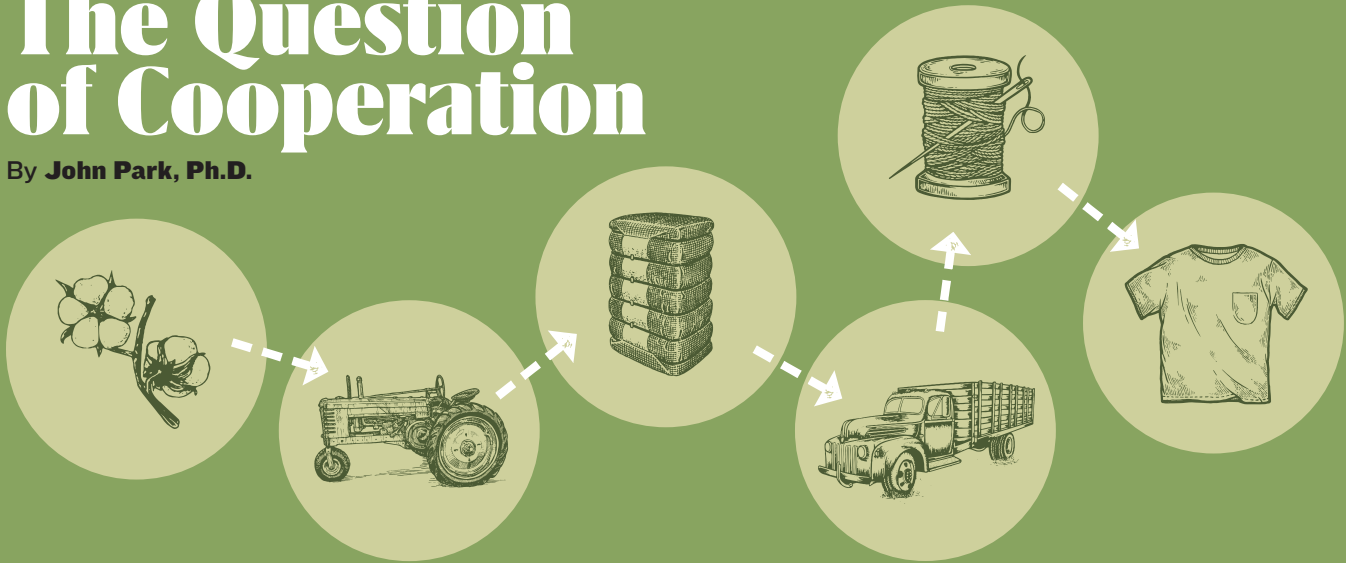
"Another thing is it's going to cost us less in government fees because we did this for the improvement of the filtra-

tion system," he said. "It actually reduces our emissions by over 50 percent."

For more than 80 years now, PYCO has exemplified their ultimate goal of maximizing the value of cottonseed for its owners. Through the cooperative, members have access to a broad market for their products, alongside a secure outlet for their seed. With the emphasis on energy conservation and environmental protection, the astounding improvement to its lint room empowers PYCO to continue being a leading force in the cottonseed industry.

The Question of Cooperation

By John Park, Ph.D.



I am a university professor of agricultural economics that works for the Texas A&M AgriLife Extension Service and supports agricultural cooperatives. So admittedly, when people ask me what I do for a living, there is a lot to take in. They generally understand the concept of a college professor, although I may have to explain that we do much more than teach classes. If they are familiar with agriculture, they probably understand my role as an agricultural economist. They may be familiar with Extension, but are surprised to learn that in addition to the traditional support for agricultural producers, Extension provides programming for just about everyone, including youth programs like 4-H, health programs like Walk Across Texas, or homeowner programs like Texas Master Gardener.

But the part that I generally have to explain in more detail is the part about agricultural cooperatives. I try to keep it simple when the misconceptions surface. No, they aren't government supported organizations, and no, they aren't part of some modern socialistic movement. In fact, cooperation is an example of democratic control within a market economy. In the most simple sense, a cooperative is a business that is owned by its customers. Once I patiently get past all that, I am often asked, "Do we need cooperatives today, or are they an outdated form of business that will eventually go away?" Now, that is a good question.

Do We Need Cooperatives?

There is no doubt that cooperatives are a major part of agriculture in the United States. The National Council of Farmer Cooperatives reports that the majority of American farmers and ranchers belong to one or more of the nearly 2,500 local farmer cooperatives across the country. These cooperatives process and market agricultural commodities, and provide farm supplies and financial services. In the process, they provide over 250,000 jobs with a total payroll in excess of \$8 billion. That business activity is a great support to rural communities. Some commodities rely heavily on cooperatives. For example, dairy cooperatives handle 85 percent of milk produced in the United States. Our own research estimates that farmer cooperatives add an additional 12 percent to Texas GDP because of their cooperatively owned structure.

Cooperatives, then, are a benefit to our agricultural and rural economy, but why are they started in the first place? Cooperatives form out of an economic need to correct

shortcomings in the market. In general, cooperatives are formed for several reasons:

- **Reduce costs through volume purchasing**
- **Obtain market access to more buyers**
- **Improve bargaining power when marketing commodities**
- **Obtain products and services that might not otherwise be available**
- **Improve quality of products and services**
- **Improve income through activities that add value to commodities**

Consider the benefits that cooperation might offer a group of cotton producers. These producers share similar expenses for fuel, fertilizer, chemicals, and seed. Individually, they might not be able to purchase in large enough quantities to

receive any volume discounts. But if they purchase together, they might be able to negotiate a better price on these goods. They all need the services of a cotton gin, but owning and operating a cotton gin for one producer is not profitable.

Through cooperative ownership, they can ensure that ginning services will be available in their area. If there are other gins available, the cooperative also plays a role of helping to ensure competitive pricing for all producers. Through cooperative efforts, farmers might also own the warehouse for their cotton bales and their own marketing staff. They might even decide to further process cotton into fabric, or cottonseed into oil. So, to answer our question, yes, cooperatives are needed today.

Will We Always Need Cooperatives?

But, will we always have cooperatives as part of our farm economy? Or, with continued consolidation and increases in farm size, will they no longer be needed? To answer this properly, we need to compare the characteristics of agricultural and consumer markets.

Agricultural markets are focused on providing commodities. Commodities are economic goods that are considered to be interchangeable within themselves. In other words, yellow no. 2 dent corn, is yellow no. 2 dent corn, regardless of who produced it. Further, in these commodity markets, producers are numerous to the point where an individual producer is not able to influence the supply to the point that they can influence price. In that sense, farmers are typically price takers. At any given point in time, they can sell their commodity for the current market price. No matter how much you tell people about what a good job you do, the market price is what you get.

Consumer markets are focused on providing products. Products are economic goods that are considered to be unique from one another. They feature

a combination of characteristics that are interesting to buyers and rely on the use of brands to present them as the production of an individual manufacturer. In other words, not all chocolate chip cookies are the same. I might prefer one over the other because it contains pecans, or has a better flavor or texture. I might simply perceive a difference in quality because of its brand. The companies that sell products have some control over price. They may set the price while taking into account their costs and competition from rival products. They are also able to influence sales and the price that customers are willing to pay through the use of advertising. (The largest food manufacturer, Mondelez International, spent over \$1.2 billion on advertising in 2019 alone.)

Let's summarize by considering all the companies in the food system. It begins with a large number of relatively small firms (farmers), selling commodities to fewer larger firms that store, process, and transport commodities and products to other large firms that manufacture differentiated food products that are distributed and sold by retailers to consumers who enjoy an incredible selection of inexpensive food and other products.

In other words, we have a system where commodity markets are made up of a large number of sellers that are price takers, and product markets are made up of a small number of buyers that are price setters. That isn't going to change. The clash of these interacting market structures will always present an inequality of market power between farmers and the downstream markets that add value to commodities until they become the things that consumers demand.

The fact is that consumers don't buy commodities, like cotton lint or cottonseed. They buy cotton in the form of products like t-shirts, blue jeans, and bedsheets. They buy cottonseed in the form of cooking oil and potato chips, hair care products, plastics, toothpaste,

salad dressings, computer screens, cotton swabs, mattresses, and much more. Cotton is trading today for about 88 cents per pound, but a few pounds of cotton can be manufactured into denim jeans that easily sell for \$200.

I'm not suggesting that this is unfair, but rather our food system adds a lot of economic value to commodities beyond the farm. Further, limited to their own operations, farmers would be unable to capture this value. Through cooperatives, however, farmers are able to own the firms that create value and reap a portion of the profits.

In that sense, you might consider that a farmer's participation in cooperatives represents an investment in the infrastructure of our food marketing system. Without this investment, would these market services and products be provided? Probably, but not in all market locations, and not under all market conditions. When these assets are cooperatively owned by farmers, there is a greater likelihood that services will be available in a bad crop year, and that profits will be shared in a good crop year. In short, cooperatives represent the ability of the American farmer to counteract the inequalities and deficiencies that are inherent in the market and exert greater control of their profitability. Will we always need cooperatives? Yes!



John Park, Ph. D., Texas A&M AgriLife Extension Service

¹ <http://ncfc.org/about-ncfc/>

² <https://ncbaclusa.coop/content/uploads/2020/09/Farmer-bifold-final-2.pdf>

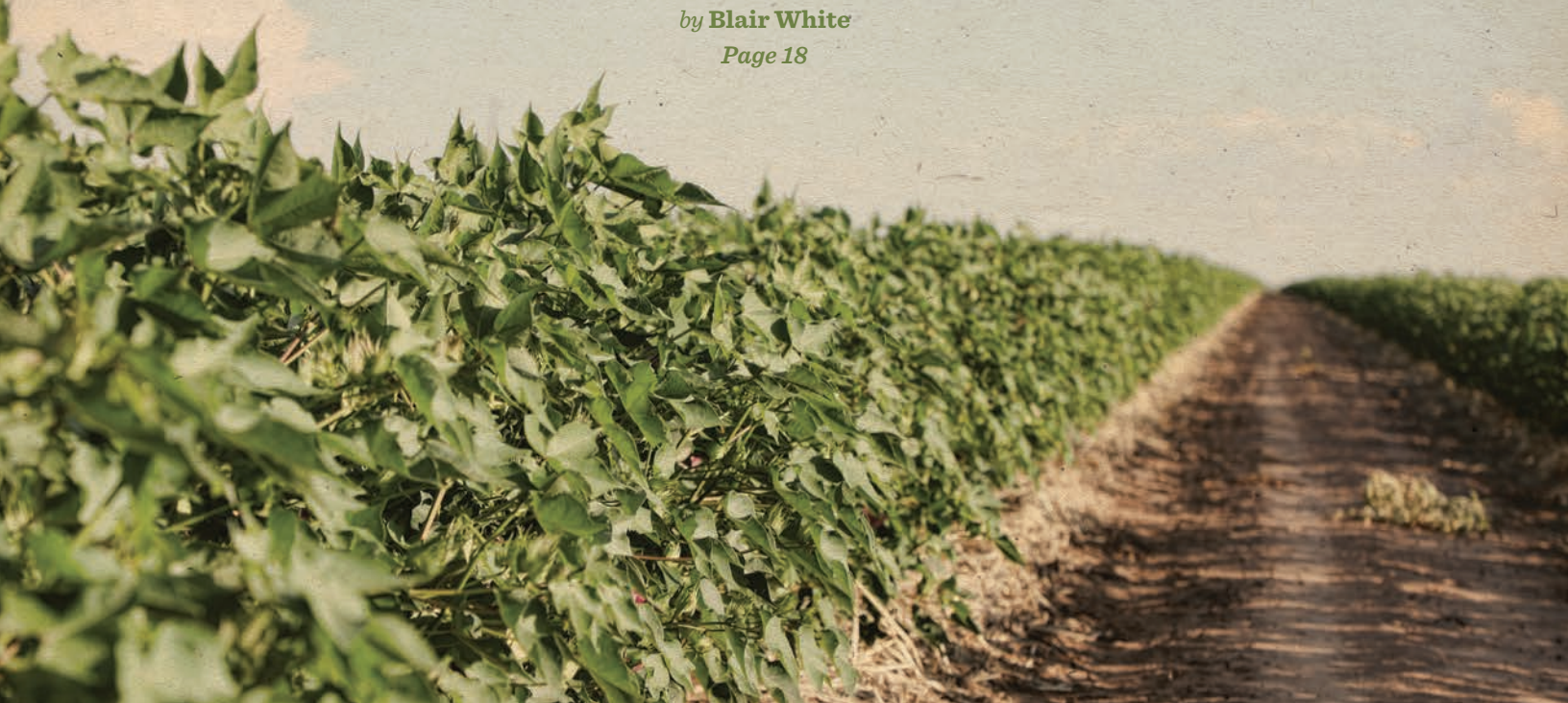
³ <https://agecoext.tamu.edu/programs/management-programs/cooperative-management-program/telling-our-story/>

