

# FIELD & FIBER

A Plains Cotton Cooperative Association Publication

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Fall/Winter 2021

## Listening to the Land

Lloyd Arthur Heeds Innovation's Call

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Newest Board Member



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# WE ARE THE SOLUTION

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**GROUNDING IN TRADITION.  
INVESTED IN YOUR FUTURE.®**

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**From Low Mic to Mic Drop: Cotton Fibers Take on New Life as Bioplastics**

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by Blair White



**Listening to the Land: Lloyd Arthur Heeds Innovation's Call**

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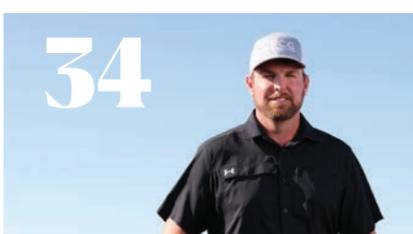
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by Blair White



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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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**FROM THE PRESIDENT**



**A Letter From The President**

**W**eather, trade, geopolitics, pandemics, or economic chaos — the topic doesn't matter. The world is changing fast, and we better be ready to adapt.

In this issue of Field & Fiber™, we've focused on cotton farmers' relentless efforts to remain relevant in the global textile economy. That relevance predominantly revolves around sustainability and its necessary condition, profitability.

When this issue is published, the innovations discussed on its pages will have already advanced to subsequent versions—this is continuous improvement. It is what helps us survive in an ever-changing world.

At PCCA, we take inspiration from innovators such as those we have featured here. Creativity in cotton marketing and its related activities present extraordinary challenges in an increasingly risky economic environment. For example, the speed and magnitude of returns to growers are competing objectives at times. Yet, we continue to make discoveries about navigating the mandate for "good and fast" to help our growers achieve their business goals while owning their cooperative supply chain.

The determination to persevere in the search for new ideas is critical. We must never give up pursuing breakthrough innovations in production, processing, and marketing that will improve the quality of life, especially for those that farm and steward the land.

Innovation is in PCCA's DNA. We celebrate successes in creating new and better ways to farm and deliver cotton. We also salute those that endure the failed experiments that come before finding a solution that works. We believe the spirit of never giving up is cause for optimism for the future.

Sincerely,

**Kevin Brinkley**  
President and Chief Executive Officer



PCCA celebrated Linda Frost's dedication to the company. She is pictured at her celebration with PCCA employees who had the opportunity to work with her daily.

# “It’s all about the Growers”

## Linda Frost Retires After 55 Years of Service to PCCA

By **Aubry Heinrich**

In 1966, The Beatles played their last concert at Candlestick Park in San Francisco. The final Studebaker automobile rolled off the assembly line in Hamilton, Ontario, Canada. Martin Luther King Jr. led a civil rights march in Chicago. The groundbreaking ceremony took place for the World Trade Center in New York City, and Linda Frost started her first day of work at PCCA in Lubbock, Texas. Fifty-five years later, she remained committed to the cooperative. After many years of hard work and dedication, Linda Frost retired from PCCA on October 29, 2021.

First described to her as “just seasonal work,” Frost had no idea what the future held. That season turned into over half a century of dedication and commitment to the cooperative and cotton industry. She came to work every day with the eagerness to help anyone that needed it and aspiration to provide high-quality work, continually growing in her role. When asked what kept her devoted, she simply stated, “I think this is a great place to work. It’s all about the producers.”

Frost held several different titles within the Sales Department while working for PCCA. She started out working on the High-Volume Instrument testing line. Jimmy Bass, the Domestic Sales Manager at the time, realized the potential Frost had and created a new title and position for her. She was deemed Head of Shipping shortly after starting to work for PCCA and retired with the official title of Inventory Clerk – though Frost described her final role as a “jack of all trades.”

During Frost’s great 55 years of service to PCCA, she saw five different CEOs and had two direct supervisors, Jimmy Bass and the current Domestic Sales Manager, Chris Ford.

“I have worked with Linda almost every day of my 34 years here. She is great to work with,

“HER DEDICATION TO PCCA IS BEYOND REPROACH. IN THE EARLY YEARS, SHE WOULD ALWAYS BE IN THE TAKE-OUT ROOM WITH CUSTOMERS LOOKING AT SAMPLES FOR THEIR APPROVAL”

and she will let you know if you are right or wrong, always with the attitude of helping you learn the cotton business and much more,” Ford said. “Her dedication to PCCA is beyond reproach. In the early years, she would always be out in the take-out room with customers looking at samples for their approval. She would help schedule shipments for domestic textile mills and make sure the trucks always arrived on time. All the textile buyers knew who she was, and every time they came out to take up cotton, they knew she would be there to help them.”

Frost said her favorite part of her job was interacting with FOBs and textile mills. She enjoyed working directly with the growers and customers and helped them to the best of her ability. As her impressive and dedicated career came to an end, Frost reflected upon her time at PCCA. She said the reason she stayed committed to PCCA for so long is because “it is all about the growers. We couldn’t live without them.”

She did not leave without giving her co-workers a piece of advice: “Trust in Jesus and hug your loved ones. We are not promised tomorrow.” She credits these two simple tasks with her success.

Frost was married for 47 years, has two children and numerous grandchildren and great-grandchildren. She is looking forward to spending more time with her sister and grandkids during retirement. She enjoys reading and going to estate sales with her sister, and will undoubtedly make the most of her retirement.

While PCCA has changed and evolved over the years, Linda Frost’s attitude and commitment toward the cotton industry have remained the same. Even though change is a constant in life, one thing that did not change is her love for the PCCA grower-owners. Linda Frost’s hard work and commitment have stood the test of time.

**Change is a constant we can all count on. Linda Frost has been a witness to the positive growth of PCCA and the cotton industry. Here is a timeline of events Frost has been able to help PCCA navigate during her 55 years of service.**

**1966:** Linda Frost begins working for PCCA as a seasonal worker on the HVI line.

**1967:** PCCA begins offering marketing services to South Texas cotton farmers and opens offices in Corpus Christi and Harlingen, Texas.

**1972:** PCCA negotiates the first sale of U.S. cotton to China in 20 years. 400,000 bales of cotton were sold for \$60 million.

**1975:** PCCA develops and introduces TELCOT®, the first electronic marketing system of its kind.

**1989:** An electronic title system is introduced by PCCA. This leads to the creation of EWR, Inc.

**1996:** PCCA opens a field office in Taylor, Texas, and offers marketing services to Central Texas cotton farmers.

**2004:** PCCA opens a field office in Kansas to provide production, ginning, warehousing, and marketing assistance.

**2005:** PCCA builds a warehouse facility at Liberal, Kansas, to store Kansas members’ cotton.

**2010:** PCCA’s storage capacity reaches one million bales with the addition of a warehouse facility in Rule, Texas.

**2013:** Module Tracking is launched. This new mobile technology allows producers and gins to pick up and deliver modules to the gin.

**2021:** Altus, Oklahoma, rail facility opens. The source-loaded container train loading project is designed for high efficiency and will reduce the time and resources to move bales from the warehouses to the port.

**2021:** Clearwater, Kansas, warehouse facility opens. Providing southern Kansas growers and gins with benefits such as shipping and storing efficiency, bringing PCCA’s total warehouse capacity to 1.6 million bales.

**2021:** Linda frost retires from PCCA after 55 years of dedication and service.

# Engaging Post-Pandemic Demand Trends

by Jayci Bishop  
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**69% of Consumers Focus on More Sustainable Products**

**42%**  
of brands and retailers responded they would focus on sourcing sustainably produced raw materials

**50%**  
of brands and retailers expect to see an increase in consumer spending on sustainable apparel over the next 12 months

**28%**  
of brands and retailers committed to setting new industry standards for sustainability

**63%**  
of brands and retailers stated the pandemic had a positive impact on their company's proactive investment in sustainability

**As a cotton grower, you know all too well how supply and demand play a role in the cotton market. You have also been working each year to grow profitable crops while conserving natural resources. Your farm is sustainable, and the proof is in the numbers.**

"United States cotton growers have been committed to continuous improvement for decades," said Gary Adams, CEO of the National Cotton Council of America. "Over the past 35 years, U.S. cotton production has used 79% less water and 54% less energy, reduced greenhouse gas emissions by 40%, all while reducing land use by 49%. The adoption of practices such as minimal tillage, GPS and sensor-driven precision agriculture, and the growing of winter cover crops have further improved soil health, reducing loss and erosion by 37% per acre and increasing soil carbon levels."

Here are the questions on everyone's minds. As a farmer, you have been following sustainable principles for years, and you know your practices are what is best for the land. Why is it so important to tell that story now? Why does it matter if you participate in a sustainability program? The answer is simple - demand. As consumers prioritize more environmentally friendly products, brands and retailers are increasingly looking to source sustainable cotton.

"Brands and retailers are experiencing a period of even greater supply chain scrutiny and a growing demand for transparency and traceability," said Adams. "Consumers are increasingly looking for sustainable products and are requesting more from their favorite labels."

Adams shared that the U.S. Cotton Trust Protocol worked with the Economist Intelligence Unit last year to produce a report on key decision-makers at leading brands' thinking about sustainability. The research found that as many as 60% of respondents surveyed identified sustainability as one of the top two strategic objectives, losing out only to customer experience. A year into the pandemic, the same group indicated that 69% of brands and retailers believed that the pandemic had emphasized the importance of environmentally friendly products to consumers.

"Brands and retailers recognize a genuine need to act now on sustainability initiatives, and many have already implemented strategies to cut emissions and have set ambitious targets to work toward and measure against," Adams said.

The demand for sustainable cotton is there, so what is the U.S. cotton industry doing to meet the demand and secure a market for the crop you grow?

"There are growing expectations for brands and retailers to not only

Continued on page 10

provide goods that have highly transparent supply chains and a robust sustainability profile but to provide evidence of this too," Adams said. "The Trust Protocol recognized that brands and retailers needed access to environmental and social standards and a system they could trust when sourcing raw materials."

The U.S. cotton industry is betting big that the U.S. Cotton Trust Protocol is the answer. The program was launched in 2020 and is setting a new standard in more sustainably grown cotton. The program is aligned with the 2025 U.S. National Goals for continuous improvement, something brands, retailers, and consumers watch closely.

"The U.S. cotton industry traditionally led the way in innovation, quality, and responsible stewardship of the land," Adams said. "But evolving attitudes regarding sustainability have led to the establishment of preferred fiber lists among almost all brands and retailers. Simply put, we need a program that better evidences our efforts and ensures U.S. cotton can be on those lists so brands and retailers around the world can confidently source U.S. cotton."

The U.S. Cotton Trust Protocol enables growers to prove sustainable stewardship, better measure and verify their sustainability practices, and helps drive a commitment to continuous improvement.

"The Trust Protocol was developed to deliver a better future for U.S. cotton, ensuring it contributes to the protection and preservation of the planet, using the most sustainable and responsible techniques. At the same time, we wanted to meet the needs of brands and retailers in

the fashion and textile industries, which are increasingly expected to show the sourcing data for their products," Adams said. "The Trust Protocol provides access to more sustainably grown cotton for brands and retailers and assurances their consumers can have confidence in."