⁴ Credit Suisse. "Advertising Expenses of Selected Food Companies in The United States in Fiscal Year 2019 (in Million U.S. Dollars)." Statista, Statista Inc., 7 Jan 2020, <https://www.statista.com/statistics/1182657/ad-expenses-food-companies/>

SUSTAINABLE COTTON'S INFECTIOUS BUZZ

YEAR ONE OF THE U.S. COTTON TRUST PROTOCOL

by Blair White
Page 18



New generations of consumers focus on the origin and the story of products they buy. Brands and retailers are changing their businesses to provide that buying experience. The U.S. cotton industry is stepping up to ensure that it is the globally preferred fiber of sustainably produced textile and apparel.

Meet the U.S. Cotton Trust Protocol.

The U.S. Cotton Trust Protocol is the leading sustainability initiative to help differentiate U.S. cotton as one of the most responsibly produced fibers in the world. As demand for more sustainable products builds, brands and retailers are taking big steps to provide the product and experience that shoppers want. Using science and technology, the Protocol ensures that U.S. producers can demonstrate their efforts to grow high-quality cotton responsibly. In turn, this can help put money back into growers' pockets.

As CEO of the National Cotton Council of America, Gary Adams keeps sustainability in the cotton industry top of mind. The NCC is also a driving force behind the U.S. Cotton Trust Protocol.

"When you think about the mission of the Protocol," Adams said, "it hinges on being able to engage with our producers and collect data from them on their sustainability metrics and production practices so that we can try to drive continuous improvement. The other objective is that the Trust Protocol gives us an opportunity to really talk about our sustainability as U.S. cotton producers with the textile supply chain."

Jesse Daystar, Ph.D., Chief Sustainability Officer for Cotton Incorporated, is an industry leader also playing a crucial part in the execution of the Trust Protocol. With sustainability in both his educational and professional background, he serves as an advisor to the U.S. Cotton Trust Protocol board, providing valuable recommendations and insight.

"From a grower perspective, the Protocol exists to make sure that we maintain our market access as a U.S. industry," Daystar said. "Many brands have said that they are only going to source 'preferred fiber' or 'sustainably sourced' fiber, and what that generally means is the cotton has to come from a sustainability program."

Since launching the pilot version last year, the Protocol has improved the enrollment process and data flow. By listening to feedback from pilot users, simple steps to make the self-assessment process quicker and specific to the region of participating growers helped speed up adoption.

"We've focused on three key things," Daystar said. "First we focused on making it easier for the grower: less time, more accurate, better data, and making it more relevant. Second, we focused on further defining the value propositions to growers and to brands. Lastly, we focused on getting downstream demand and creating systems to get the U.S. Cotton Trust Protocol cotton into the supply chain. We have a lot of interest from major apparel brands and have signed up Gap, Inc. amongst others."

In the first year of its implementation, the U.S. Cotton Trust Protocol enrolled 300 producers across the Cotton Belt. Producers supplied information on about 660,000 acres of production in a secure, confidential system developed by The Seam®, an industry-lead-



ing agri-software provider. There is intense interest downstream from the farm, too.

“As we have been talking to the supply chain, we have seen increased interest from brands and retailers,” Adams said. “We already have some major brands, like Gap, Inc. and their associated brands, joining the Protocol. So far, about 30 brands and retailers are members.”

Brand interest in the Protocol is essential because demand for sustainably grown U.S. cotton decreases significantly without it. The quantitative data collected by this effort is more than just numbers. Those facts tell U.S. cotton’s sustainability story.

“We not only want to make sure cotton grown in the U.S. is well represented, but also that brands see cotton at large as a real opportunity,” Daystar said. “Many times, I think it’s a matter of personal pride that cotton growers can tell their story through this system. They can show that what they are doing, in a lot of ways, is really highly sustainable and more sustainable than generations before.”

The U.S. Cotton Trust Protocol has also been placed on the Preferred Materials and Fibers List by the Textile Exchange. This achievement helps provide further legitimacy and credibility with brands and retailers.

Future enhancements include the ability for the Protocol to pull data from farm management systems many growers already use in their operations. This development would help decrease the time farmers spend filling out the Protocol questionnaire.

“We know producers have a tremendous amount on their plate already just from managing the day-to-day activities of their farming operations, so we are working on ways to streamline data entry,” Adams said. “Growers collect so much data from those farm management systems, as well as the equipment they are using. We’re really trying to harness the power of that data entry – to capture that information and present it in a way that is meaningful to those customers.”

The benefits of the U.S. Cotton Trust Protocol are not just at the fiber level. The potential exists to help producers improve production practices that ultimately drive sustainability and profitability. The Protocol is integrated with the Fieldprint Platform from Field to Market®. Growers can use the Fieldprint Platform to compare their results to aggregated regional and state data that may help identify opportunities for improvement.

“The Fieldprint tool in the U.S. Cotton Trust Protocol is a benchmarker where you can see how your soil loss or water use efficiency compares to your neighbors and your state average,” Daystar said. “We are hoping that in the pursuit of more sustainable cotton production and continuous improvement, that cotton growers are really going to improve the agronomics and profitability of their farm because they can do things that actually make sense for sustainability and their operation. When you improve soil health, you have more drought resistance, and you can get a better soil structure and better nutrients. A lot of times, you can reduce your nitrogen inputs while maintaining yield, which lowers your greenhouse gas emissions. It’s really important to identify where we can improve both the sustainability and profitability of cotton production.”

The U.S. Cotton Trust Protocol is off to a promising start in its first year of operation. Symbiotically, grower participation in the Protocol provides an opportunity for its success. In turn, the Protocol offers an opportunity for future farm profitability through increased market access for U.S. cotton.

“I think it’s better to be proactive and create something that is manageable and that works for you and is reasonable on your time commitments and requirements,” Daystar

said. “If not, sustainability is coming one way or another, and it’s going to come from somewhere else. We don’t want that. Just as we are asking cotton growers to continually improve through their operations on the farm, we expect that of ourselves as well. The Protocol is going to continue to reflect how we can make it easier for producers, more streamlined, and more accurate, and how we can continue to provide value and increase the value we provide cotton growers. We recognize it’s their time and their commitment. It’s an agreement and acknowledgment that this is where we are today, and we are going to continue to get better.”

A single organization does not lead the U.S. Cotton Trust Protocol. The effort is a collaboration that spans from cotton industry groups to local cooperatives and is a prime example of going further together.

“This is a new initiative and is led by the cotton industry,” Adams said. “Its success will be dependent upon producers participating in the program. It all starts with the producer in terms of collecting the data and being willing to provide that information so we can tell their story. As we look to the future and what it’s going to take to tell sustainability’s story, which is a very successful story, to be able to tell that is going to be absolutely critical to make sure that we can continue to find markets for U.S. cotton.”



Gary Adams, CEO of the National Cotton Council of America (top) and Jesse Daystar, Ph.D., Chief Sustainability Officer at Cotton Inc. (bottom)

Enrollment in the U.S. Cotton Trust Protocol is easy and only takes a small amount of your time, and is complete in four steps.

1. Visit our website, www.trustuscotton.org, and click the Join Now button at the top of the page to begin enrollment.
2. Next, complete the self-assessment. It will ask questions on your sustainable production practices in soil health, tillage operations, water use, and pesticide management, among others. This step takes about 30 minutes and just 15 for those re-enrolling.
3. You will need to complete your field assessment that was built in conjunction with Field to Market. The benefit is that you'll receive data that will enable you to confidentially assess where you stand on these key measurements compared to those in your region, state, and even nationwide. This step only takes about 45 minutes to complete.
4. Lastly, we'll ask you to commit to the continuous improvement measurements that the Trust Protocol has developed and confirm to have your data verified by second and third-parties.

If you have questions, please reach out to growers@trustuscotton.org.

Retailers Source Sustainable Cotton to Meet Environmental Requirements

Current events and public policy initiatives are influencing how brands and retailers approach sustainability. Many major retailers such as Under Armor, Target, Uber, Coca-Cola, Microsoft, and more have signed pledges to let their customers and business partners know that they are working toward significantly reducing their environmental impacts. Not only do these goals and claims have data measurements to accompany them, but a deadline too. Many brands have sustainability goals to be completed within the next five to ten years, which is a big order to fill.

Where cotton is concerned, the same is happening. As retailers work toward increasing their sustainability, every product source is scrutinized. For apparel and textiles, brands need sustainably grown cotton to meet their environmental goals. The U.S. Cotton Trust Protocol helps elevate our cotton as a unique solution to meet their objectives.

"As the U.S. Cotton Trust Protocol, we actually measure the amount of greenhouse gas emissions per pound of cotton," Daystar said. "We can give brands a baseline of information and then, through time, show how we are actually improving. The U.S. cotton industry has six sustainability goals, one of which is to reduce greenhouse gas emissions by 39 percent by 2025. So not only can we measure it, we have a goal of improvement through time. We've shown a track record of improvement, and we are working further toward improvement. All this positions U.S. cotton as a way to help meet brand sustainability goals. Brands have made commitments and are on the hook to deliver. They are looking for us to help and I think we have the ability to do so, and that's valuable."

Companies are also under pressure from their consumer bases to produce responsibly. Subtle differences in the origin or production methods can mean the difference between a successful product or a dud. For a brand to stay relevant in such an educated consumer environment, ignoring sustainability efforts is simply not an option.

"At the end of the day, consumers want a responsible and sustainable product," Daystar said. "Brands need to do it now on the basis of doing business. It's really demanded by investors, by consumers, and by non-governmental organizations that they have a strategy on sustainability."

One significant advantage for U.S. growers is the tremendous investment in technology made over the past 50 years. Because there is so much data about each bale of U.S. cotton, the Protocol can leverage that information to provide a more comprehensive description of our fiber. Having those systems in place has enabled the industry to quickly deliver a solution that works for all levels of the supply chain.

"The U.S. Cotton Trust Protocol goes above and beyond any other sustainability program in quantifying, tracking, and determining the environmental impacts of cotton," Daystar said. "If a brand is really serious about sustainability, quantifying their improvements through time and meeting their goals, the U.S. Cotton Trust Protocol is the leader in the ability to do that through the apparel industry. As that pertains to cotton, it's the best system to quantify greenhouse gas emissions and other impacts and track that through time. If they want to have a data-driven strategy for improvement, the U.S. Cotton Trust Protocol delivers just that."