Not only does the Trust Protocol promote sustainable cotton, but it also helps cotton prevail against synthetic fibers.

"All of these achievements bring awareness that cotton, a natural fiber that is grown in the U.S., is more sustainably grown," Adams said. "Synthetic fibers, which are polymer-based fibers made from chemical polymers not found in nature, and unlike natural fibers, are mainly insoluble. Trust Protocol cotton is a responsible choice. Trust Protocol growers contribute by establishing measurable targets for improved environmental performance and resource utilization, improving resource efficiency, and increasing supply chain transparency."

The industry is proud to support the Trust Protocol. Carlos Garcia, PCCA Export Sales Manager, said having grower participation has helped him market grower-owners' cotton.

"As long as we have a supply of sustainability-verified cotton, then PCCA can participate in all inquiries, and we won't be shut out from being able to market our grower-owners' cotton to these specific mills," Garcia said. "We have long-standing relationships with a lot of A1 customers, and normally these are mills that come to us and ask for BCI or U.S. Cotton Trust Protocol cotton, and these are the customers we want to continue to do business with."

With a few minutes of your time, you can complete enrollment in the Trust Protocol and help promote U.S. cotton.

"I think most producers know that how they farm is already one of the most, if not the most, sustainable ways of farming in the world," Garcia said. "All we have to do now is put it down on paper to document that what we do, year-after-year, allows us to take great strides in doing more with less. This practice of farming fits perfectly with what the industry wants, and we want to ensure that they can come and buy our cotton so they can use the data we provide to show that their products are made sustainably."

Instinctively, growers are asking about the financial elements of the Protocol. Participating does require a relatively small amount of time and effort. The other question surrounds a grower's data privacy. The Protocol's technology provider, The Seam®, has taken strong measures to ensure the safety and security of individual data.

Only time will tell the monetary impact, but a market for your cotton and sustainable products for brands and retailers is a win-win for the cotton industry.

"I think the most important thing for producers to consider when signing up for the U.S. Cotton Trust Protocol is it allows U.S. cotton to continue to be the fiber of choice when mills go to buy cotton," Garcia said. "The Trust Protocol allows the textile industry to tell our cotton producers' sustainability story to the end-user, and it keeps us at the front of the line when mills make their purchasing decisions."

## Don't forget to sign up to become a U.S. Cotton Trust Protocol member and help set a new standard for more sustainably grown cotton.

Enrolling to become a member of the U.S. Cotton Trust Protocol is a simple four-step process. It will only take a small amount of your time, and you will be on your way to ensuring the sustainability of U.S. cotton.

- Start by visiting [trustuscotton.org](http://trustuscotton.org) and selecting the join now button at the top of the page.
- It will begin to assess your sustainable practices. For members re-enrolling, these questions will be more limited.
- You should then complete your Field to Market assessment, allowing you to receive data assessing and comparing your practices to critical markets in your region, state, and even nation.
- Lastly, the U.S. Cotton Trust Protocol asks you to commit to the continuous improvements and adjustments they have developed. You must also confirm your commitment to take the next steps (having your data verified by second and third parties). Continuing to stay committed and practice responsibly will assist in setting a new standard for sustainably grown cotton.

Consumers want sustainable and responsible products. Be a part of the movement to ensure that high-quality U.S. cotton is at the forefront of consumers' minds.

If you have any questions about the U.S. Cotton Trust Protocol, contact [growers@trustcotton.org](mailto:growers@trustcotton.org).

## U.S. Cotton Industry 2025 Sustainability Targets

**13%**

increase in land-use efficiency

**50%**

reduction in soil loss

**18%**

reduction in water use

**30%**

increase in soil carbon

**39%**

greenhouse gas reduction

**15%**

decrease in energy use



U.S. COTTON  
TRUST PROTOCOL®  
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# Eliminating the Paperwork Nightmare: A Vital Partnership

By Blair White

Few people enjoy talking about all the paperwork involved in farming. Crop insurance, FSA documents, equipment payments, bank statements, bills... you get the picture. What if there was a way PCCA could save you time and a headache or two by making it easier to share your information with industry professionals? Good news – there is.

Through Member Access and the myPCCA app, you can easily access and share your crop information with whoever assists your operation. From growers to landlords, this system provides easy and up-to-date record keeping for your farming operation. PCCA takes pride in making the sharing of information between industry individuals easy and efficient.

“PCCA wants our grower-owners to be as efficient as possible when dealing with the details of their farming operations,” said Corey Smyth, PCCA’s Director of Cotton Services and Gin Accounting. “By sharing common ownership with our cooperative gin partners, we want to provide resources that benefit our growers, their gins, and other agricultural businesses they need to grow a successful crop.”

Kathy Fowler owns Fowler Agency in Memphis, Texas, with additional locations in Altus and Elk City, Oklahoma. She has served farmers in the Texas Panhandle and Oklahoma since 1988. As a crop insurance agent and PCCA grower-owner, Fowler understands how vital the flow of information is from one entity to another – especially when it comes to the consistency and validity of data.

“Being able to have the producer go back, look at his production, and verify that what we have on record is the same thing that PCCA’s software has is always beneficial,” Fowler said. “Furthermore, it makes that process much smoother. It is the information that is coming from the gin, the producer provides it to us, and nothing is missing because the entire record set is there organized by year.”

The end game of providing useful software is to add value to a grower’s operation. To do that, maintaining the transparency of all parties involved is essential. Sharing information via PCCA software provides clarity, leading to fewer mistakes down the road.

“The grower can be transparent with their landlord, or crop insurance agent, and people appreciate that,” Fowler said. “It’s always nice for a grower to come in this time of year and pull up their account. We make sure that the account matches our crop insurance paperwork, such as farm names or the block. We just make sure that the unit structure, the farm name, and FSA number on the PCCA grower software matches the crop insurance paperwork.”

In addition to transparency, the information provided by PCCA allows producers to assess their operations better.

“The PCCA software is very adaptable to the grower’s operation,” Fowler said. “They can individualize their operation with different account numbers. Extension and the universities still do quite a bit of research, but really the grower’s own data is what they need to be assessing each year. It allows the growers to tailor to their individual operation and drill down to the data. I think as we go forward with precision farming and technology, the more detailed data that that producer has, the better.”

This information proved helpful to growers during the pandemic when many government offices were closed or understaffed, but farm business still had to be executed. Producers were able to look up information without calling other businesses because of the Member Access software.

“The partnership between the producer, crop agents, and PCCA is vital,” Fowler said. “I appreciate what PCCA does with the software and that they are ready to adapt or change to improve services for their producers. Whenever the CFAP and QLA came out, farmers had those records but calculating those records took a bit of time. So, for the producer to be able to do those pieces themselves not only helped them be more efficient, but also more in control of their own operation and their own business.”

With the click of a button, producers with PCCA’s Member Access can retrieve all the crop information related to their account. Some of the most popular forms and information sheets shared between entities include:

## 503 Forms

- Includes government and industry production information
- Provides third-party validation

## Bale Listing

- Can be emailed to your insurance agent in Excel format
- Allows for greater ease of quality adjustments and faster-paid claims

## Quality (Class) Download

- Can be imported into crop insurance claims software by an adjuster
- Used for quality loss adjustment claims

## Government Programs

- CFAP and QLA
- Still available and have been repurposed for help with farm decision making
- PCCA provides information for the producer to complete the self-certification forms depending on the program
- Mainly used by FSA

# The Innovation Laboratory You Didn’t Know Existed

By Blair White

When the right solution to a problem doesn’t exist, you innovate.

Cotton growers have always needed scientists working on new ways to farm, process, and transform billions of pounds of annual production. That was the driving force to create Texas Tech University’s Fiber and Biopolymer Research Institute (then named otherwise) in 1923. Located in a quiet building in east Lubbock, FBRI’s scientific approach to innovation remains vital to growers’ profitability and fuels the quest for discovery in its labs.

“The initial objective was to work on cotton fiber in Texas and help farmers,” explained Dr. Noureddine Abidi, Texas Tech Professor and Director of FBRI. “Today, the objective is really to promote the cotton industry in Texas through either providing a service, developing a workforce, or developing research projects to respond to a need in the cotton industry. We do everything we can to be the research arm of the cotton industry and come up with ways to improve cotton fibers.”

FBRI is part of the College of Agricultural Sciences and Natural Resources. The faculty and staff at FBRI teach, research, and serve at the college and beyond. Dr. Eric Hequet, who serves as the Associate Vice President for Research at Texas Tech, concentrates on fiber quality and helps oversee FBRI.

“Our number one goal is basically to make a contribution to make U.S. cotton better,” Hequet said. “This is mostly to have better market access. We need to sell our cotton at the best price possible. We need to be the first preferred source of raw material for the international community. We do all of these things with students and post-doctoral researchers.”

In addition to working with students,

FBRI also works with other cotton industry businesses and organizations such as breeders, Texas A&M University, Bayer, BASF, and others. This research adds value to the fiber crop by focusing on genetic improvements.

“You have some parameters that are highly genetic (heritable),” Hequet said. “Length and strength are moderately heritable while fiber diameter and elongation of the fibers are very heritable. Very little genetics have to do with fiber maturity, which basically depends on the environment. This all has a big impact on the final quality of the product. If you improve the germplasm and if you improve the varieties, even if you have a bad weather event that lowers the quality globally, these varieties are still better than what we had before. Then obviously we look at the effect of irrigation, crop termination, ginning practices, etc., on the final quality of the final product.”

While improvement begins in the field, the team at FBRI is also discovering new ways to add value downstream such as finding new markets for low micronaire cotton.

“We will always have some cotton that is not premium cotton,” Abidi explained. “Finding a niche market for that cotton will always benefit the farmer because you are producing a high-value product from something that can be discounted. We are using low-mic cotton to produce bioplastics because it is very easy to process. We can also use a different material that is left over from the spinning mill where they have cotton waste, or linter, or gin trash. All these products contain cellulose. That is what we are interested in – trying to use that as a source to produce this material. We are already the only research institute that can take the cotton as seed cotton and convert it to a textile product, and now a value-added bioproduct. We are the only one doing



Dr. Eric Hequet serves as the Associate Vice President for Research at Texas Tech University.

all of this under one roof.”

FBRI is the only research institute in the country that can carry out cotton research from the first to the final stages of testing in the same facility. Ground-breaking innovations are born here while keeping in step with the university’s standard on diversity and inclusion.

“We need to bring young people into the cotton community, we need to bring women into the cotton community, we need to bring minorities into the cotton community,” Hequet said. “If we don’t do that, at some point, it will just have a few retirees, and that’s it. So, it’s very important to bring the next generation into the cotton business.”

Abidi echoed Hequet’s comments.

“We need to give them the right message,” Abidi said. “Cotton is more than just tractors and harvesters. The TTU cotton network works on genetics/genomics, drones, robotics, big data, etc. Even before you choose the seed, put it in the soil; there’s a lot of research behind that. We need to advertise it as cotton is innovation, and everyone is welcome to participate. That’s how we get the new generation to come participate and be the next leaders.”



## From Low Mic to Mic Drop: Cotton Fibers Take on New Life as Bioplastics

By Blair White

Hearing the words cotton and plastic in the same sentence, the first thought that might come to mind is contamination, followed by exasperated mutterings of “not again...” Don’t worry, that’s not what we’re talking about here. Instead, Dr. Nouredine Abidi, Texas Tech Professor and Director of the Fiber and Biopolymer Research Institute, is changing the game regarding cotton and plastic through his recent groundbreaking research.

**L**ast October, Dr. Abidi received the 2020 Discover National Fibers Initiative Innovation Award for his work in helping make cotton and its byproducts more sustainable for the environment. Cotton is 99% cellulose, making it perfect for transforming into a wide range of products traditionally made from petroleum-based plastics. Dr. Abidi’s research led him to develop a process “to produce a plastic substitute from cotton by dissolving the fibers to form a gel, which can be transformed into bioproducts, including plastic films,” according to DNFI.

Abidi’s idea was born from an unlikely source – low micronaire (low mic) cotton sometimes produced by seasonal weather conditions. Low mic cotton features “fine or immature fibers that are easily compressed and have a lower air permeability,” according to the CottonWorks™ website.

“Because cotton growth is impacted by environmental conditions, every year some of our cotton production is classed as having low micronaire values,” he explained. “This cotton is heavily discounted because the global

textile mills are interested in sourcing cotton with fiber profiles adapted to high-quality textile products. This means that cotton fibers should be long, uniform, mature, fine, and strong. It is important to find alternative uses of low micronaire cotton to help keep cotton prices high.”

DNFI reports that when cellulose-based plastics are buried in the soil, they decompose in roughly three weeks. However, when kept in average household conditions, they remain stable. This trailblazing discovery could revolutionize a range of commercial, agricultural, and household uses by providing environmentally friendly and genuinely bio-degradable plastics.

“Plastics have been part of our lives; however, the issue of non-degradability has created a major challenge,” Abidi said. “The major obstacle in converting cellulose to other materials (besides textiles) is its insolubility. We are now able to dissolve cellulose, form a gel, and convert the gel to various forms, including plastic-looking materials. We have been doing experiments to test the biodegradability in the soil. When cotton cellulose films are placed in the soil (moisture was maintained at 12 percent), biodegradation starts to occur around 23 days. Complete degradation occurs around 100 days. Microscopic observation showed the growth of microorganisms on the surface of the film, which initiated biodegradation. This research is still ongoing, but preliminary results illustrate the biodegradability of cotton cellulose films.”

This research points to many environmental benefits and the push for high-quality, sustainable cotton could not have come at a better time. Abidi said positioning the lower quality types of cotton as high-value-added materials can even help increase market share for growers.

“If we can create a niche market for the low micronaire cotton, that will be of great benefit to the cotton industry,” Abidi said. “All cotton produced will have a market: high-quality cotton will

have traditional textile applications, while low micronaire cotton will have niche applications such as bioplastics. Furthermore, there are growing environmental concerns regarding the accumulation of microplastics from synthetic fibers and materials, and the urgent need is to find alternatives to petroleum-based products. It is important to stress that this process is not targeting good quality cotton, which has its traditional textile market. This process focuses on low micronaire cotton, short fibers, linters, or cotton waste either at the gin or at the textile mills.”

From sustainability to profitability, the entire cotton industry will benefit from this discovery. When a grower has a tough year with lower quality fibers, that cotton will no longer go to waste. Low mic cotton now has a home and a purpose for making the world a more sustainable place – a mic drop for the industry.

Abidi already holds one patent for his innovation (US 10,311,993 B2). The patent focuses on the use of 3D printing with cellulose gel derived from cotton fibers. Two provisional patents are currently pending.



Cotton industry and academic professionals gathered to present Dr. Abidi with his award in October 2020.



**WANT MORE OF THE STORY?**

Scan the code to read the DNFI Press Release



# More Than A Label - Defaid Emporium

## SUPPORT LOCAL. BUY TEXAS-MADE. THANK A FARMER.

By Jayci Bishop

**T**hese are all statements that are easy to stand behind, especially for those within agriculture. In Snyder, Texas, the Evans family has taken these notions a step further – growing a business and a brand that promotes Texas-made products, local farmers, and the cotton industry.

The Evans have always been linked to agriculture, from the cotton ginning industry to raising sheep. Their brand began when they started packaging and promoting lamb meat from pasture to plate. Since then, they have expanded into the thriving business they are today.

“We had packaged some things under the Defaid Livestock brand, seasoning and pepper sauce and things along those lines to go with our lamb meat,” said Brady Evans, owner of Defaid Emporium. “We also wanted to start traveling to shows and taking products with us, so we needed to expand. We wanted the Defaid Emporium name on the products, and we started changing the store into what it is today. My mom, Roxanne, also makes candy for Defaid Candy Company.”

The Defaid Emporium was founded in 2018 and features Texas-made products from around the state.

“This store is Texas-made food products - that was where we started,” Evans said. “Some of it has our label on it, and the rest of the food products are all GO TEXAN members. We bring them in from around the state.”

One such product is flavor-infused cottonseed oil. The oil is sourced from PYCO Industries, Inc. and is packaged for the store by a co-packer under the Defaid brand label.

“The product that we carry is Texana Olive Oil. He is actually my co-packer for cottonseed oil,” Evans said. “We played with some of the flavors – some things worked, and some things didn’t work as well. We settled on garlic, cajun and Italian oils for the moment. We also sell a larger bottle that is just plain, original cottonseed oil.”

Evans said there is a misconception that you can only fry food with cottonseed oil.

“Some people that have cooked with it think you have to fry with it, and a little bottle isn’t enough,” Evans said. “We have really kind of changed that perspective. The people that do use it use it in their everyday cooking.”

Promoting GO TEXAN products throughout their business endeavors has been vital to the Defaid Emporium.

“Our products are GO TEXAN products, and those products primarily form the base of our store. The whole purpose of it, and you will see it on our website, is “Texans supporting Texans,” Evans said. “That’s the story that we want to share. With everything that has happened in the last 18 months, we can see that it’s so easy for mom-and-pop shops to go away. If you’re not supporting them, they can’t survive and are not in your community anymore.”

Above all, their ultimate goal is to promote the various agriculture industry sectors and give farmers the recognition they deserve.

“I want everybody to know that it is important to know where our food comes from and to know the people that work so hard to bring it to you,” Evans said.

### Where to Buy:

- Defaidemporium.com
- StoreFront: 1908 37<sup>th</sup> Street Snyder, Texas 79549
- Fibermax Center for Discovery – Lubbock, Texas
- Whitehouse Parker, Farmhouse Vineyard Tasting Room
- Homestead Cotton Co., located in KK’s Corner Mall – Lubbock, Texas

### Cooking Tips:

- Put Italian oil in your boiling water when making pasta to add flavor
- Brush garlic oil over pork chops with Defaid red meat seasoning before cooking
- Sauté shrimp with a little cajun cottonseed oil for an extra kick

### Products:

- Jams & Jellies
- Candy
- Cottonseed Oil
- Seasonings
- Lamb Meat
- Honey Butter
- Queso
- Coffee
- Salsa
- Drink Mixes
- Pickled Goods
- Custom Gifts & Accessories
- Ag/Ranch T-Shirts
- Promotional Items



WANT MORE OF THE STORY?

Scan the code to watch the video!



Did you know? Defaid means sheep in Welsh.

# Can Data Drive Profits? Using Analytics to Make Better Decisions

By Blair White

Knowledge isn't power – the application of knowledge is power. PCCA holds itself to a new standard by using industry data to help drive business decisions. Leveraging experience and intuition into something testable and repeatable is a continuous process. However, a recent re-evaluation of the cooperative's risk management policy suggested that a powerful piece of the puzzle didn't fit quite right. That's when a reimagined analytics and data sciences initiative was born at PCCA.

"At times, we are prone to lean on our experience without validation," said Kevin Brinkley, PCCA President and CEO. "Data can confirm our understanding of what occurred, or it can uncover evidence of previously unseen facts. For example, we believe our data assets have given us a better understanding of production outcomes based on multiple factors, not just weather. That knowledge helps us improve our navigation of markets."

## Why Data Sciences?

Using data sciences aims to provide grower-owners with the highest possible value for their cotton. Solid analysis helps the co-op make more informed decisions. Good decisions equal added value. Cotton is one of the most complex commodities in the world, which makes the industry that surrounds it an overflowing wellspring of data. Having all that data is good, but data alone is not always valuable.

"Having data is not the same thing as having information and having information is not the same as knowing what to do with it," explained Chris Kramedjian, PCCA's Director of Risk Management. "That's the main point of what we are doing with data sciences and analytics. We are taking these large sums of information and figuring out what is signal and what is noise, what actually matters. But I think it is important to note that this isn't a hard break from PCCA's past.

In fact, our past is our starting point. We begin at the intuitions and practices of our deeply experienced team. Their insights in how things work in terms of production, markets, qualities, etc., and try to develop it into a formalized understanding that we can quantify and perhaps even improve. A lot of things that have been very intuitive and experience-based before are still in use, but benefitting from rigorous analysis."

## How it Works

PCCA collects useable data from USDA, risk management agencies, cotton exchanges, trading platforms, weather outlets, and aggregated business data.

"Any kind of data that can show a real relationship to one of the variables that really matter to us is something we are going to try to take into account," Kramedjian said. "Typically, we come to considering a data source based on the problems, questions and observations we're trying to examine. From there we figure out the theory and how to test it, and then when we look for the data that can help us answer the question. If the data can answer the question or solve the problem, that's great and we turn to putting the resulting analysis in front of the right people in the right way. Although it may not seem like it, discovering that certain data cannot answer a question as we thought it could is also helpful. Discovering that some piece of closely watched data is just noise means we can redirect our attention and our resources to things that do matter."

Weaving PCCA's staff's expertise into solid data analysis is not a one-person job and is not just based in the Sales Department. It is a company-wide effort that requires skills from multiple departments, including Information Systems and Member Services. The applications of this practice also extend beyond marketing cotton.

"Intuitively, marketing is a priority

focus area for data sciences, but it works in all aspects of our cooperative," Brinkley said. "For example, the improvements we have made in warehousing using this technology have allowed us to make more efficient use of our space while enhancing our performance to customers. These are win-win scenarios for PCCA's customers and grower-owners."

Analyzing and drawing meaning from this data begins as a human-based effort. However, the investment in quantifying analysis has the added benefit of allowing automation where significant efficiencies are realized.

"Improvements in our understanding through machine learning and artificial intelligence means it takes less time to understand our data," Brinkley explained. "Once we are satisfied with an analytical approach, we can use automation to produce results in real-time rather than a manual process that requires human intervention."