COTTON IS THE COMMON DENOMINATOR:

Steve Verett, CEO of Plains Cotton Growers Retires

by

HANNAH CULAK

"The great danger for most of us lies not in setting our aim too high and falling short; but in setting our aim too low, and achieving our mark." –Michelangelo

Easy goals have never been an issue for Steve Verett. He just doesn't do easy. He does big, difficult, ambitious stuff.

Plains Cotton Growers, Inc. (PCG), was organized by a coalition of cotton producers in 1956 to be a non-profit organization dedicated to serving Texas High Plains growers. PCG's top priority since that time has been to help achieve agricultural policies to assist thousands of High Plains families stay on their farms. PCG is active in legislation, research, and promotion to better serve and support cotton producers of the Texas Panhandle. Verett, CEO of PCG, has used his life-long background in agriculture and farming to expand the organization's influence across Texas and the United States.



B

orn in Crosby County, Texas, Steve Verett has always had a passion for the cotton industry. After graduating from Texas Tech University with a

degree in accounting, Verett moved back home and spent a number of years working full-time on the family farm with his older brother, Eddie. His advocacy work began with his involvement with Texas Farm Bureau on a cotton advisory committee. That first taste of fighting on behalf of all farmers led him to become a delegate for the National Cotton Council, and in 1993, Verett started working for the Texas Food and Fibers Commission, a former state agency dedicated to agricultural research. Although the job broadened his knowledge in regard to research work, Verett's real dream was to work for PCG. Verett's desire became a reality when PCG appointed him to be CEO in July of 1997.

"I think it's safe to say they believed I had the passion and the desire, and still being an active farmer, I understood the plight of what was going on with cotton farmers in this region," Verett said. "I was fortunate that they gave me a chance and so here we are this many years later."

Prior to his role as CEO, Verett was avidly associated with PCG being a producer board member and serving as PCG's board president in 1988 and 1989. He was also the board chairman in 1990 and 1991. Additionally, Verett served as chairman of the PCG Boll Weevil Steering Committee in 1992 and 1993. From his history with the organization, he knew PCG's importance to cotton producers on the High Plains and could foresee a greater impact on its members.

"I was once told by someone that whether it's in your own business or an organization like this, you're either growing or you're going backwards," he said.

Since PCG is a non-profit and therefore a voluntary organization, its entire support and stability depends on its effectiveness to members. Verett made it one of his goals to emphasize PCG's role in the lives of all producers when he began visiting with its current and potential cotton gin members.



Staff and board members of PCG meet with former Congressman and House Ag Committee Chairman Michael Conaway in Washington, D.C.

"I stressed to them that we're not a charity, we are an investment," he said. "When I first came to Plains Cotton Growers, we had about 55 percent support of potential bales that were paying into PCG. Over the last 10 years, we've been above 90 percent in collection rates. To me, that speaks volumes."

In addition to reassuring its members that PCG is an organization worth investing in, Verett had further ambitions of increasing involvement within the Lubbock community. Specifically, he wanted to gain full support from the Lubbock Chamber of Commerce. Verett started participating in the Lubbock Chamber Ag Committee meetings, later served as Chairman of the Lubbock Chamber of Commerce in 2006, and is currently a member of the Lubbock Chamber of Commerce's Government Relations Committee. As a result of his participation and work through these roles, he was able to tie the community back to agriculture and make it one of its main priorities.

Not only has Verett been actively involved within the Lubbock community, he serves as the treasurer of the Southwest Council of Agribusiness, serves as a board member of the Lubbock Reese Redevelopment Authority, and has served on the advisory board for the College of Agricultural Sciences and Natural Resources at Texas Tech University.



Verett's advocacy work for the cotton industry grew immeasurably while at PCG. PCG works closely with government representatives and other organizations to advocate and guide farm policy efforts. This includes working to ensure Farm Bill legislation and a strong safety net for cotton growers.

The 1996 Freedom to Farm Bill only provided farmers with direct payments. As a result, when farmers eventually faced a period of bad crops and prices in the late 90's, and needed disaster assistance, it became evident a better farm program was needed. Through PCG, Verett solidified his promise to support the industry by having a hand in development of the 2002 Farm Bill, which brought back counter-cyclical payments and better support for the industry.

"Most of the big accomplishments and the things we've been able to accomplish have certainly centered around federal farm policy," Verett said. "I think in the time that I've served here, there's been several milestones that all of us can be proud of, and I'm just proud to have been a small part of that. Getting cotton back into Title 1 of the 2014 Farm Bill in 2018 has to rank up there, too."

Success looks different to everyone and how that success is achieved is determined by the work put in. The agricultural industry is unpredictable at times, but with goals as far-reaching as Verett's, PCG's objectives were almost always accomplished.

"One of the biggest reasons for success here is our willingness to work cooperatively with other commodity organizations. I always wanted to do that," Verett said. "Cotton is the common denominator, so it's just logical for us to think outside ourselves and look at the other commodities and see how we can accomplish more working together."

Not only has success for PCG been a driving force for Verett, there has been one motive in particular that has kept him coming to work every day - the people. He said knowing who PCG represents, understanding how important they are, and seeing how the organization affects their farming operations makes the hard work worth it.

"The policies and the issues we work on alongside the National Cotton Council,

"I THINK IN THE TIME THAT I'VE SERVED HERE, THERE'S BEEN SEVERAL MILESTONES THAT ALL OF US CAN BE PROUD OF, AND I'M JUST PROUD TO HAVE BEEN A SMALL PART OF THAT."

the Southwest Council of Agribusiness and other organizations may be the difference in a farmer staying in business or not," Verett said. "On one hand it's a pretty heavy responsibility, but at the same time it's a heck of a motivator."

Those who are familiar with the cotton industry know that family and farming go hand-in-hand. Running a farm operation and being the CEO of an organization that improves the lives of other farmers is a tough job, but having family by your side makes it worthwhile. Verett doted on his wife, Patricia, and has immense pride for his three children Whitney, Kristofer, Taylor, and their spouses. For young families including Verett's kids and grandkids, his advice to power through the challenges of today is to trust life's timing and get involved however you can.

"Many times, we don't know what we're going to do or what the future might hold for us," Verett said. "I'd say if you're a farmer, no matter what commodity or whatever it is, make time to be involved in your industry."

It's proven that hard work and dedication to passions in life will open paths to success, whether it be within a specific career or a cause to fight for. In this case, Steve Verett is the prime example and as a result, PCG has succeeded in its ambitions for its members. After 24 years of commitment to cotton industry advocacy and Texas High Plains producers, Verett will retire on June 30. When most individuals plan their retirement, they have hopes of leaving a personal legacy behind in their wake. While he is proud of the accomplishments made over the years, Verett is focused on leaving PCG with what it needs to progress further.

"When I started looking at retiring some five or six years ago, I wanted to make sure that when I walk out that door that I believed we have staff in place that can carry this organization to even

higher heights and can improve even more," he said. "I'm confident that Plains Cotton Growers is set up for even more success in the future and that's what makes me proud. It's why I can retire knowing I've been able to do whatever I could to keep the organization moving forward and will continue to be successful and relevant."

While working for PCG for over two decades, Verett spent his time working tirelessly to serve and support the cotton producers whose operations depended on PCG and as a reward, was nominated by Farm Credit in 2017 as one of the Top 100 Leaders in agriculture and rural communities nationwide. His years of advocacy work for the industry leave him with the confidence to return to the farm and trust his own operation will succeed. Times have changed and full-time farming looks different since before he came to work for PCG, but Verett said he's excited and looking forward to what's in store for him. He also wants to give thanks to everyone in the industry he had the pleasure of working with.

"I hope that you can look and believe that this organization has represented you well and that you benefited from being a member of Plains Cotton Growers," he said. "I'm also thankful that the leadership trusted me back in 1997 to step into this role. They will always hold a special place in my heart - this whole industry will."



WANT MORE OF THE STORY?

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Your Banker Probably Doesn't Know This: Why Market Rallies Are Difficult to Explain

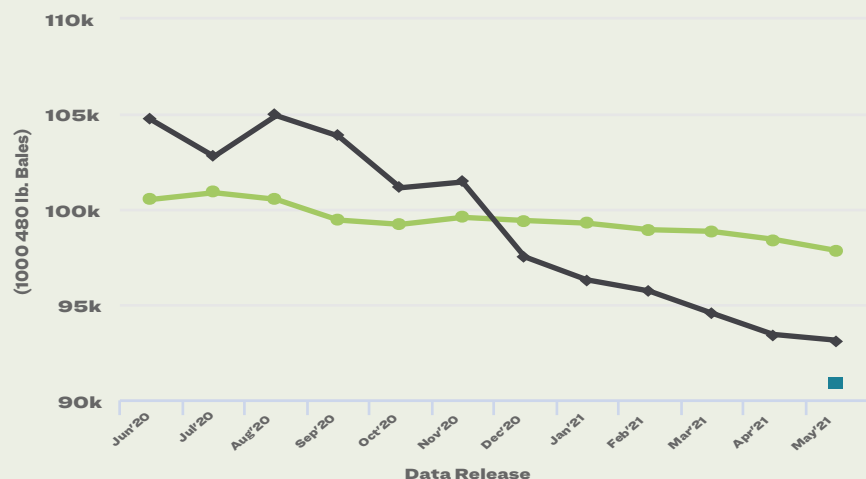
As global economies recover from the coronavirus pandemic's effects, many forecasts suggest there will be plenty of cotton to accommodate projected demand growth.

Cotton World Ending Stocks Monthly Change for last 3 Years

Forecast Data reported on: 5/2021

Source: FAS USDA

19/20
20/21
21/22



Market analysts use the stock-to-use ratio to measure the amount of cotton on hand at the end of the marketing year compared to the amount consumed. For 2020-21, USDA projects 79 percent while the 2021-22 estimate is 75 percent—both relatively high figures.

So why did prices rally so much this season? To answer this question, we need to look at the most desirable cottons' location and availability.

China and India hold considerable quantities of cotton. In both of these countries, government actors control most large stock "excesses." In China, the National Strategic Reserve controls the timing and release of most cotton stocks. While heavy government supplies in China affected prices between 2011 and 2018, current Reserve activities have little impact on the market.

Similarly, the Cotton Corporation of India, which executes the government's Minimum Support Price operations (purchasing seed cotton at a minimum level directly from farmers), auctions the cotton to the local and export

markets. While India's stocks are more loosely held than China's, they are also not as available to the market as privately-owned cotton.

Outside of India and China, stocks are relatively tight, especially for the high-quality, machine-picked, contamination-free varieties (such as U.S. and Brazilian cotton). Considering that many consumers and governments are increasing scrutiny of textile sourcing, the demand for sustainable, responsibly-grown cotton has never been higher.

In May, USDA further reduced already tight ending stocks by lowering production estimates in both the U.S. and Brazil. Through week 40, 84 percent of available U.S. supplies have been sold, raising export commitments to more than 113 percent of this year's production. Weekly export sales reports from the USDA Foreign Agricultural Service reveal continued robust sales as the pace of shipments has set new records. Given the robust export sales data, the USDA chose to increase their forecast for U.S. 2020-21 exports by 500,000 to

16.25 million statistical bales on the May WASDE report.

Combining the export analysis with planting intentions¹, we continue to see a tight carryout for the next crop year. Most production estimates are considering substantial abandonment due to persistent drought in the southwest U.S. Should the moisture situation improve, we could see increases in both production and ending stocks. One scenario presented by the National Cotton Council estimated 2021-22 ending stocks in the U.S. below 3 million bales and a stock-to-use ratio of 14 percent. This level would likely support next year's prices and provide some continuity with 2021 price trends.