## Future Implications

Technological advancements are becoming more necessary as PCCA looks toward the future. As such, starting this initiative is no small feat for PCCA. Driving better business decisions begins with tenured employees but is completed by backing that strength with the power of numbers.

"Every single thing that we want to do employing data science analytics is serving the purpose of getting the growers the highest return from their cotton and their company," Kramedjian said. "This initiative is directly aimed at serving PCCA's mission. While a single farmer probably doesn't have access to a team of people that have years of experience and decades of intuition piled up and the various skills it takes to add value through data sciences and analytics, he does have access to this cooperative. Our members can be confident that we're actively expanding our capabilities wherever it can help us earn them better returns."

# HELP &

# H O P E

**Farm stress comes in many forms, and no amount should be ignored. Without help, what starts as a small problem now can multiply in the future. No matter how much we wish it would, farm stress isn't going away.**

**The good news is, neither is the hope and help that is available to you.**

**At PCCA, we care for the well-being of our grower owners. If you feel you have fallen on hard times and can't find your way through them, we urge you to seek help from a professional. Our website features a host of resources to help you or your loved ones. Scan the codes below to visit the webpage or watch the Farm Stress video.**



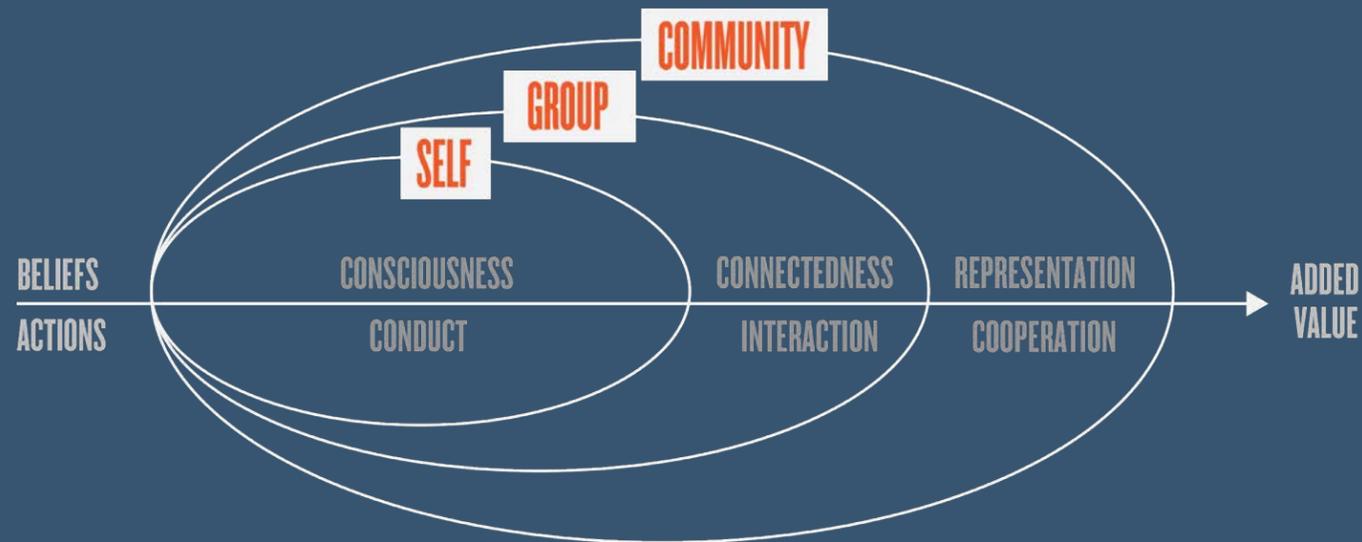
**Visit our Website**



**Watch the Video**

# Innovating Our Cooperative Leaders

By John Park, Ph.D.



Agriculture has a problem. This problem is nothing new, in fact it has existed since farmers first brought their crop to a common marketplace. These agricultural markets are characterized by a relatively large number of producers growing homogeneous commodities. In other words, the production from one farm is difficult to differentiate from that of another (other than the commodity grade) and producers are generally not large enough to individually affect the overall supply of a given commodity. As a result, farmers are price takers – They must accept market prices, and have limited ability to improve profit margins. The good news is that they can reduce costs if they are able to make improvements to production efficiency. Thus, they innovate.

## Challenges Remain Despite Innovation

When we speak of innovation, we generally think of advances in knowledge or technology that help to improve our current ways of doing things. For example, advances in genetics, chemicals, fertilizers, agricultural mechanization, and better management practices have resulted in corn crop yields that have dramatically increased from less than 30 bushels per acre in the 1930s to 172 bushels per acre today (Nielsen, 2021). But this innovation alone is not enough to overcome the problem of the commodity market. Efficiency gains in production are soon offset by increased costs passed down by processors and other firms in the supply chain. Individual producers lack the market power to prevent this. In response, farmers innovated the business model itself, and agricultural cooperatives were organized.

So we can innovate processes, machinery, genetics, and even our business model, but what about people? Human resources are arguably one of the most important factors for the success of a modern business. What can be done to “innovate” ourselves? We can share knowledge from one generation to the next, and we benefit from all the advances in science and technology that come before us, yet in terms of human development each person born into the world must start at the beginning. We each progress through stages of physical, mental, and emotional development. We may not be able to innovate the human body, but we can facilitate personal development by innovating the way we train our leadership.

## The Multidimensional Influence Model

On this front, I have, in collaboration with my friends and colleagues Diane Friend of Texas A&M University-Kingsville, and Matt Manley of Brigham Young University-Idaho, developed a new framework for training cooperative directors. The Multidimensional Influence Model (MIM) is more than a training regimen for cooperative directors. We believe it is a way to frame all the challenges people face as they seek to engage in the world around them.

Each of us has an innate desire to influence our environment and the people around us. We have feelings of self fulfillment and validation when we are able to change someone or something in an indirect but important way. This influence can be described in three levels that extend outward from yourself, to the direct relationships you have with other individuals, to the sometimes indirect relationships you have in the world. As we progress through these levels, we add greater value to the relationships we have with other people, groups, teams, organizations, and communities. We further define influence as having two components within each level. One part represents our foundational beliefs that impact our view on the world, and the other part represents how we choose to act.

To summarize, the levels of influence operate in three domains of relationships. Each of these domains are defined by our beliefs and our actions. This gives us six defining competencies we can associate with our ability to influence: Consciousness, Conduct, Connectedness, Interaction, Representation, and Cooperation.

### Level 1 Influence

We can describe Level 1 Influence as the influence you have over yourself. It is defined as conscious conduct. Your desire to have an important impact on the world begins within yourself. Your

ability to influence the world relies on your own awareness of your emotions, strengths and limitations. It is strengthened by your feelings of self assurance. Your standards for behavior, and the manner or processes you choose to carry on from day to day are critical considerations for the value your influence may have in the end.

### Level 2 Influence

We can describe Level 2 Influence as the influence you have on an important group you belong to, or more generally, the people with whom you directly interact. It is defined as connected interaction. Your ability to extend your influence to others in these small group settings is dependent on the connections and feelings of affinity you develop with the group or with particular people. It is impacted by the ways you choose to communicate with others, including the non-verbal cues you may use (like a well timed eye-roll).

### Level 3 Influence

We can describe Level 3 Influence as the influence you have over the larger organizations you belong to, including the community in which you live or the cooperative to which you belong. It is defined as represented cooperation. Whether you call it citizenship or membership, it represents the influence you exert on multiple people, including people you don't interact with directly, and even those you may never meet. To successfully influence your community, you must consider the rights and obligations of all. You must find ways to work with together and identify common bonds and goals. As Plato said, “If you want to go fast, go alone. If you want to go far, go together.” Incidentally, we love the fact that our model ends with cooperation, especially given that our primary audience is comprised of co-op directors.

Influence, as it is described here, will produce remarkable results. This vision of influence is founded on service to

others. It will empower the development of others and improve working relationships. It will bring greater joy to work and build loyalty in your cooperative. Sometimes our natural weaknesses in the competencies described here result in the use of counterfeit influence. This type of influence is founded on coercion, intimidation, and exclusion. It erodes loyalty in your cooperative. Our hope is that if we identify these natural tendencies in ourselves, we can each become exceptional leaders, no matter our position in our communities.

The magic of the MIM is that it helps us see that everyone has an important role in our communities. Through the application and personal development of the six competencies (Consciousness, Conduct, Connectedness, Interaction, Representation, and Cooperation), even those who view themselves as ordinary, whether by position, or ability, will achieve extraordinary things. Diane, Matt and I are continuing to develop a personal assessment as part of our director training efforts, but genuinely hope that it might inspire greater confidence and richer relationships for everyone. We believe this might be the most important innovation of all.



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

<sup>1</sup> Nielsen, R.L. 2021. 'Historical Corn Grain Yields in the U.S.' Purdue University Corn Extension. <https://www.agry.purdue.edu/ext/corn/news/timeless/YieldTrends.html> [accessed October 2021].

# Listening to the Land

## Lloyd Arthur Heeds Innovation's Call

Story by  
BLAIR WHITE

PAGE  
22

Photography by  
JAYCI BISHOP



**Lloyd Arthur is not a “this is how we’ve always done it” type of farmer. His family history is as rich as the soil he tends, and his use of technology on the farm is as cutting edge as it comes.**

**“We are caretakers of the land,” Arthur said. “We want to leave it better than we found it. We have done that over the years with technology and farming practices that have changed. We are producing more with less acres nowadays, feeding and clothing a hungry world.”**

Angela and Lloyd Arthur



Arthur was born and raised on a farm in Ralls, Texas. He still works the same farm. Arthur has been farming his entire life, starting with his late father and late brother in the 1980s. Today he operates a mix of irrigated and dryland cotton and grain sorghum. He is heavily involved in his community and the cotton industry, serving on numerous committees and boards, including but not limited to Texas Farm Bureau, Cotton Incorporated, The FiberMax Center for Discovery, and his local soil and water conservation district.

Arthur has always heeded the call of innovation, deeply knowing that the land and farmers like him need the help of technology to maximize hard work and potential. Though Arthur uses many top-of-the-line tools in his operation today, he clearly remembers the first innovation he ever tried.

“The first thing we did that was kind of out of the norm was going from six-row equipment to 12-row equipment back in the 70s,” Arthur said. “When most people went eight-row, we went 12-row.”

That first step launched the continual use of innovation for Arthur Farms. In 1992, Arthur installed his first center pivot. Though the landscape now features many, he recalls it being one of the first in the area. Arthur said he, his father, and his brother would even build their own farm implements when equipment manufacturers did not have the equipment they needed. This creative problem-solving would eventually lead his children to take farm innovation into their own hands years later.

“The pivot service crane that my kids built, which they have a patent on now, was quite an innovation,” he said proudly. “A person like me can go out and change a pivot flat in about 15 minutes without cutting the pivot water flow off, without having to start the wells over, and without having to manhandle that tire in the mud. There’s only one

of them in existence at this time - my two sons built it and obtained the patent on it while they were in college.”

Water then became the name of the game for Arthur Farms. Arthur became involved with the Texas Alliance for Water Conservation in 2012. At the time, TAWC existed in Floyd and Hale counties and was looking to expand. In Crosby County, Arthur tried to test new irrigation techniques solo on his farm. TAWC’s call came at the perfect time.

“It was one of the best things I have ever done because we were trying to test some of these things on our own,” he said. “Then I had their knowledge and techniques, and the folks there knew what was happening in other parts of the industry too. On several different pivots over the years, we used different technologies from manufacturers to research and see if they provided a good service for farmers in irrigation technology and techniques. Some of them worked well and some of them did not.”

Today, Arthur uses variable rate irrigation and soil moisture probes on his farm. He works with TAWC and other industry companies on inventing and fine-tuning products that can potentially maximize a farmer’s inputs and yields. The technology he uses does not live on the pivots and probes alone – Arthur can control everything at his fingertips.

“I have this technology on all of my pivots,” he said. “I can check it with my smartphone or laptop computer. I can set a specific program for each one of my pivots depending on the slope of the field, layout, or the crop that’s growing on it. We also use soil moisture probes. Once we started putting that technology in the field, we noticed that how we were currently irrigating wasn’t quite right and we changed our irrigation strategy. It took some of those instruments in my field to get that ‘aha’ moment. We didn’t realize it until we had an instrument telling us that we weren’t getting any water in the root zone.”

Arthur does not implement this technology just for the sake of being trendy. Instead, one of his most significant motivating factors is the success of his operation, and that success hinges on money

more often than not.

“I’m always skeptical of making sure I am spending this money wisely,” Arthur said. “When folks come out and add an attachment to one of my irrigation systems, I tell them if this doesn’t save me money or make me money, your product is no good to me. This year, we are evaluating a new product that is actually attached to the pivot. Instead of giving you one soil measurement in one place in the field, we can get the different quadrants around the pivot. It all comes back to the cost and the return on your investment. Is it going to make you more profitable or make you more conservative of your natural resources?”

Sustainability is also an essential factor in Arthur’s use of innovative technology on the farm. The concern of depleting the Ogallala Aquifer is top of mind.

“We know that the Ogallala is a declining aquifer,” he said. “It has been for many years. Whatever you can save for the next year is going to benefit your farming operation.

We have just enough water here to supplement the rainfall. We have been fortunate in 2021 to have some timely rainfall. It’s critical to maximize that water. You have to learn what your farm is telling you and use those instruments to adapt and change your plan mid-stream. It gives you that advantage.”

The increased demand for sustainable cotton from global customers requires a change of cotton farmers as well. Merchants and mills need to see proof of sustainably grown crops before they purchase and use them, and that proof comes by way of the U.S. Cotton Trust Protocol. As Arthur served on the Cotton Incorporated board, he was able to participate in the pilot program.

“It’s a necessary ordeal that we are having to go through because our product goes to the folks that are wanting to see

that,” he said. “If I can’t get my product, whether it be cotton, milo, corn, anything, to that end-user, it’s not going to be beneficial for me. Times have changed. Our customers are asking for different things than they did 20 years ago. We’re trying to adapt, and I think the U.S. Cotton Trust Protocol has been great. I encourage farmers to participate and try to increase their sustainability to get the crop to the end-user, so they are more confident in what they’re wearing.”

Another resource that Arthur leverages is PCCA. Working to use new farming methods requires time and he does not always have additional time to market his cotton independently, which is where PCCA steps in.

“I have relied on them for years

**“ONCE YOU START TELLING YOUR STORY, MAYBE THAT LITTLE LIGHT WILL COME ON TO THEM AND THEY’LL SAY ‘I DIDN’T THINK IT WAS THIS WAY, AND IT IS ACTUALLY BETTER THAN WHAT I THOUGHT.’ DON’T BE AFRAID OF CHANGE.”**

for marketing my cotton,” he said. “Farmers, especially me, have so many things on their mind every day. If you don’t look at the markets every day and take advantage of the highs and lows, you’re going to miss opportunities. So PCCA over the years has been a good tool. I have used their pool approach or other marketing to sell my crop in a timely, profitable manner.”

No matter where a farmer may be in establishing his operation, Arthur encourages the use of new technologies and leveraging resources. Skeptics of trying new things can rest easy though – it is possible to improve the efficiency of a farming operation without breaking the bank.

“Do you need it on every field? No,” Arthur disclaimed. “If a farmer just has it in one or two areas, I think he will

have enough information coming back to him that can tell him how to adapt those fields that maybe don’t have the technology. You know, not everybody has the finest stripping mechanism, but you can take portions of it and utilize it in some of your fields and increase your sustainability and do better for your carbon footprint.”

Even Arthur, usually quick to adapt to new technologies, shares that he can sometimes be hesitant to change.

“I think the fear of change or doing something different sometimes is something I struggle with today,” Arthur said. “Don’t be afraid to let folks come on your farm and tell you some things. We’ve had folks on our farm from Brazil, Peru, all across the Cotton Belt, and industry people from the marketing to the fashion side. You know, maybe you do it small, but don’t be afraid to let someone come to your farm. Once you start telling your story, maybe that little light will come on to them, and they’ll say, ‘I didn’t think it was this way, and it’s actually better than what I thought.’ Don’t be afraid of change.”

Lloyd Arthur has learned many valuable farm-oriented lessons throughout his years listening to the land and heeding the call of innovation. In his years of community and cotton industry leadership, he has learned just as much about people.

“I have learned over the years being in the leadership of agriculture, whether it be in the cotton industry, Farm Bureau, or anything else, it’s important to tell your story,” he said earnestly. “If you don’t, somebody else will tell it for you. In today’s society, it’s very important to tell your story. We are doing a lot of great things and good things here in agriculture.”



**WANT MORE OF THE STORY?**  
Scan the code to watch the video!





# A Farm Wife's Perspective

By Blair White

Angela Arthur has been an integral part of Arthur Farms for decades. From raising their four children on the farm to having side jobs to provide financial support, she serves as a stronghold for her cotton-farming family. Her husband Lloyd even credits her with being the reason he gets out of bed every morning.

"When Lloyd was planting, I had a whole truckload of kids," she said. "We would haul seed for him, and we had buckets with toy tractors, and the kids would play in the dirt while I sat in the field and waited for the call that daddy needed something. My oldest daughter would ride in the module builder with me. The employees would hoist her up in a bassinet. She took naps to the roar of the module builder motor. If it was nap time for the boys, there's no way they could sleep in the builder, so they'd get in the cotton stripper with daddy and ride and fall asleep."

Supporting her husband and raising her children on the farm are among Arthur's many contributions to the industry – inspiring the next generation while helping keep the current one working at full speed. Her support of her husband's penchant for innovation and his business is unparalleled, and she recognizes its importance just as much as he does.

"Farming is a 24-7 job," she said. "It's not a job where at five o'clock you can shut down your tractor and go in the house. It's constant work. Those innovations take time; they take effort. It seems like farming involves a lot more than just getting out there in the field and making a crop. It takes a lot of other jobs or knowledge to make that crop successful. A farmer has to be a businessman. If you don't stay on top of your business from the very start of your season, you're going to find in September or October that you should have done a better job of managing that in-between time. If you can't take care of that type of business, you aren't going to make it."

Despite the challenges, she said she would not trade this way of life for any other. She is most proud of how her children turned out. They contribute to the industry in many beneficial ways even though they have not returned home to farm. The oldest son, David, is an engineer for Lummus Corporation. Brady, the second oldest, is obtaining his Ph. D. in agronomy and entomology from Texas A&M University. MaKayla is a legislative director at the Texas House of Representatives, and Jadeyn is a member of the inaugural class of the Texas Tech School of Veterinary Medicine.

"One thing that I am very proud of, or that I think is impressive, is that all my kids love farming," she said. "They're still agriculturists. They're still promoting it; they still have that faith or feeling deep down about how important agriculture is. I'm proud of the fact that they all worked hard, and they've all gone to school. They all want to have some kind of importance in this world."

The work of a woman in agriculture is never really done. The unknowns of each crop year can make it challenging to keep the faith, but that is what Arthur depends on the most from her perspective as a wife and mother.

"A farmer's wife lives on faith," she said with glistening eyes. "Your whole existence is faith. God, is this what you wanted from me? Having your children grow up on the farm takes faith. Sometimes when you see the crop going bad, you think, 'Is this the right thing?' and then you think that God did not put me here in this place, and he did not bring all of these things together for nothing. Putting that faith in him gets you through."

It is said that faith as small as a mustard seed can move mountains, but faith as strong as a farm wife can surely do much more.

LIFESTYLE



## Beef Brisket

Are you searching for an easy meal to feed the hungry harvest crew? Look no further. This simple brisket recipe can be served up multiple ways to satisfy the farmers in your life.

### Ingredients:

- 8-9 pound brisket
- 2 tsp. celery salt
- 2 tsp. onion salt
- 2 tsp. garlic salt
- 1 tsp. paprika
- 8 ounces liquid smoke
- 1 cup worcestershire sauce
- 15 oz bottle Italian salad dressing

### Instructions:

- Mix all ingredients together and pour over brisket
- Place in covered pan and bake at 275 degrees for 7 hours
- Uncover and drain
- Slice/chop and serve

### Brisket and Potato Burritos:

- Combine chopped brisket and cubed, cooked potatoes in a tortilla
- Serve with your favorite salsa

### Brisket BBQ Sandwiches:

- Chop brisket and cover with BBQ sauce
- Serve on hamburger buns

### HAVE A FAVORITE RECIPE TO SHARE?

We would love to share them! Please email them to [jayci.bishop@pcca.com](mailto: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!

**“A FARMER’S WIFE LIVES ON FAITH. YOUR WHOLE EXISTENCE IS FAITH. GOD, IS THIS WHAT YOU WANTED FROM ME?”**

# Innovations in Cotton Farming

By Aubry Heinrich

Successful agriculture will always be built with hard work and sweat equity, but new developments in equipment, software, and science are giving farmers more tools than ever to improve the outcome of their work.

## Variable-Rate Irrigation and Soil Moisture Probes

Variable-rate irrigation software is a new addition to current irrigation practices. As soil conditions consistently change throughout each watering cycle of a pivot or drip irrigation system, variable-rate irrigation helps farmers monitor the health of their crops and conserve their water usage. Variable-rate irrigation allows the irrigation system to react to changes in the field, such as soil type and water retention. This software will adjust the water flow to the needs of each part of the field.

“Every producer knows they have different areas of a field that usually make more cotton, but we routinely put out the same volume of water across the entire field,” said Rick Kellison, Texas Alliance for Water Conservation Project Director. “So, if they can adjust the amount of water they are putting on portions of the field, they are much more efficient with those inputs and it is much more profitable to them.”

New soil moisture probes can also be placed sporadically throughout a field to record the differences in soil climates such as soil retention after a rain. The probes are placed approximately 36 inches into ground, with several sensors placed around the probes. The sensors monitor the health of area beyond what a farmer can see above ground. These systems are capable of addressing the health and watering needs of different soil types throughout a field.