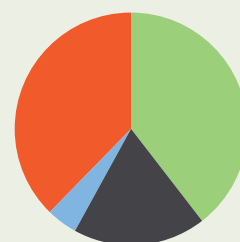
It is also important that the USDA expects significantly lower production in Brazil during 2021 than in 2020. The current Brazilian crop had a difficult start with poor weather extending the planting season past the optimal growing season window.

When we consider all the fundamental data and combine it with potential speculative trader interest in cotton (along with other commodities), we see support for current prices along with the possibility of price appreciation should any production issues reduce next year's supply. It's also important to consider the amount of consumer discretionary money in circulation.

Considering the turbulence of the 2020-21 season, the longer-term outlook for cotton has a note of optimism. Cotton Incorporated expects global use to climb to 135-140 million bales by 2030 (a 15-20 percent increase over current levels) based on projections of world GDP growth. If Cotton Inc.'s expectations materialize, a bigger question will arise—"How do we continuously grow enough cotton to meet demand?" From where we see it, that would be a good problem to have.

World Cotton Stocks

China
India
United States
Rest of the World



¹ USDA's Planting intentions as of March 31, 2021 indicate 12.036 million acres will be planted by U.S. growers.

Beyer Brös. Farms: The Second Generation

By JAYCI BISHOP



Most farming operations across the U.S. are family owned, and for Marvin Beyer, PCCA's newest board member representing District 11, his farm in Taft, Texas, is no exception. A rich history, family ties and multiple generations have made the operation what it is today.

My grandfather started our operation," Beyer reminisced. "The land was in a ranch, the actual Taft Ranch. My grandfather worked for the Taft Ranch and when they broke it out, they gave the foremen the option to buy some land if they wanted it. So, he chose the piece of land that I live on, and that's how it started."

After Beyer graduated from Texas Tech University with a degree in agricultural engineering in December of 1978, there was no doubt in his mind what his next steps would be. Beyer's brother, Danny, was already farming at that time and together they formed a general partnership. He farmed his first crop in 1979. Today, they have a dryland operation and rotate crops between cotton and grain sorghum.

"I just wanted to farm and that's the way my brother was," Beyer said. "We enjoyed it growing up. That's all we did. We worked on the farm with our dad. Actually, our operation today is Beyer Brothers. My dad and his brother also farmed together as Beyer Brothers. We just really enjoy it."

Beyer said his hands-down favorite part of farming is being with his family. He and his wife, Melanie, have two children, Ashley and Trey, and a daughter-in-law, Kristin. He enjoys the rewards of getting to work alongside his brother and his son. He said his dad instilled values in him that he has tried to pass on to his children.

"Family is what it is all about anyway," Marvin said proudly. "My dad instilled in us that you work hard and it will pay off. If you are honest, up front, and do what you are supposed to do, things will work out."

While it can be rewarding to be your own boss and do things on your own terms, farming is filled with trials. Beyer said one of the greatest challenges they face is the weather.

"Lack of rainfall at the right time or too much rainfall at the wrong time can be an issue," Beyer said. "Being on the coast, we are subject to tropical weather, and it is miserable to have a crop ready to harvest and have a tropical system come and take it out. That's difficult. When you're dryland farming it can be brutal, but I have learned through the years that it all evens out."

Continued on page 28

However, he said contrary to what many people may perceive, farmers can be quite optimistic.

"Most people probably think farmers are really pessimistic because we always talk about how bad and this and that," Beyer said. "We are probably the opposite. If we weren't optimistic, we'd never plant a crop. We're going through a dry spell right now. We could all quit and go home, but we don't. We keep going. We are more optimistic than people realize we are."

He said farmers are engrained with the determination to show up and do what is necessary, which was evident earlier this year when Winter Storm Uri hit the state of Texas.

"I go back to this big freeze we had," Beyer said. "West Texas probably didn't have much problem, but down south people didn't know how to do anything to get through that freeze. Farmers did. We all made it work. We helped our neighbors and all of that. Farmers are there and we know what to do most of the time. It might not be the right thing every time, but we do something."

Another demanding element of farming can be marketing the crop. Beyer said it is good to have PCCA to help with that task.

"One of the things I don't like is marketing," Beyer said. "It never fails if I sell it today, it is going to go up tomorrow. PCCA has taken that weight off of me. The other thing besides weather that I talked about being a challenge – marketing. It is so hard to market in my opinion."

He said he is proud to serve on PCCA's Board of Directors after being involved with the co-op for many years.

"I have been on our South Texas Pool Committee," Beyer said. "I make all the meetings and try to stay involved in all of that. I like the concept of what goes on with it and use it in my operation. I promote PCCA to all of my neighbors and people at the gin. I hope to do a good job at representing my district and having input, and wish for the success of PCCA."

Beyer is also active with other industry associations. This includes serving as Vice Chairman of Gulf Compress, immediate past chairman of the South Texas

Cotton and Grain Association, and is currently serving in the officer rotation for Cotton Incorporated. Beyer is also the current chairman of the Texas State Support Committee. He looks forward to being chairman of Cotton Inc. in the future. In the past, he also has been involved with his local Farm Bureau board,

"MY DAD INSTILLED IN US THAT YOU WORK HARD AND IT WILL PAY OFF. IF YOU ARE HONEST, UP FRONT AND DO WHAT YOU ARE SUPPOSED TO DO, THINGS WILL WORK OUT."

church and livestock show. He said he would encourage everyone to get involved with their cooperatives or industry organizations.

"I feel some ownership when I'm involved with a cooperative, and it is probably a little easier for me to say that because I am so involved with them," Beyer said. "If you want some ownership in something, get involved and it will pay off. It's not going to happen overnight, I learned that. You have to do your time, be involved and educate yourself. There's a reason why our forefathers created these organizations."

He said he believes in the cooperative system, but more than that he also believes in working together with his fellow farmers to accomplish things he would not be able to do on his own.

"I think it is important for us to work together collectively to get things done," Beyer said. "If I'm out there individually trying to say, 'we need to change the loan sheet because of this' I can't do that by myself, it has to be a group. Cooperatives seem to be the answer to get things done, to get everybody on the same page and to hash things out."

When he isn't on the farm, one of Beyer's hobbies is flying.

"I learned to fly in college in Lubbock, Texas, in 1976," he said. "I fly an airplane

and a helicopter. It is a single engine airplane and it has a unique story. My dad bought it new and flew it home from the factory and it has been in the family ever since."

Beyer had a simple, single piece of advice for the next generation of farmers beginning their career, like his son.

"Just keep at it," he said proudly. "All you can do is the best you can, and make the decisions you think you can make and move forward."



WANT MORE OF THE STORY?

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TACC Recognizes Achievements of Co-op Leaders

By **Blair White**

Photos courtesy of TACC



COOPERATIVE GINNER OF THE YEAR: DAVID WYATT

David Wyatt began his cotton gin managing career in 1979 at the age of 19. He has served for the past 29 years as the General Manager of Bayside-Richardson Co-op Gin in Woodsboro, Texas. In 2017, Bayside-Richardson was hit directly by Hurricane Harvey and left inoperable for the remainder of the ginning season. Through Wyatt's leadership, the gin was repaired entirely and ready to serve its producers the following crop year. Wyatt supports many industry organizations such as the National Cotton Council, South Texas Cotton and Grain Association, the Texas Cotton Ginners' Association (serving as president in 2018), and the Texas Agricultural Cooperative Council. He currently serves as chairman of the Gulf Compress Gin Manager Committee. He and his wife, Phyllis, have four children and six grandchildren and are active in their local community.



DISTINGUISHED SERVICE AWARD: RON HARKEY

A native of the Texas High Plains and former President and CEO of Farmers Cooperative Compress, Ron Harkey received the TACC Distinguished Service Award this year. Beginning his co-op career in 1975, Harkey worked for a variety of organizations across the High Plains and Panhandle until landing at Plainview Co-op Compress in 1995, where he served as General Manager. In 1997, Plainview Co-op Compress merged with Farmers Cooperative Compress, with Harkey at the helm. He retired in July 2020. Harkey is a past president of TACC, a past director of CoBank, and an advisory board member of Plains Capital Bank. He has served as a delegate and Vice President of the National Cotton Council, executive board member and chairman of EWR Inc., and president of the Cotton Growers Warehouse Association, where he was an industry delegate to China. He and his wife, Donita, have three children and eight grandchildren and are very active in their church and community.



DISTINGUISHED SERVICE AWARD: KYLE AND DAYNA KING

Co-recipients of this year's distinguished service award, Kyle and Dayna King dedicated their careers to the ginning industry until their retirement last year. Kyle began his career at South Gin Co-op in Brownfield, Texas, in 1979. He and Dayna were married the same year. Later after working at Meadow Co-op Gin and Lamesa Co-op Gin, the Kings settled at Terry County Co-op. Together they have been in the cotton ginning industry for 41 years, 31 of which were at Terry County. With community and industry involvement being very important to the couple, they participate in the Texas Cotton Ginners Association, the Texas Agricultural Cooperative Council, the Brownfield School Board, coaching Little Dribblers, and leading singing at their church and local nursing homes. The Kings have three daughters and seven grandchildren.

WE CALL IT TEXAS STAR

BUZZ COOPER REFLECTS ON BEING A CO-OP GIN MANAGER

[illegible]

BY BLAIR WHITE

PAGE 30

Cowboy blood still flows through his veins, but it turned out that in 1975, Buzz Cooper discovered he was gifted at more than competition rodeo. Born into a ginning family, Cooper thought his calling was saddle broncs. What began as a one-year test drive in the gin manager's seat would later turn into an incredible 45-year career.



“... IT'S A SERIOUS DEAL, I THINK, AND THERE'S A FREE TRIP TO HEAVEN FOR PEOPLE LIKE THAT.”

A Ralls, Texas, native, Cooper attended Texas Tech University, riding saddle broncs for the rodeo team. After college, he made it to the big leagues and joined the Professional Rodeo Cowboys Association. It was during those days that Cooper met his wife, Kim. With a quick grin and blush, he said he would see his future wife at rodeos when she was Miss Rodeo Texas. Forty-one years later, the Coopers have two sons and two grandchildren. While living his dream on the pro rodeo circuit, a family friend convinced Cooper to manage a cotton gin for one season.

“I told him, ‘I’ll do it one year until you find somebody good,’” Cooper said. “I had never managed a gin before in my life until then. I said I was going to do it one year, and that was 45 years ago.”

For 22 years, Cooper ran an independent gin until he was hired in 1998 to manage the Union Co-op Gin just south of Lubbock. When Union Co-op merged with Wilson Co-op in 2004, Texas Star Co-op Gin became the new name. Cooper said both communities have prospered since the merger 17 years ago.

“We were about to outgrow the machinery at Union, and Wilson had experienced some short crops,” he said. “They needed the volume, and we needed the machinery at Wilson, and it was a match made in heaven. I cherish that as much as anything. That the actual merger worked so well for both communities. We don’t call it Union-Wilson. We call it Texas Star.”

Mergers always require two communities to adapt to working together. Cooper’s people skills were vital in helping the two co-ops quickly become a unified, successful business. The alignment in goals and values has paid off. The Texas Star board holds the record for unanimous votes, but Cooper didn’t always have a strong board as a resource.

“I ran an independent gin and never had a board of directors,” he said. “I didn’t know what it was going to be, but they are God’s gift to me and my family.

Buzz Cooper
and his
successor,
Cary Eubanks



I wouldn’t trade my directors and my membership with any gin. They are part of the team. It’s not me, me, me - it’s we, we, we.”