“Probes give the producer the opportunity to visualize what is going on beneath the soil,” Kellison said.

While the soil water sensors measure the volumetric water content in each area a probe is set, the software helps store the data collected by each probe. The data collected from the probes includes information such as soil nutrients and water retention. The program then controls the watering rate of the irrigation system to each perspective area, giving the appropriate amount of water to the plants and soil.

This software helps maximize yield while controlling water efficiency and decreasing watering costs. By measuring the soil saturation in different places of the field, this monitoring system can accurately sense the correct amount of water needed for the crop.

“Water is our primary managing factor,” Kellison said. “So, anytime we can do a better job of managing that resource it has a definite impact on yield and in turn, has a definite impact on profitability.”

## Larger and More Advanced Equipment

Since farmers rely on high-quality equipment to get their work done, manufacturers are producing more efficient and high-tech farming equipment. One of the most methodical, time-saving advancements is combining two different pieces of equipment into one. For example, a cotton baler is a piece of equipment that has combined the entire cotton picking or stripping process to one machine.

As harvest presents a time crunch to get all the crops out of the field before the weather takes effect, taking fewer trips through a field allows producers to expedite the process and move on to the next field. Larger and more efficient equipment for farmers has become a staple for advancement in the industry.

Equipment manufacturers are also becoming innovative in the farming industry by producing larger equipment. No longer are the days of a two-row cotton stripper or picker – the cotton industry has now advanced to 12-row harvesting equipment.

New and larger equipment, such as a cotton baler, is made possible because of software and technology in farming. Farmers can safely run and properly use the latest equipment to their advantage because of equipment sensor software and GPS software. This combination of current software and new equipment is another example of innovations pushing the industry forward.

## Precision Planting and Spraying

With the current lag in the supply chain having no end in sight, the input costs of farming are rising substantially. Innovative software development helps farmers maximize seed, pesticide and herbicide use to help keep planting and spraying as efficient as possible.

Logically using cottonseed can significantly decrease a producer’s yearly input costs. Modern equipment and software control the planting depth and distance each seed is from the next. By using more precise and detailed tools, farmers can avoid excessive use of cottonseed and crowding while placing each plant in an environment that will allow it to grow. This technology also works with guidance systems to track what part of the field has already been planted to avoid double planting.

“We have a finite amount of resources,” said Dane Sanders, PCCA District 4 Director. “Whenever we are able to put the right amount of seed per acre, or whenever we can variably apply our inputs, we are absolutely seeing the benefits from that.”

Once the seeds are spaced and planted systematically, it is up to the farmer to maintain the plants’ growing environment through pesticides and herbicides – yet another input cost expected to go up this season. Precision spraying focuses on dosing efficiency in a field by identifying the crops’ information, such as canopy density and shape and structure of the plant. This analysis of each field while spraying helps reduce waste, avoid unnecessarily high costs, and maintain production efficiency. Any increase in efficiency helps farmers continue to stay in business and maximize their profits.



## On the Horizon: Blue River Technology

Innovation in the agriculture industry is a constant. New technology is always being improved and developed. Farmers must continue to look for new practices and equipment that allow their operations to grow profitably and sustainably.

Sustainability is the driving purpose behind Blue River Technology. According to their website, they “empower customers – farmers – to implement more sustainable solutions: optimize chemical usage, reimagine routine processes, and improve farming yields year after year. We believe that focusing on the small stuff – pixel-by-pixel and plant-by-plant – leads to big gains.”

Focusing on the small stuff in a field is exactly what the Blue River technology has been developed to do. Their See&Spray Select™ technology has the ability to target only the unwanted weeds in a crop instead of coating herbicides across a field.

This Blue River technology offers farmers the opportunity to save 77% of their herbicide when compared to broadcast spraying, according to the Blue River website. Even though farmers are using less chemical on their land, herbicide as a method of weed prevention still remains effective with the See&Spray Select technology spraying 98% of weeds. This technology is made possible through the use of modern camera and nozzle equipment. A camera detects change in color on fallow ground and signals the nozzle to turn on and spray only the targeted weed. It is designed to reduce chemical inputs by only turning on nozzles when weeds are detected.

Farmers can expect to see the Blue River Technology near them in the next couple of seasons with the equipment manufacture John Deere, adding their software to their new 400 and 600 Series Sprayers, according to the Blue River Technology’s website.

By implementing new technology in their operations that reduce input costs, farmers are making their operations more profitable and sustainable for the years to come.

## Changing for the Better

Implementing new ideas, new services, and new technology drives every facet of agriculture forward. Variable-rate irrigation, equipment advancement, and precision agriculture are just a few of the numerous innovations currently used by cotton producers today. The world is ever-changing, and technology is constantly advancing. By implementing new software into cotton production, PCCA and its members continue to clothe the almost eight million people who rely upon us.

Agriculture and cotton farming have come a long way. While innovations in production can undoubtedly help push the industry forward, no new machine or software can replace the heart of a farmer. What makes a farmer is their love for the land they farm and the crops they produce – and nothing is more effective than that.



# Building a Lasting Legacy, One Step at a Time

By BLAIR WHITE

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Eddie and JenniSu Smith

**“W**hen I came on the board, I was a kid,” Eddie Smith said with a grin and a twinkle in his eye. “I didn’t realize they called me the kid because they didn’t do it in front of me. I remember hearing someone say, ‘Is the kid here yet?’ and I thought, ‘who are they talking about?’ It was me.”

Former PCCA Board Chairman Eddie Smith joined the board at the age of 38 in 1987. He became chairman of the board in 2004 – a strong and steady presence that would last for 16 years. His legacy in the world of cotton and co-ops began long before that, though.

“I started farming in 1973,” Smith said. “Actually, I’ve been farming all my life, but when I got out of college is when I started really running my own operation. My dad and I went into a partnership in ’73, so this is year 48.”

He was also very involved in the Floydada community during this time. Elected to the board of Floydada Co-op Gin in 1986, his industry involvement only grew from his grassroots starting point. About a year after he joined the gin board, Smith stair-stepped into PCCA.

“We were looking for delegates to go to the different regionals, and I volunteered to go with PCCA,” Smith said. “One of the guys I knew said, ‘I think Eddie would be good!’ so guess what? I got the railroad job real fast.”

Three years after joining the PCCA Board of Directors, Smith was elected to the Cotton Incorporated leadership program. Beginning as an alternate, he was made a board member the following year and continued in the officer rotation until stepping into the chairman position in 2002. During his tenure, Smith helped lead cotton research and promotion to increase cotton’s profitability for all growers. Along with his wife of 50 years, JenniSu, he established irreplaceable relationships and friendships throughout his time there.

When Smith took his position as PCCA Board Chairman in 2004, he became a significant part of the cooperative’s history. Smith’s leadership was the steady hand PCCA needed from the denim mill days to helping PCCA return cotton to its rightful place as a Title I commodity. Later, Smith navigated the organization through the uncertainty of 2020, one of the most challenging years in recent history.

In 2008, Smith’s industry involvement led him to travel with a delegation from the National Cotton Council to China.

“I always wondered what that side of the world looked like, and you know what?” he said. “Their dirt is just as brown as mine; they just have different cultures and ideas. I really enjoyed that trip.”

In 2010, Smith took the helm of the National Cotton Council. He worked with the council and govern-

ment officials to influence policy and legislation favorably for the cotton industry, no doubt helping shape the industry as we know it today.

Whether it be new and improved leadership styles or cotton industry advancements, Smith has always had a penchant for innovation. He recently influenced the design of John Deere’s CS770 Cotton Stripper with fellow board member Dean Vardeman. Smith also works with other agriculture companies on testing new cotton seed varieties and implementing precision spraying. He uses conservation tillage on his farm. Growing cotton in wheat cover is his preferred method of increasing sustainability, not to mention saving man-hours on the tractor. Improvements and efficiency come as no surprise as Smith’s father was always supportive of his new farming ideas, and Smith now supports his own son’s innovative ways.

“It was challenging, you know; we had our different viewpoints, and I was young,” Smith said. “I understand it better now as Eric is coming back to the operation. He brings a different perspective and different ideas into it. I learned to admire my dad because he was a lot more tolerant than I realized when I was growing up. I had an idea, and he was willing to take the chance. We tried a lot of different ideas and it was good. Just because your father does it or did it doesn’t necessarily mean it’s the best way to do it. Keep your eyes open, be flexible, and be willing to take opportunities when they come along. One thing in life that is going to be very constant is change. We are looking forward to those changes being productive and also financially rewarding.”

Smith’s love for every facet of the industry has grown through farming with his father, and now his son and even his grandsons are part of his legacy. His forward-thinking attitude of service and leadership was and still is, second to none.

“He loves this field,” said JenniSu, Smith’s wife. “He loves his cotton so very much. He loves the industry so much

that he wants to be there to make things better and to give new ideas. Our grandsons both help out on the farm when they can. They’re more involved with Eric’s side of the operation, with the cattle and beef industry. To see them, the three of them as they work together, Papa comes up and he doesn’t get on a horse like them. He gets in his horse with the four wheels and the steering wheel. They are all four growing together.”

As his industry career came full circle, Smith offered this advice to those wanting to increase their cotton industry involvement.

**“He loves this field. He loves his cotton so very much. He loves the industry so much that he wants to be there to make things better and to give new ideas.”**

“Be engaged on the local level to start out. Don’t ever lose your roots,” he said. “Make sure you are representing the people where you come from. Engage with the people that you are around in the different organizations you might be involved with. Be outgoing, be forward with people and let them know where you stand, and listen to their perspectives on things. Your gin is your entry-level in many respects because that’s where everything begins, whether that be Plains Cotton Growers, PCCA; there are opportunities out there if you want to do that. Your gin can help you and give you guidance on how you can get involved in different organizations. From there, you stair-step into the industry organizations such as Cotton Incorporated, The Cotton Board, the National Cotton Council, and Cotton Council International. My suggestion is to go back to the gin level and visit with the people that are leaders and get insight on how they accomplish things or what they see

as opportunities to get more involved and engaged.”

Smith reminisced about the adventures and good times he had during his leadership time and said he thinks the future is bright for PCCA and the cotton industry.

“Thanks for the memories; it’s been good,” he said. “I am just thankful to have had the opportunities. I don’t have any reluctance in doing what I am in stepping back because I can see there are people that need those opportunities like I had. I think PCCA is as strong as it’s been since my beginning. I think we are what our roots started us out to be, a marketing association. I think we are very well-suited staff wise and with the policies that we have in place, we will be a great marketer in the future going forward. It has come full circle.”

Newly elected board member Dane Sanders is Smith’s successor in representing PCCA’s District 4.

“Dane is one of those guys that would quiz me about what we were doing at PCCA,” Smith said. “He’s more of a marketing kind of guy, he likes numbers, and I think he is a great fit for PCCA. My

advice to Dane is to keep your ears open because there’s a lot to learn. The learning curve is pretty steep in the beginning, but he is well-suited, well-educated and well-spoken. He meets and greets people well. I am excited about him and the relationship he will have with PCCA.”