Cooper’s tenure has not been without challenges such as keeping good labor at the gin and driving trucks.

“Labor is the biggest challenge, whether it is at the farming level or the ginning level,” he said. “The trucking is a big challenge too, but it’s because of the labor. We have overcome it a little bit by hiring it done. We’ve got the best crew I have ever had in my life, and I give all the credit to the guys out there and the ladies in the office. It wasn’t me that did it, but we that did it.”

Cooper also credits regional co-ops such as PCCA, Farmers Cooperative Compress, and PYCO with providing farmers with strong, ever-present resources to add value to their crops.

“United we stand, divided we fall. We are stronger as a co-op family – regional, local levels, that is just the way it is. Ginning at a co-op and using our regionals, it is staying power,” Cooper said.

Managing a co-op gin has its highs and lows, but Cooper is quick to point out that being part of the community is one of the most rewarding parts of the job.

“We support everything we can – we support the communities we do business in. We don’t do it because we have to. We do it because it’s good business and we want to support them. When I say we, I mean it’s me, the board, the membership, we do. The farmers stop whatever they are doing and go to the aid of whoever, and that is a good, good feeling. I just don’t know how many industries would do that. We are a different breed of people. It’s a serious deal, I think, and there’s a free trip to heaven for people like that.”

In his retirement, Cooper said he will not be able to sit still and relax for long. Whether it will be getting back to his love of the rodeo and horses or chasing grandkids around, he will find something to keep busy.

“Those grandkids - little’uns that tall are fixing to rule my life,” he said as he held his hand a short distance from the ground. “I have a few offers if I want to do some part-time stuff in the cotton business, might raise a bucking horse or two. I like to go to the mountains of Colorado, and Ruidoso is so easy to get to. Then there’s also my boys, and I enjoy dove hunting, but all my life that season has come during ginning season.”

With much to look forward to and an incredible legacy to leave behind, Cooper imparted some advice for those just beginning their careers in the cotton co-op world.

“Learn as much as you can on every end of it, from the bottom to the top,” he said. “I think you need to be able to do everything. If you want to climb the ladder, and you want to be high up in the co-op system, whether it’s at a farm store or whatever – you need to be running a forklift all the way up to working in management. I am a firm believer in that.”

Looking back over an almost half-century career with a slight glint in his eyes, the gin manager provided a farewell message to his membership.

“Just from where we started to where we are, this whole thing is a memory. I’ll never forget it. Thank you. From the bottom of my heart, thank you. The Lord sent me over here to this gin.”



WANT MORE OF
THE STORY?

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to watch the video!



Robbie Robbins Wins 2021 Southwest High Cotton Award

By **Hannah Culak**

Producing high quality cotton that is sustainable and profitable is the ultimate goal for cotton farmers.



The High Cotton Award, formed in 1994 by Farm Press and the Cotton Board, honors farmers from the four regions (Southeast, Mid-South, Southwest, and California-Arizona) of the Cotton Belt who exhibit outstanding stewardship efforts. Following the Farm Press Publications' philosophy, growers are nominated based on criteria that highlight their successful and innovative cotton production methods.

A third-generation farmer from Altus, Oklahoma, Robbie Robbins was named the 2021 High Cotton Award winner for the Southwest region. There's no mystery as to why Robbins was recognized. His deep roots in the field science of cotton, combined with a determined mind, represent a man with an unbreakable bond to his work. In addition to his growing family business, Robbins also has an extensive background in cooperative leadership. In 1968, Robbins was elected to his first cooperative gin board and eventually helped found Altus Cotton Growers. He was a PCCA Delegate Body member and served for 12 years on its Board of Directors. He also served on PCCA's Marketing Pool Committee and as chairman of PCCA's Warehouse Committee. Robbins has also served on the Lugert-Altus Irrigation Board and represented Oklahoma on the Cotton Board.

Robbins continues to farm with incredible dedication and innovation to this day. Keeping in mind the end goal of cotton farming, he runs his operations with the true intent of getting better every year. Over the years, Robbins has found the key to an

all-around successful harvest by using methods including drip irrigation, annual soil tests, and variety selection. These approaches have become crucial to his entire cotton production. Robbins' farming career is proof that a mind focused on advancing the cotton industry will lead to prosperous new heights.

For his service to our cooperative and the industry, PCCA sends sincere congratulations to Robbie Robbins for this well-deserved recognition.

Robbie Robbins (front) was celebrated among family and friends, and is pictured with members of PCCA's staff, board and delegate body.



A New Crop on the West Texas Horizon

Can Pima make a case for West Texas Cotton acres?

By **Jayci Bishop**

Centered in the Cotton Belt, West Texas is widely known for producing millions of Upland cotton bales. However, Pima cotton recently started appearing on farms throughout the High Plains and Rolling Plains of Texas.

R

ising enthusiasm for Pima cotton production caused Maple Co-op Gin to construct the area's first roller gin for the 2020 crop.

Before the 2020 crop, just under 15,000 acres of Pima cotton were planted predominantly near the El Paso area. Of the 38,000 planted acres of 2020 Pima cotton in Texas, only 11,000 were in the El Paso region. The remaining acres were scattered throughout the 5.4 million cotton acres

in Texas' High Plains and Rolling Plains.

Marvin McCaul, Gin Manager of Maple Co-op since 1983, said they had a few growers decide to grow Pima cotton for a couple of years, and they watched it closely. Once the co-op realized that it was a viable option in this area, they decided to install a roller gin.

"We had extra ginning capacity and there was a need for it," McCaul said. "Pima growers were hauling their Pima harvest long distances to places like Las Cruces or El Paso, and it was costing them a fortune. We thought Pima was going to make and it did two years in a row. So, we thought we would invest in a roller gin and see if we could make it work."

David Canale, PCCA Director of Pima Marketing, said Maple Co-op Gin's decision has helped increase interest in Pima in this area.

"Pima has been grown in this area in very small amounts for years," Canale said. "In the past, growers experimented with maybe 5-10 acres because of the higher loan value and to see what it



Marvin McCaul



would do. Pima cotton loses loan eligibility and any price premium if it is stripper harvested and saw ginned, which was all that was available in this area. With more pickers as well as a roller gin now available, it has increased interest.”

Today, Maple Co-op Gin operates two gin plants – one of which is a roller gin. McCaul said there are differences between managing a saw gin and a roller gin.

“It is a slow process,” McCaul said. “It is a lot different than the saw gin. It takes time, and these gin stands are not as fast, so we have to run several of them to get that kind of volume. We plan to add more roller gin stands this year.”

The infrastructure improvements played a role in the rise in Pima acres, but

the price growers can receive for their crop is appealing to growers. McCaul sees Pima gaining attention as an economically and agronomically feasible Upland alternative.

“It seems to do well here on the Plains. It grades well, too,” McCaul said. “Probably the biggest thing about it is just the loan value alone is about 90 cents. In years past, that is almost double the value you will receive for Upland cotton in the loan. That price is really attractive if you are able to grow it for the same input costs. This cotton is non-GMO, so it is all conventional. They have to plow and not spray chemicals over the top, which can be difficult. It also needs water, but if they can make two bales to the acre at that loan value, it can be a good alternative.”

Canale said this is a good time for Pima cotton with the current market conditions.

“This is an exciting time for Pima as prices have rebounded from the depressed levels we have witnessed the past few years,” Canale said. “Pima is a niche market, and it was affected more than Upland cotton by the trade war between the U.S. and China. The coronavirus pandemic shutdowns also weighed on prices in 2020. Production has fallen the past few years in the U.S. and worldwide, and with lower spinner inventories, prices have improved immensely.”

Like most Upland cotton produced in this area, Pima cotton is exported to other countries.

“Pima is spun worldwide, but the main users are India, China, Pakistan, and Egypt,” Canale said. “Typically, these four countries represent roughly 85 percent of worldwide consumption. Pakistan is the only large user that does not produce Pima. On the other hand, the U.S., Egypt, and China account for 90 percent of worldwide production. Egypt, like the U.S., is a net exporter and the main competition for American Pima exports.”

WHAT IS PIMA COTTON?

Pima is an Extra-Long Staple (ELS) cotton variety. ELS cotton is recognized for cotton that has a minimum fiber length of 1-3/8", 34.925 mm or measured in 32nds is 44 staple or longer. For simplicity, PCCA uses the term Pima. Pima cotton differs from Upland not only in physical characteristics like length and strength but also in harvesting and ginning. Whereas most upland cotton in PCCA's area is stripped and saw ginned, Pima is picked and roller ginned. If Pima cotton is stripped and saw ginned, it is loan ineligible, and its value is greatly diminished.



What is a roller gin?

A roller gin uses a rotary knife to separate the seed from the lint in the ginning process, and it is primarily used to gin Pima cotton.

What products are made with Pima cotton?

Pima is typically used in luxury apparel and home goods, such as sheets and towels. It is a long staple, high-strength fiber which allows goods made from it to be softer and more durable than the same goods made with a shorter fiber.

How do you market Pima cotton?

Marketing channels are similar to Upland cotton but are also very different. Pima represents just over one percent of all cotton produced globally, making it a niche market. There are not futures or options markets for Pima, which means there isn't an effective hedging strategy for Pima cotton.

Does PCCA offer a marketing option for Pima cotton?

Yes, PCCA is offering a Pima Marketing Pool to growers this year. For more information or to enroll your production, contact PCCA at 806-763-8011.

Fashion Forward: Cotton is in the Forecast

By Jayci Bishop

It's rare to meet someone without an opinion about fashion trends in apparel. And, fashion means different things to different people. Whether we're looking at something familiar from decades past or new styles that shock, we view fashion through the lens of how it fits into our style and practicality preferences.

But who decides what brands and retailers should put on store shelves each season? What factors are taken into consideration when those decisions are made?

Enter Cotton Incorporated's Fashion Marketing Department. This group is comprised of five Fashion Forecasters, one of which is Rachel Crumbley. Crumbley earned a degree in International Business from the University of Georgia with a concentration in marketing and a minor in fashion merchandising. She has been at Cotton Inc. since 2002. She and the rest of her team are responsible for putting together forecasts for the denim, active, and general apparel markets.

"It is the role of the Fashion Marketing team to gauge the direction of fashion trends including lifestyle, color, fabric, and styling, up to two years in advance of selling season," Crumbley said. "We put this information together into presentations compiling the visual inspiration and direction for the season, and then share these presentations with textile mills, retailers, brands, and apparel manufacturers across the globe. We look at how current trends evolve, as well as newer influences and direction for trends, and relate this back to how cotton and cotton rich fabrics fit into the trends for the season."

Fashion trend forecasting directly benefits U.S. cotton growers as it promotes



the use of cotton in upcoming textiles and products, and the competition for consumers is intense.

"Fashion trend forecasting helps to promote cotton consumption by showing how cotton fits with seasonal trends and through communicating how cotton is always relevant in fashion. Fashion designers and fabric developers are very visual and tactile people, so being able to show photos of fabrics or put them in their hands makes a strong impact and allows us to expand their thinking of what cotton can be and offer them direct examples rather than just talking about an idea," she said. "It is important to note that in our trend forecasts, we focus a lot on the fabric portion of our trends, showing direction for both 100 percent cotton fabrics as well as cotton-rich fabrics to illustrate the advantages of choosing cotton. A cotton-rich fabric is a fabric composed of a majority of cotton blended along with another fiber."

Fashion forecasting is crucial for keeping apparel industry professionals in the know and helping them in all stages of the design and development process for future seasons.

"We begin working on each forecast anywhere from one-and-a-half to three years in advance of the season in which the clothing will appear in stores or online for sale," she said. "Where does the research process start, and where does inspiration come from? In a nutshell, everywhere. We look at everything from websites to magazines to exhibitions, covering a myriad of topics ranging from art and design to personal style and runway shows, to technology and the natural world."

After all the research is gathered, they meet to discuss patterns they see in the data, including color, lifestyle, fabric, and styling. The lifestyle aspect also allows them to tell a story about what influences a consumer's mindset, perceptions, and habits and what is important to them. The entire process takes about six months, from beginning concepts to completed presentations ready to be shared with clients.

"When forecasting, we always keep at the forefront of our message how many positive aspects of cotton play into and complement seasonal trends," Crumbley said. "Top of mind are cotton's comfort, versatility, and ease of care as key attributes that keep cotton as a favorite among consumers. Trends can also drive innovation which can expand opportunities for cotton consumption. For example, as consumer interest in performance apparel has grown over the past few years, so has the number of textile technologies that enable cotton to compete with synthetics in this sector. Combining benefits like water-resistance or moisture-wicking with cotton's comfort expands opportunities to use cotton fiber, and wear cotton apparel."

While the COVID pandemic has undoubtedly impacted how Cotton Inc. conducted business, sharing the positive message of cotton did not slow down. In 2020, the Fashion Marketing Department gave presentations to reach an audience of 300 various companies and clients. These sessions included almost all major U.S. brands and retailers and meeting with textile mills and apparel manufacturers and global brands and retailers, including Asia, Latin America, and Europe.

"Before COVID, we met with almost all of our clients to give in-person presentations. Once the global shutdown happened, we pivoted to giving virtual presentations and saw that demand for our presentations has actually increased as clients are seeking inspiration as they have not been able to travel themselves."

Another aspect that changed was how the team was able to conduct research. Crumbley said pandemic travel restrictions forced her crew to pivot to online exploration and local NYC-based trends.

The pandemic also had an immediate impact on the type of apparel people wore on the job. Crumbley said an emphasis on comfort has arisen due to the work-from-home culture.

"Cotton sweats, jersey t-shirts, and other cozy knits fit nicely in with this trend, emphasizing cotton's comfortability," she said. "Crisp cotton shirts that are comfortable yet look business-appropriate are key for above the keyboard dressing. At the same time, with the relaxation of previous COVID restrictions and a return to in-person socializing, people are feeling joyful, exuberant, and looking forward to fashion as a form of self-expression. We see this through optimistic, joyful color choices as well as little details that make the wearer feel special. This might be taking a basic cotton terry sweatshirt or t-shirt and adding feminine ruffles or frills, or rhinestone details, or even tie-dye effects."

Cotton Incorporated's Lifestyle Monitor™ tells us that seven out of 10 consumers dressed more comfortably during the pandemic. They were wearing cotton-dominant types of apparel such as denim and sweatpants. Additionally, 87 percent of consumers say that wearing comfortable clothes helps them feel better.

"It could be that the pandemic and the search for comfort has helped to rekindle consumers' love affair with cotton," Crumbley said.



DID YOU KNOW?



Cotton as an Olympian - You will see U.S. cotton in this year's summer Olympics as Ralph Lauren used verified U.S. grown cotton to create the apparel for Team USA. They also used a unique process that reduces water, chemicals, and energy needed to dye cotton textiles.



Cotton Incorporated's Lifestyle Monitor tells us that 7 out of 10 consumers dressed more comfortably during the pandemic, and they were wearing cotton-dominant types of apparel such as denim and sweatpants.

87% of consumers say that wearing comfortable clothes helps them feel better.



THE WILDE FAMILY

TWO ESSENTIAL FARMING INPUTS MONEY CAN'T BUY

Driving the tractor with Michael in the buddy seat, Gary Wilde dreamed of the day he would farm with his son. The journey to that dream wasn't always what he planned, but faith and family made it possible for the Wildes to thrive in the face of adversity.

Story by
JAYCI BISHOP

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Photography by
JAYCI BISHOP





Gary Wilde and family stand proudly in front of Rhineland, Texas', "Cathedral in the Cotton Fields" which his grandfather helped build.

Teaching him how to work," Gary said. "That is the way I grew up, and I think if you teach them a work ethic, it is something that sticks with them for the rest of their lives. He gives me so much knowledge now. It is unbelievable."

Family has always been the number one priority for the Wildes. Gary and his wife, Judy, have been married 46 years, and together they have two children, Michael and Michelle. Gary has been farming since he graduated from high school. It was then that he began working for the Brown family, which he did for many years before getting his first piece of land to farm on his own.

"In 1975, I got the first farm from Judy's folks, and we started building from there, and I worked for the Browns too. Then in 1981, they asked me to manage the co-op at Rhineland. So I did that, and it was probably one of the best moves because it was hard to get land, and my dad didn't have any. As people would retire, I began to pick up land. I picked up more land than I could care for while continuing to manage the gin in 1989, and have been farming since. Managing the co-op was a good move for me. It really was."

Michael attended Texas Tech University with intentions of being a doctor until he received a call from his dad one day. Gary had been in a motorcycle accident a few years prior and, while recovering, decided he needed more help on the farm.

"In school, I always took interest in science and everything, so that is why I started out pre-med. Then I was starting to dread looking at seven to eight more years of school. Dad called me and said, 'man, after that last surgery, I sure could use you, you know you always have an opening here on the farm,' and that was all I needed to hear," Michael said. "I switched majors to agricultural economics, graduated within a year, and came back and started farming. I have been doing that ever since."

Little did they know, both of their dreams would become a reality after that phone call. Today, Michael and his wife, Katy, are proud to have the opportunity to raise their two children, Garrett (9) and Hannah (5), on the farm. In 2013, Gary and Michael formed a partnership and began farming together. Judy is the third piece of the operation as she keeps the books for the farm and helps wherever needed. The Wildes grow cotton and wheat, along with raising cattle.

"We try to diversify between those," Michael said. "We have two-thirds irrigated cotton and one-third dryland. We have been scaling back our dryland. It has been tough with the droughts and prices, and irrigated is a little more of a guarantee to an extent."

The Wildes believe cooperatives are a vital component of managing risks and adding value to their operation. Their marketing strategy primarily employs a seasonal pool. Michael serves as a delegate to PCCA from Rhineland Cooperative.

They also try to integrate new technology into their operation whenever possible to help increase efficiencies and to benefit their bottom line. Irrigation technology has improved dramatically over the years. Gary remembers irrigating with ditches and aluminum siphon tubes early in his farming career. Today, technology developments make irrigation less labor-intensive and more precise.

"We have integrated a lot of technology into everything," Michael said. "We have GPS on all our center pivots, and all the equipment has precision ag and yield maps. We also do a little bit of strip-till and minimum-till and integrate some of the newer fertilizers. We are going to get more micronutrients while we use less and get more out of it. Right now, we do some variable-rate fertilizer, but they are talking about variable rate irrigation, and that is something we will definitely be looking into."

Farming equipment also continues to improve. Gary began farming on a 730 John Deere, an "ol' poppin johnny." He also graduated from a seven-shank chisel plow to a 54-foot one to help increase productivity through the years. To implement today's modern harvest technology into their farming operation more cost-effectively, the Wilde family partnered with a farmer in South Texas to purchase and utilize a picker baler.

"We started partnering with a guy in Sinton, he sends his machine our way, and we send him ours," Michael said. "It's another way to diversify. They start harvest in August

or September, and we have never had it where they were not finished in time. Usually, at the end of October is when we start so we can get it up here and get it repaired. It justifies the cost of the machine a little more.”

The cost of farming has undoubtedly changed since Gary began farming full-time. He said when he started farming, cotton planting seed was running about \$8 per bag. Today, that cost ranges from \$250-\$400 per bag. Michael said controlling inputs and water are the most significant challenges they face in their farming operation.

“It is hard to control the inputs because it is competitive, whether it is land or inputs,” Michael said. “You also can’t control the weather, and that’s where the irrigation helps. During the drought of 2011 and 2012, we probably lost at least 50 percent of our pumping levels for our irrigation water. We have had some really wet years in 2016 and 2017 where the Seymour aquifer, which we are on, actually recovered quite a bit.”

With the unpredictability of the weather, water conservation and irrigation efficiency also remain a top priority.

“That’s probably the biggest thing in our area is water conservation,” Michael said. “We try to make it stretch as much as we can. We still have a little furrow irrigation, but we are trying to go to center pivots. We have a few patches of drip irrigation, but drip doesn’t work very well in our area.”

Good farm management is something Gary learned from his grandfather at a young age and passed down to Michael.

“Just mainly management. I hate weeds. You can ask Michael,” Gary said. “My grandpa, we would chop cotton with him from the time we were four years old on, and he farmed too, you know. On a farm, I don’t want any weeds on it. I want it neat and clean. I take care of leased land just like I take care of ours.”

As Gary continued to reminisce about his grandfather, he told lessons that went beyond farm management that have stuck with him throughout his life as he has farmed and raised his family.

“My grandpa used to say, ‘if you ain’t got the money, don’t buy it.’” Gary said. “You know he came through the depression

and all that stuff. I don’t know if it is the good Lord whispering to me, but all the time I will come up with sayings he used to say, but that’s one he said all the time.”

The Wildes believe that management goes far beyond ensuring the farm is clean and productive - it’s also focusing on people and relationships.

“Mainly management and care, and taking care of people,” Gary said. “My landlords, they are just my family too. I have a bunch of them. We let them know everything. Just treat people right and be good to them. Keep it managed. It just all works. And the Lord, I’m not going to lie - I pray a lot, and it gives me some relief, so you know the wreck did do one good thing, I guess.”

From instilling a good work ethic and moral character, Gary always tried to set an example for his children and grandchildren to follow. Michael looks up to his dad in every way, and he has learned so much from him.

“It is just a good thing to look up to, to keep everything going,” Michael said. “Since I was little bitty, he taught me to drive and how to drive a tractor, hunt and fish, and have some fun too. He let me have all that. He taught me how to be a good father. I try to raise my kids the way he did me and to farm the way he does. Pretty much everything I do is following in his footsteps.”

Of all his admirable qualities, Michael said his dad’s unwavering faith and servant’s heart are the two things that stand out to him the most.

“Probably the biggest thing is his faith,” Michael said with pride. “No matter what, he always looks up and prays and gets us through it. He says we can get through it and make it through. That’s probably the biggest thing, his outlook on life and always puts everybody in front of himself. He always puts himself last. Everybody - the family, landlords, employees, even though he is struggling he puts everyone else forward.”

The most important value to him is to lead by example. Both he and Michael are very involved in the community and the church and try to help people wherever they can.

“Family, friends, and religion; That’s life to me,” Gary said. “I have faith, real faith, or I think I do. I pray every day. I just



see what He’s blessed us with. I mean, we didn’t have anything, and we have just come to where we are today, you know we aren’t rich, but we aren’t poor. I can help the kids and grandkids, help employees and people, and they know if they need something, they can come to me.”

Despite the challenges of farming, Michael also reflected on the joys of being part of the family farm. Having the opportunity to farm the same land his grandfather did, which has been in the family for over 100 years, is a blessing.

“Just being able to farm together,” Michael said. “There are a lot of highs and lows and stresses, but just the freedom to be your own boss and do what you want to do, grow what you want to grow. From planting to harvest, the best thing is a bountiful harvest. There is no bigger trophy or reward than that.”

Gary’s dream of farming alongside his son is now a reality. Now he has new hope for the future of his farm and the Wilde Farms Partnership.