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# A Seat At The Table

## PCCA's Newest Board Member - Dane Sanders

By JAYCI BISHOP

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**“I feel like there is no better way to raise a family than on a farm.”**

**F**amily comes first for fifth-generation farmer Dane Sanders. He was raised in the South Plains community near Floydada, Texas, and grew up watching his two grandfathers and father farm. He knew at a young age farming was the lifestyle he wanted for himself and his family. His motivation, farm, and work ethic are all centered on his faith and his loved ones.

“I loved it from day one,” Sanders said with a smile. “My dad was taking me with him when I was still in diapers. It was just a passion I always had for agriculture. I guess I always knew I wanted to farm.”

Today he is proud to carry on the tradition of raising his family and crops just as he was. Dane and his wife, Robin, were high school sweethearts and have three children: Graham (13), Ansley (10), and Sadie (6).

“There’s something to be said about being able to instill the wholesome values and work ethic that comes along with farming,” Sanders said. “Farm kids tend to, whether they want to or not, learn from a very early age that there is value you get from working. Whenever you are plowing a field or raising a crop, you can see start to finish what you have accomplished. I feel like there is no better way to raise a family than on a farm. It also teaches you a lot about having faith in Jesus. There is no way that a farmer can do that without having faith because there are so many things that are out of our control.”

Sanders began farming in 2002 while attending Texas Tech University. He graduated in 2003 with a degree in agricultural and applied economics and immediately began farming cotton, food corn, and winter wheat. Sanders and his dad have separate entities but work closely for economies of scale.

“I was fortunate enough to grow up with both my granddads around,” Sanders said. “They had their farming operations and my dad had his, and then whenever I started, I was able to jump right in.”

Hard work, perseverance, and faith help Sanders cope with the challenges that come along with farming.

“There are some things that we can control, and you do your best at controlling those, but there are so many things that are out of your control,” Sanders said. “You kind of have to roll with the punches. There’s good weather and bad weather. You could have done everything perfectly right, and one storm can bring you to your knees. If you continue to persevere and work hard, chances are you can survive and support your family.”

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Cotton farming is not for the faint of heart in today's climate of unpredictable markets and ever-increasing input production costs. Despite the challenges, Sanders said he truly enjoys agriculture and seeing the rewards of his hard work come to fruition.

"It is fun for me. It is a new challenge every single day," Sanders said. "I like the fact that it is different at different times of the year. There is always a challenge that you have to address. I guess I like trying to solve problems. Maybe farmers are all a little bit crazy. We are all kind of gamblers at heart. We take everything that we have worked for, and we risk it every single year. Whenever the stars align, or whenever everything works out perfectly – it is pretty exciting."

**"There are a lot of guys my age and younger that are farming, and their voices and opinions need to be heard."**

Like most farmers, Sanders is continually looking for ways to increase efficiency and profitability. As a result, he has implemented precision planting and irrigation techniques into his farming operation.

"We have a finite amount of resources, and we try to be able to generate the best crop at the lowest cost we can. It's all about maximizing our return on investment," Sanders explained. "It is amazing how much farming has changed in the 20 years that I have farmed. It has had to because our profit margins are so thin that without these technology advances, I do not know if we would be in business today."

Ensuring your farm is successful extends beyond the turn row and looks different for everyone. For Sanders, serving his community and using his

voice for good is another significant value instilled in him at a young age.

"My grandparents and parents have served in the community their whole lives and they just instilled that value in me that it is important," Sanders said. "If we want to have a seat at the table, then someone has to step up and do that. I have served throughout the last 20 years in my community and through different roles. It is just important. Someone in Washington, DC, or Austin can make a decision with a stroke of a pen that affects every single one of us more than maybe the next decision on my farm. Someone has to be telling our story. I think that anytime your input or voices can be heard, it is beneficial."

Sanders is active in his local church. He serves on the board at Floydada Co-op Gin and is PCCA's newest board member representing District 4. He has also served in Floyd County Farm Bureau, Texas Farm Bureau, and American Farm Bureau.

"My predecessor, Eddie Smith, left some huge shoes to fill," Sanders said. "I want to learn as much as I can about PCCA, and if I see ways that my input or opinion can benefit the majority of growers, then I will absolutely share it. I was talking with the Board of Directors, and I am the youngest by 19 years, which is a little intimidating. Also, there are a lot of guys my age and younger that are farming, and their voices and opinions need to be heard. What worked for someone who may be a lot further along in their career might not work for someone who is just getting started, so I think I have some insight to contribute there."

He is looking forward to learning more about the day-to-day operations of the cooperative, but one thing he knows for sure is PCCA works to the benefit of its grower-owners.

"PCCA's services that they provide to the local gin are top-notch, second to none," Sanders said. "Number one, every single one of us who gins at a co-op are reaping the benefits of the technology

that is available with the ability to see real-time data as our crops are being processed at the local gin. Equally as important are the marketing options available. My bales that I produce are pretty small in comparison to what PCCA handles as a whole. There are benefits that can be gained from PCCA by lumping a huge group of bales together and they can typically get a better price than I can just selling mine individually."

Beyond PCCA, Sanders knows the value of having ownership in multiple levels of the supply chain.

"There is something to be said about having ownership of that crop from the time I plant the seeds until the time it is sitting in the warehouses or on its way to the end user," Sanders said. "Every piece of that stage, whether it is on the farm, at the local gin, at PCCA, the warehouse, or the oil mill at PYCO – whatever profits are generated there I get my share by being a grower-owner. Whenever they are run right, they can be hugely successful and whatever profit that each one of those pieces of the supply chain generated, I get my piece of it."



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## What's Coming Next for Farm Policy?

By Kody Bessent, CEO Plains Cotton Growers Inc.

As the agriculture industry has experienced unparalleled challenges over the last five years, it has seen key changes in federal farm policy that could influence the development of the 2023 Farm Bill.

Since the enactment of the 2018 Farm Bill, the U.S. agriculture industry has experienced unmatched natural disasters brought on by hurricanes, wildfires, high winds, drought, and even a polar vortex. Economically, the industry has been affected by high tariffs, squeezed market shares, and lower prices as trade negotiations such as the United States Mexico-Canada Agreement (USMCA) and the Phase I China Agreement ensued. The global economy continues to grapple with the impacts of the pandemic, both on individuals and industries. As a result of these recent incidents, federal agriculture policy has morphed into ad hoc assistance to address the agriculture industry's immediate challenges.

For cotton specifically, the Cotton Ginning Cost Share Program (CGCS) was created to weather the financial and economic toil cotton producers faced due to years of low prices and high input costs. At the same time, they were unable to participate in the Agriculture Risk Coverage (ARC) and Price Loss Coverage (PLC) programs in the farm bill. Additionally, as trade disruptions arose during recent trade negotiations, the Market Facilitation Program (MFP) was established to aid the agriculture industry suffering from the damages that followed.

As the agriculture sector has faced catastrophic natural disasters, the Wildfire, Hurricane Indemnity Program (WHIP+) was developed to address production losses that traditional farm bill policy could not mitigate. Pandemic relief programs such as the Coronavirus Food Assistance Program (CFAP), the Pan-

demie Cover Crop Program (PCCP), and the Paycheck Protection Program (PPP) provided financial assistance to the agriculture industry as it faced price disruption and additional marketing costs due to COVID-19. These relief programs also helped maintain employment until the U.S. and global economy could re-open and stabilize.

As leaders of the House and Senate Agriculture Committees begin to prepare for the debate and development of the 2023 Farm Bill in Congress, the programs mentioned above may help frame and influence the discussion and policy debate. Agriculture committees in both the upper and lower chambers could begin the legislative process of the 2023 Farm Bill this coming spring. However, as Congress continues to tackle higher-profile policy items such as budget reconciliation, transportation and infrastructure, the debt ceiling, and other matters—not to mention the onset of the 2022 Congressional election—the timeline for authorizing a new farm bill could be altered before the current legislation expires.

If Congress begins preparing the new bill, crop insurance will likely continue to serve as the cornerstone of farm policy. Lawmakers may seek to make improvements to crop insurance and Title I programs to address catastrophic natural disasters more readily where traditional farm bill policy has fallen short and avoid continuous ad hoc disaster-based programs.

Additionally, many lawmakers will likely focus on agricultural and food supply chain issues caused by trade disruption and the COVID-19 pandemic. As current supply chain issues and recent outcomes of pandemic relief are assessed, they'll determine if proactive measures can be implemented to miti-

gate or ultimately avoid disruption in the U.S. food supply chain if a future pandemic or other incident occurs.

The ongoing debate of climate and climate smart agriculture can also shape farm bill discussions. While this policy topic remains a fluid focus across many industry sectors, sustainability initiatives can influence how Congress takes up and reforms conservation programs that we currently utilize today.

There have been 18 farm bills since 1933. Each bill has provided a unique set of policy tools for agriculture to address the known challenges the industry faced then, and the development of the 2023 farm bill will be no different. Remaining active and engaged throughout the legislative process with Congress, commodity organizations, and others will be vital in helping shape this important legislation for the benefit of all farmers and producers.



Kody Bessent, CEO  
Plains Cotton Growers Inc.

# A Hometown Hub of New Ideas

By Jayci Bishop

## The Hub™

Lubbock, Texas, known as the Hub City, has an economy centered mainly around agriculture. Texas Tech University's Innovation Hub at Research Park is centered around getting new ideas from local inventors and creators off the ground in West Texas.

The Hub is “a place to nurture smart ideas and entrepreneurs to create a social or commercial value resulting in impact. The Hub assists in the formation of technology startup companies critically relevant to today’s local and regional economy,” according to its website.

“The Innovation Hub really comes from our great leaders at Texas Tech,” said Kimberly Gramm, TTU Associate Vice President of Innovation and Entrepreneurship. “This idea that a university is supporting the growth of the region. They built this great facility called the Innovation Hub. They wanted someone to help support building programs that would provide resources, entrepreneurship education, and a location to house those new ventures or startups. We started this project five or six years ago. We are now in the process of developing what is called an Innovation District to expand our work and help support the region. Part of that strategy includes creating more infrastructure, and also providing more support in terms of funding and programming to service and provide more people in the region with access.”

The Innovation Hub is there to support more than just university students. It is designed for the entire community.

“We were born with the idea to help students, faculty, staff, and our community,” Gramm said. “So, if you are one of those individuals and want to learn how to engage with our programming, the best thing to do is just visit our website. We have programming in three different buckets: ideation, commercialization, and acceleration. There are 12 programs across those three buckets.”

The Innovation Hub is there to support new ideas no matter the stage of development. “So, you have an idea, and you are not sure exactly what to do or how to develop it, you can visit the Hub to access the programming which will give you the learnings and the steps to encourage you,” Gramm said. “Hopefully, it will inspire you to build a team to develop or experiment in that technology or that product you want to create, then to accelerate it. You will learn how to test the idea, identify a customer segment, and develop a market strategy. All the programs provide a crawl, walk, run through the process of becoming an entrepreneur. We have developed our programs to help with all kinds of entrepreneurial ideas.”