“I told my grandson that I hope Pappy makes it to heaven, and when I do, I hope I get to look down here one day and see your dad as a grandpa, old like me, and you are there with a tractor and your son is with you. I hope to look down and see you. That would be the happiest day of my life.”

Cybersecurity: Why it Matters

By **Hannah Culak**

Technology is woven into almost every aspect of our lives. It has changed the way we behave, how we interact, and how we live. While we have enjoyed many of these advances, we are targets every day for criminals worldwide.



W

hether you're on a website or sending an email, internet hackers are ready to pounce. Cybersecurity is at the forefront of stopping malicious attempts to exploit personal information, hold data for ransom, and wipe your technology and all its connected systems clean.

What is Cybersecurity?

"Cybersecurity is essentially being a guardian of information and making sure that information is protected," said Bill Curnow, PCCA's Information Security Manager. "Basically, if you take physical security and move it into the digital world, that's what cybersecurity is."

Why is Cybersecurity important?

Ask yourself these questions. Why is locking your front door at night important? Why do you install smoke detectors in your house? Why do you carry insurance for your car? These protection methods are essential because they give you peace of mind that you and your belongings are safe. The same reasoning applies to the importance of cybersecurity.

“The challenge with cybersecurity is it’s more than just having a password or putting a firewall in place. It’s a mentality. It’s a way of thinking,” Curnow said. “It’s when you stop thinking about cybersecurity that you begin to run into problems.”

Common Methods of Cyberattacks

The reach of technology in our lives and businesses gives hackers plenty of opportunities to attack your systems and devices. Phishing is the most common tactic used to target your computer. Phishing uses email to trick you into a harmful reaction, such as clicking on a link. Clicking the link can open the door to your computer and everything on it.

“Another way is to leverage a vulnerability,” Curnow said. “An unpatched computer system or a flaw in a website may provide the bad guys the access they need to begin stealing information.”

How to Prevent Cyberattacks Before They Happen

In addition to being aware and knowing how to spot the schemes attempting to infect your tech devices, the ultimate line of protection is preparation. When it comes to cybersecurity, there are many different ways to safeguard your information and data.

What You Can Do to Help Yourself

From a personal standpoint, here are some tips to keep in mind to better protect your devices from potential cyber-attacks, according to Curnow.

- Use strong passwords or passphrases. Tip: Use a Password Manager application to maintain your passwords
- Never use the same password twice
- When in public, be aware of your surroundings when typing any passwords
- Be cautious when connecting to public Wi-Fi networks
- Make sure all your devices are updated
- Maintain a healthy level of paranoia about emails with links and attachments

What PCCA Does to Help You

In addition to the methods of protection you do on your own time, PCCA also helps protect your data and information. Security measures include:

- All email is scanned and filtered to help prevent email-based attacks
- Advanced antivirus protection helps block harmful files and suspicious activity
- Corporate data is backed up to PCCA’s network

Despite the proactive work PCCA does behind the scenes to defend your data, the essential component of the cooperative is the corporate training program.

“That turns your employees into the first line of defense,” Curnow said. “It’s vitally important to have well-trained employees because even the best computer protections can fail.”

Signs That Indicate a Malicious Cyber Attack

There are warning signs that a hacker successfully gained access to your device or data. These may include unusual activity such as receiving replies to an email you didn’t send, constant spam phone calls, or suspicious messages stating your account was used to log in somewhere. Unfortunately, more often than not, you may see no indications of intrusion.

“If the hacker knows what he’s doing, you won’t know he’s there,” Curnow said.

Because hackers are nearly invisible, it’s crucial to prevent the attacks from happening in the first place.

At PCCA, cybersecurity is an essential focus so every employee and grower-owner can have comfort knowing they are protected. The Information Systems Department spends considerable time and energy to ensure operations at PCCA are not disrupted by outcomes following cyber-attacks such as viruses, ransomware, and data extortion. Information held on behalf of members requires significant, consistent protection.

“Because we have been entrusted with that information, it is our responsibility to guard it as if it were our own,” he said. “We are a technology company that operates in the agricultural space. Data has been at the core of our business, and protecting that data is critically important to run a business these days.”

In the same way services such as pool marketing, contracts, and innovations help add value to our grower-owners’ cotton, cybersecurity measures are designed to help protect our members and customers.

“It provides our staff the confidence that they need to do their day-to-day jobs, so they focus on adding value to our members’ cotton without having to worry about what happens,” Curnow said. “Having the technology in place gives peace of mind and allows our staff to focus on what truly matters: our members.”

Cybersecurity is undeniably one of the most important systems to have in place while we live in an age dominated by technology. The seriousness of protecting personal data and information will never go away. With our increasing reliance on technology, it’s essential that all of us actively participate in cybersecurity.



OVER-LOOKED AND UNDER-CONSUMED: THE TRUE VALUE OF COTTONSEED OIL

Story by **Blair White**

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Most Americans don't realize they consume two pints of cottonseed oil every year. And that's okay.

In addition to supporting cotton farmers across the nation, the consumption of cottonseed oil has been proven to provide health benefits that can outweigh those of oils that are presently labeled as "the gold standard." According to Tom Wedegaertner, Director of Cottonseed Research at Cotton Incorporated in Cary, North Carolina, an estimated 600 million pounds of the oil is consumed annually.

B

efore Tom Wedegaertner began working in cottonseed oil research at Cotton Inc., he studied animal science and earned an MBA. That preparation launched his career starting at the National Cottonseed Products Association. Eventually, he landed at Cotton Incorporated in the early 1990s. For the past 28 years, he has held steadfast to his cottonseed research in an effort to adhere to Cotton Inc.'s mission: to increase demand and profitability for cotton.

"There's really two ways to increase profitability for a grower," Wedegaertner said, "either reduce their input costs or increase the value of their outputs. I work more on the value of the outputs. The goal is to increase the value of the cottonseed, so I conduct research to try to find ways for the cotton growers to get more money for their seed."

Oil in the Seed = Gas in the Tank

Cottonseed oil plays a vital role from the beginning of a cotton season. Wedegaertner said the amount of oil in the cottonseed is a very important part of growing a good crop.

"The oil content of the seed is very important because it is the primary factor that determines the germination and seedling vigor," he said. "The oil in the seed is kind of the gas in the tank. The other part of that is that oil is the second most valuable part of the cotton crop, behind the lint, on a per pound basis. Getting the increased value because of increased oil content, or demand for oil, that helps growers, ginneries, and oil mills."

Research at Cotton Inc. is concentrated on oil yields and percentages because if the oil content of cottonseed is increased, the value of the seed is increased as well. A key component of Cotton Inc.'s investigation is identifying the optimum seed size. Small seeds can often cause problems for gins and oil mills, and at the same time, not carry adequate amounts of oil. Conversely, a larger seed size does not always indicate higher oil yields.

"It does us no good to have a really big seed that doesn't have any oil in it," Wedegaertner said. "I'm sure there's a correlation with a larger seed and more oil in that seed, but if you have a large seed that only has 14 percent oil versus a smaller seed that has 23 percent oil, certainly the smaller seed with more oil would be more desirable. Research is underway to not only increase the oil content percentage per seed, but also to discover what that optimum size is and to try to convince the seed industry to select for that optimum size."

Wedegaertner also said molecular biologists at Cotton Inc. are focused on the three genes responsible for oil content in cottonseed. In the future, they hope to embark on genetic-modification research in an effort to increase oil yield.

"A cottonseed typically has about 16-18 percent oil and it's possible, based on what



we are seeing, that we should be able to run that up into the low to mid 20s," he said. "If we could go from 16 to 20 or 25 percent oil, that would dramatically improve the value of the seed and the seedling vigor."

However, the amount of oil in the seed is only one part of the equation. In addition to oil yields, oil quality is also a point of focus as the two go hand-in-hand.

"Increasing the quality of the oil will help increase demand and utilization of cottonseed oil, so we are working on both," Wedegaertner said. "The number one thing we keep in mind is we do not want to have any negative impact whatsoever on fiber yields or fiber quality, because you know, that is what we grow the crop for. So, we are very aware that whatever we do to the seed should not have a negative impact on fiber."

The Real Gold Standard

The integrity of fatty acids, in terms of dietary requirements, is often up for debate within the health community. Recent research efforts by Wedegaertner and his team have uncovered evidence that cottonseed oil is, in reality, more of a true gold standard than a large number of its competitors.

"Nutrition wise, cottonseed oil is a polyunsaturated oil," Wedegaertner said. "The fatty acid profile of cottonseed oil (the amount of monosaturates, polyunsaturates, and saturated fatty acids that you see on nutrition labels), is about as close as we can get to what is recommended by the American Heart Association. I know the glow is on canola and olive oil because of the high monounsaturates, but the American Heart Association actually recommends more of a blend of those three different levels of saturation."

Specifically, Wedegaertner said cottonseed oil is roughly 50 percent polyunsaturated fatty acids, 25-27 percent saturated fatty acids, and about 20 percent monounsaturated fatty acids. Technically speaking, cottonseed oil is classified as the same type of oil as soy or corn oil, however it is a much more stable oil due to its higher levels of

vitamin E compounds which contribute to its shelf life and cooking stability.

The health benefits of cottonseed oil do not stop there either. In 2018, Cotton Inc. sponsored research to be conducted on healthy male subjects comparing the impacts of a diet rich in cottonseed oil to a diet rich in olive oil on their blood lipid chemistry.

"We were pleasantly surprised, these healthy men ended up having improved blood lipid chemistry," Wedegaertner said. "They had reduced cholesterol,

"INCREASING THE QUALITY OF THE OIL WILL HELP INCREASE DEMAND AND UTILIZATION OF COTTONSEED OIL, SO WE ARE WORKING ON BOTH ..."

reduced triglycerides, improved HDL, and they also consumed about 80 less calories per meal. We also identified a unique fatty acid that is only found in cottonseed oil, DHSA. It seems to be responsible for the improvements we have seen in blood lipid chemistry. We are now doing a follow-up study with subjects that have a blood lipid problem such as high cholesterol or high triglycerides."

Another characteristic of cottonseed oil that contributes to its health benefits is the high smoke point the oil carries. Wedegaertner said this is a prime reason the food service industry is the primary user of cottonseed oil as it helps reduce the amount of oil left on food when it is served.

“The amount of oil that is in the food is determined by the temperature at which the food is fried,” he said. “The lower the temperature, the greasier the food. One of our number one export markets for cottonseed oil is to Japan for tempura frying. When frying the tempura, you want the oil to be very hot and the tempura to not be greasy at all. So, cottonseed oil works well in food applications where you want the food to be less greasy.”

A Premium Purchase

Contrary to popular belief, cotton is grown and regulated as a food crop. In the U.S., cotton is farmed under numerous regulations from government entities such as the USDA and EPA which ensures the products and co-products of the seed are safe for human consumption. While the oil is mainly used in the food service industry and restaurants pay a premium for it, cottonseed oil can be found on grocery store shelves or online as well. Wedegaertner encouraged the increased use of the oil among consumers and mentioned almost everyone has likely consumed the oil at some point.

“It’s a great oil, it’s just over-looked and under-consumed,” he said. “When people say ‘I’ve never eaten cottonseed oil,’ I say have you ever gone to a drive-up window and ordered french fries and chicken nuggets? Then there’s a pretty good chance you’ve consumed your two pints of cottonseed oil.”

The large number of benefits cottonseed oil adds to the supply chain from top to bottom are quite clear in terms of value and health. To help support the cotton industry in a different way, Wedegaertner suggests purchasing cottonseed oil and sharing it with family and friends.

“I would encourage especially cotton farmers to go online and buy some. People need to start using it and they will see what a good oil it is. Get out there and start endorsing cottonseed oil and get your friends to give it a try.”



Tom Wedegaertner, Director
of Cottonseed Research at
Cotton Incorporated



Pasta Salad

One thing that has always brought farming families and friends together is food. Did you know by incorporating cottonseed oil into your recipes you help support the industry even more? This easy and tasty pasta salad is the perfect way to get more cottonseed oil into your kitchen and feed those hungry farmers in the field.

Dressing Ingredients:

- ½ cup cottonseed oil
- ¼ cup red wine vinegar
- 2 tsp dried Italian seasoning
- 1 tsp parsley
- ½ tsp granulated sugar
- 1 clove garlic, minced
- ½ tsp salt
- ¼ tsp pepper

Pasta Salad Ingredients:

- 1 package farfalle pasta (or your favorite type of pasta)
- ½ medium red onion, chopped
- 8 oz. cherry tomatoes, halved
- 1 cucumber, halved or quartered
- 8 oz mini mozzarella balls, drained
- 4 oz salami slices, cut into strips
- ½ cup black olives, halved

Instructions:

1. Dressing. Combine all dressing ingredients in a bowl and whisk to combine.

2. Pasta. Cook pasta until al dente, about 8 minutes or according to package directions. Drain the pasta well in a colander and run under cold water. Set aside to cool.

3. Combine Salad Ingredients. After pasta has cooled, put in a large bowl. Add remaining pasta salad ingredients.

4. Add Dressing. Pour the dressing over the pasta salad and toss until evenly combined.

5. Chill. Refrigerate pasta salad for at least 30 minutes for the flavors to meld before serving.

6. Enjoy!

HAVE A FAVORITE RECIPE TO SHARE?

We would love to share them! Please email them to jayci.bishop@pcca.com to submit your favorite recipe for feeding farmers in the field. You may just see it in a future issue of Field & Fiber!



Farm Stress: Help and Hope

The past year has brought about difficult times for many, which inherently compounded the challenges those within agriculture were facing prior to the pandemic.

R

ural mental health is just as important, if not more, now than it was then. The economic struggles that affected millions of families both in and outside of agriculture continue to do so at a concerning rate. These feelings of stress and isolation can lead to depression, substance abuse and suicide.

At PCCA, our grower-owners are top priority, and that does not just relate to getting the highest possible value for their cotton. We care about the well-being of our membership and want to provide support however possible.

During these trying seasons, it's important to keep an eye out for our neighbors to help provide assistance should the need arise.

If you or someone in your life feels trapped, get help. It is pertinent to talk to someone about the struggles and issues you are facing. The world needs farmers, the community needs its members, and your family and friends need you.

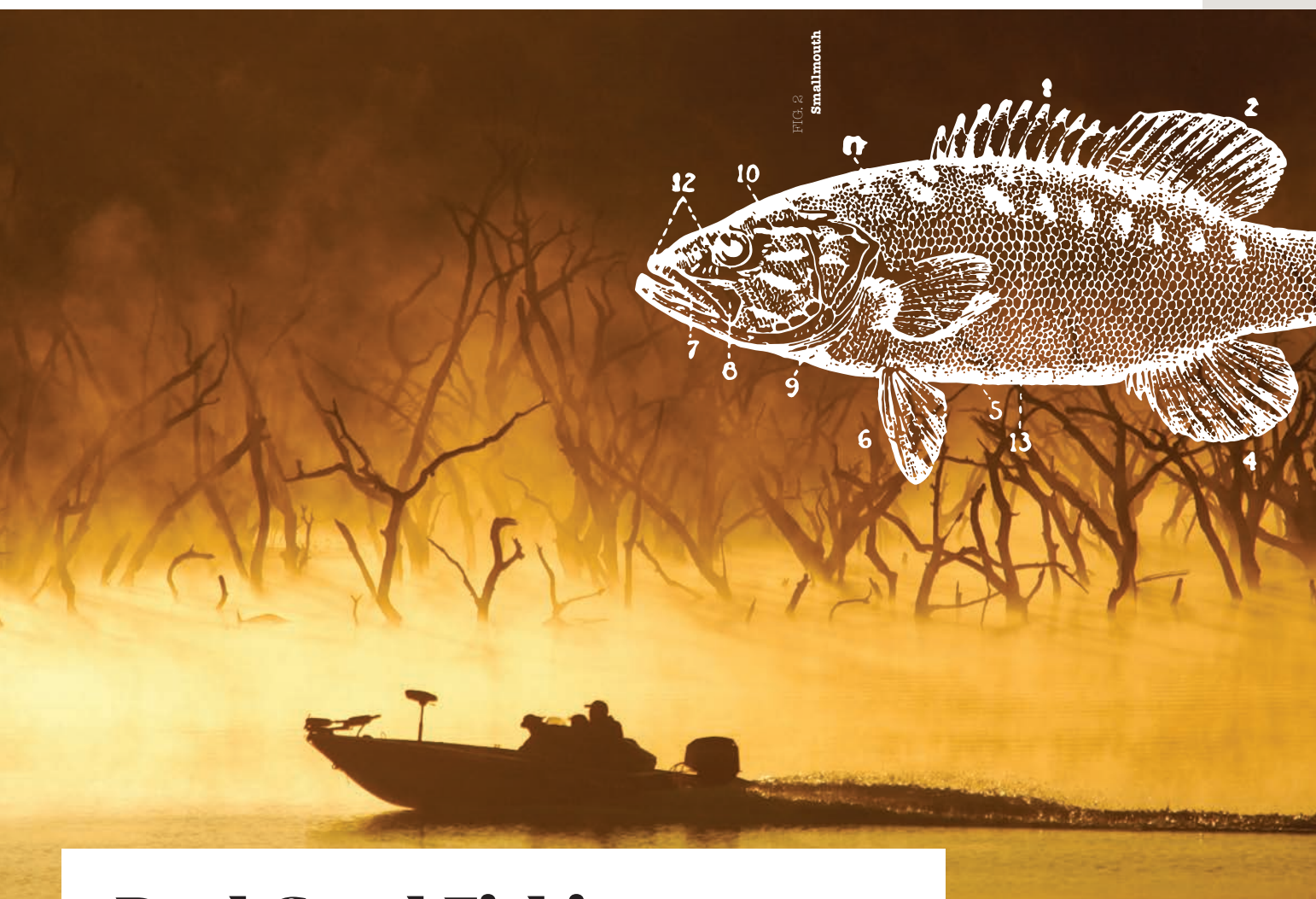
Please remember, we are all in this together.

Signs of a mental health crisis can include:

- Isolation from others
- Decline in care of crops, animals and the farm in general
- Deterioration of personal appearance
- Withdrawing from social events, family and friends
- Change in mood or routine
- Increase in farm accidents
- Increase in substance abuse
- Feeling anxious or worried
- Emotional outbursts
- Problems sleeping
- Dramatic changes in weight or appetite
- Feelings of failure
- Talk of being better off dead or thoughts of suicide

RESOURCES

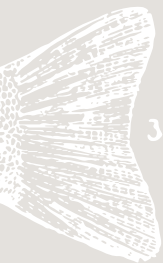
The **National Suicide Prevention Lifeline** is 1-800-273-8255. The call is free and confidential, and they will connect the caller to a counselor in their area. The **Crisis Text Line** also is available. Text HOME to 741741 to be connected to a trained counselor 24/7. The **Farm Aid Farmer Hotline** is 1-800-327-6243. Staff will answer calls Monday through Friday from 9:00 a.m. to 5:00 p.m. Eastern time.



Reel Good Fishing Destinations

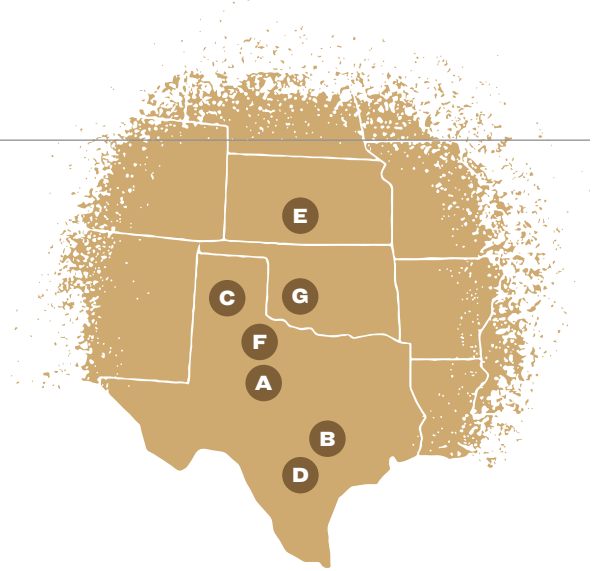
By **Hannah Culak**

Fishing is a relaxing pastime that can help relieve any farm stress you may be under, but where you choose to cast your reel can determine whether you bring home a 10-inch crappie or a 10-pound largemouth bass. Listed on the next page are seven prime fishing destinations located in PCCA's service area that will leave you, and a prize-winning catch, hooked.



Fun Fact

Caddo Lake in East Texas straddles the Texas/Louisiana state line and is the only naturally-occurring lake in Texas.



A

Lake Alan Henry

TEXAS

Lake Alan Henry is located just 45 miles south of Lubbock and four miles east of Justiceburg, on the Double Mountain Fork of the Brazos River. Its predominant fish species include: largemouth bass, spotted bass, channel and flathead catfish, and white crappie.

B

Granger Lake

TEXAS

Granger Lake is located northeast of Austin on the San Gabriel River near the towns of Granger and Taylor in Williamson County. The predominant fish species in this lake include: white bass, crappie, and catfish.

C

Lake Meredith

TEXAS

Lake Meredith can be found 45 miles northeast of Amarillo on the Canadian River. Here, you will find species of fish such as: walleye, small and largemouth bass, white bass, white crappie, channel and flathead catfish.

D

Choke Canyon Reservoir

TEXAS

Located four miles west of Three Rivers at the Frio Watershed in Live Oak and McMullen counties, you can expect to find a large range of fish species. These can include: largemouth and white bass, crappie, blue, channel and flathead catfish, bluegill, redear sunfish, and alligator gar.

E

Cheney Reservoir

KANSAS

Cheney Reservoir is located on the North Fork Ninnescah River in Reno, Kingman, and Sedgwick counties. Some of the predominant fish species found here are: white bass, walleye, blue and channel catfish, and white perch.

F

White River Reservoir

TEXAS

Found 25 miles south of Crosbyton on the White River, White River Reservoir is a tributary of the Salt Fork of the Brazos River. Fish species located here include: largemouth and white bass, channel and flathead catfish, white crappie, walleye, and sunfish.

G

Lake Altus-Lugert

OKLAHOMA

Lake Altus-Lugert is located on the North Fork Red River about 17 miles north of Altus. At this lake, you can expect to find fish species such as: large and smallmouth bass, channel catfish, black and white crappie, bluegill sunfish, and walleye.

STAY CONNECTED.

SIGN UP FOR MEMBER ACCESS




Through PCCA's Member Access system, grower-owners can view their account and important information including scale ticket information, statements, and patronage via a secure website and mobile app. For convenience, this system is live and accessible 24/7.

SUBSCRIBE TO COTTON MARKET WEEKLY

Subscribe to Cotton Market Weekly, PCCA's weekly newsletter that is published with current updates in regard to the cotton market. Nothing contained in this newsletter is intended, or should be construed, as advice or guidance for the marketing of cotton. From time to time PCCA also issues news releases containing company announcements.

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PCCA can be found on multiple social media platforms including Facebook, Twitter, and Instagram. Keep in the know about PCCA and the industry by following these accounts below.

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