Many of the Innovation Hub startups are focused on solving agriculture, energy, and health care problems. Serendipitously, the Hub is located near facilities for USDA cotton classing and other ag businesses.

“That proximity gives our startups at the Innovation Hub the ability to converge. We call it creative collision,” Gramm said. “To get to work with others in the industry - can create new technologies or new engagements with the industry. The startups are around a cluster within the agriculture industry. We see a variety of new technologies in areas of gene editing, water

technologies, and precision agriculture technologies. Drone technologies and imaging are popular to assess how well crops are doing.”

For Gramm, her role extends beyond inspiring and facilitating research; it is doing her part to play a role in the American dream.

“I think, what I want people to know about not just me or the Innovation Hub, but it’s that West Texas believes in the American dream,” Gramm said. “The people really roll up their sleeves and embody what entrepreneurship is. They may not know everything. They may not need to know everything, but it is about believing in one another and teamwork. It is about accomplishing things for the right reasons. When we talk about the American dream, I think about the people I have had the pleasure of meeting in West Texas, and I believe West Texans are the secret weapon in developing the future of the ag industry.”

For more information on the Innovation Hub or its programs, visit [innovationhub.ttu.edu](http://innovationhub.ttu.edu).

## Hub Business Spotlight Grower Information Service Cooperative

Billy Tiller, Grower Information Service Cooperative CEO, is a fourth-generation farmer and PCCA member who is always looking for the next project that he could take on to help farmers. He has even taken his big ideas and built a company. GiSC was founded in 2012 and is a farmer-owned national data cooperative and one of the many small businesses headquartered at the Innovation Hub in Lubbock, Texas.

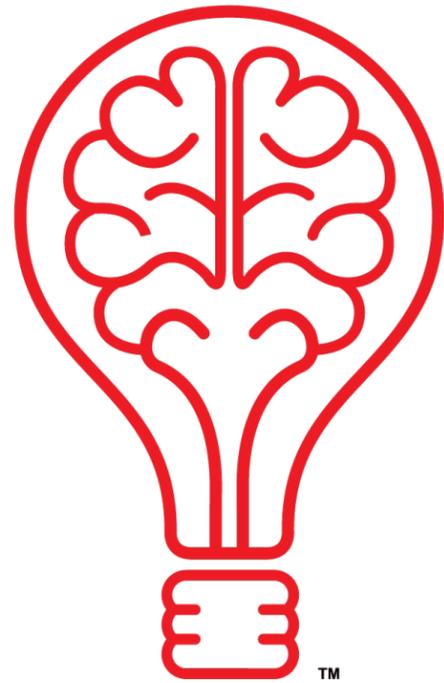
The co-op provides “producers with digital data tools through strategic partnerships that maximize production and efficiency in their farming operations,” according to their website. They are the only producer owned organization in the world focusing solely on ag technology and data storage for the betterment of its member producers.

Tiller is very interested in cotton data and how it could be used to the farmers’ advantage. He also is keeping a close eye on the topic of carbon sequestration and studying the viability of a carbon offset market. Currently, the co-op has an ongoing project concerning a water offset market in Nebraska.

“We are working diligently to create a water offset market in Nebraska that could be a model of how to pay farmers when they conserve natural resources,” Tiller said. “GiSC has developed and currently manages the largest fixed deployment IoT network in the world in a 300,000 acre area called Twin Platte Natural Resource District. It involves integration with electric service providers in the area and a LoRaWAN network built by Paige Wireless. This is the impetus for our desire to do more around the Platte River Basin as we are there and have a very successful project.”

Not only does Tiller credit the Innovation Hub for helping to advance his big ideas and business to the next level, he encourages other small business owners and individuals with big ideas to take advantage of the resources West Texas and the Hub have to offer.

“The word I would use is they validate,” Tiller said. “Texas Tech has a great reputation, especially connected to ag and they helped me there. Since we are local, anybody wanting to do any new projects and to try to get validated through Texas Tech can do so at the Innovation Hub. They will help you through one of their programs. The fact that it is called an Innovation Hub,” Tiller said, “there is no end to what they will do for you. They are looking for people with ideas. So, if you bring them an idea that has merit, they may have the programs or people to help you.”



Kimberly Gramm, TTU Associate Vice President of Innovation & Entrepreneurship





Tony Williams with fellow TCGA colleagues, Aaron Nelson, Kelley Green and Duncan McCook. (L to R)



## TCGA's Tony Williams Comes Full Circle

By **Aubry Heinrich**

For more than three decades, Tony Williams has dedicated himself to helping cotton gins be safer and more profitable. That work has strengthened the cotton industry by fostering a robust business environment in the ginning segment of the supply chain. In April 2022, he will retire as Executive Vice President of the Texas Cotton Ginners' Association.

**B**orn and raised in West Texas, Tony Williams considers himself a Lubbock native. At the young age of 15, Williams' father passed away. During this pivotal point of his life, he turned toward agriculture education to help fill the void left from a significant loss. He credits his love for agriculture to his high school FFA program and advisor at Lubbock-Coronado High School.

He stayed in Lubbock for college, graduating from Texas Tech University in 1984 with a Bachelor of Science in Agricultural and Applied Economics. He went to work for Monsanto in eastern Washington State shortly after graduating college. His work there remained in the agriculture production industry, focusing mainly on small grain wheat and barley.

Williams began working for the National Cotton Council when he returned to West Texas in early 1986 to be closer to his mother and sisters. In August 1988, Williams joined the Texas Cotton Ginners Association. About a month afterward, he became Executive Vice President of the organization he would lead for the next 33 years.

"I really had to hit the ground running and had to learn quickly," Williams said. "I am thankful for the ginners and the opportunity they gave me at such a young age to run this organization."

He married his wife, Lagina, in 2017 and became stepfather to her two children, Jayna and Jaxon. Jayna is currently following in Williams' footsteps and attending Texas Tech University to obtain her Bachelor of Science in Agricultural Communications. Jaxon will soon graduate high school in Corpus Christi, Texas.

Williams and his coworkers are "representing the cotton ginning industry and cooperating with other organizations throughout Texas and the United States to maintain the economic vitality and security of agriculture," according to the TCGA website.

As TCGA represents its members on both the state and national levels, Williams is at the forefront of making sure members have a voice in the Texas state capitol and Washington D.C. He works tirelessly to represent his members well and lobby for the overall benefit of the cotton ginning industry.

His career and love of agriculture came full circle when the Texas FFA Foundation asked him to serve on its Advisory Committee. Williams has also represented his members through several boards and organizations, including the National Cotton Ginners Association and the Texas Agricultural Council. Throughout it all, he does his best to make sure he has the most up-to-date agriculture information to benefit TCGA's ginning members.

Under Williams' leadership, TCGA has been working to solve industry problems for Texas gins while also advocating for them in legislation. Focusing on safety and regulatory compliance, they work to remove barriers and support members so they can gin each year's crop efficiently and safely.

"I work with some great employees that make accomplishing this task for the industry possible. When I got involved back in 1988, the big issue was safety," Williams said, "so, we developed a very comprehensive safety program, and we hired people to work in the field with us on safety. We took it a step further, and in 1994 we developed the Texas Cotton Ginners' Trust,

a self-funded workers' compensation insurance program for cotton gins and other agricultural operations."

Gin safety is not a passive issue for TCGA and TCGT. They have been working diligently to help solve these problems and assist their members through training, quality equipment, education, and more.

"These organizations take seriously their responsibility in helping its

**"THANK YOU FOR THE OPPORTUNITY TO WORK IN THE INDUSTRY, TO WORK ON BEHALF OF THE GINNERS. I AM THANKFUL FOR THE OPPORTUNITY THEY GAVE ME AT SUCH A YOUNG AGE TO RUN THIS ORGANIZATION. I AM VERY DEDICATED AND LOYAL TO THEM FOR GIVING ME THAT OPPORTUNITY AND TRUSTING ME TO DO THE JOB AND WORK FOR TCGA."**

gin members address important safety issues. Gin plants incorporate machinery to process cotton, and like any highly mechanized process, it requires well-trained workers and well-guarded equipment. TCGA and TCGT help gin managers to address safety issues through ongoing education and being an advocate for changes in the industry that improve worker safety," according to the TCGA website.

Williams is proud of how far TCGA has come as an organization and for helping its ginner members become compliant with employee safety regulations, labor

laws, and pollution and emission laws and regulations.

"Prior to us getting involved and hiring an engineer, our members were fearful of environmental regulation. They feared the agency. They feared the regulations. They weren't in compliance," Williams said. "We bridged that. I am very proud of bringing our members up to compliance today."

While making compliance with regulations easier for TCGA members is a big victory, Williams also considers establishing the Texas Cotton Ginners' Trust as a benchmark in his career.

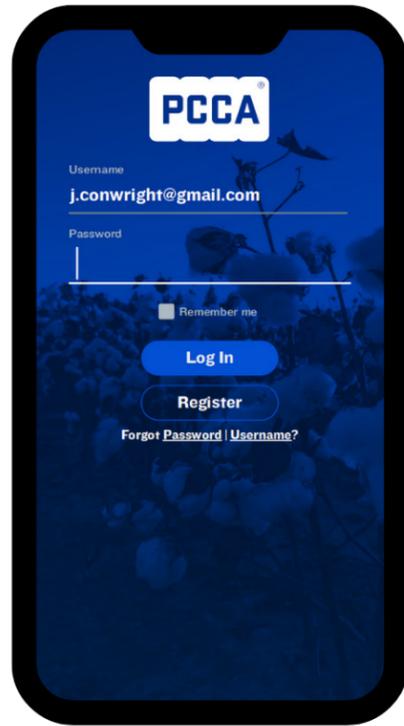
"TCGT was born from within Texas Cotton Ginners' Association," he explained. "It is a stand-alone entity now, and I'm very proud of that – it has paid back over \$50 million in dividends to the cotton industry. Though I am not the manager of it day-to-day, it was born from the association, and I am very proud to have been a part of that."

He describes the cotton industry's hard-working people to be like "one big family." He says they are friendly, dedicated, and working for the good of the industry.

"Honest, hard-working ginners in the industry are what motivated me to continue to work hard and push forward for TCGA members every day," he said.

Making a difference in ginners' and farmers' lives motivated Williams' work at TCGA for 33 years. Williams would like to thank the TCGA members and the cotton industry for their support and encouragement through the years.

"Thank you for the opportunity to work in this industry, to work on behalf of the ginners. I am thankful for the ginners and the opportunity they gave me at such a young age to run this organization. I am very dedicated and loyal to them for giving me that opportunity and trusting in me to do the job and work for TCGA."



# INTRODUCING THE NEW myPCCA APP

Our most popular Member Access web app features at your fingertips wherever, whenever.



From a handshake to a handheld device, we provide the information you need.

### Gin Account Information

Grower-owners are able to view production, detailed classing information, all scale tickets, detailed module information, and detailed bale information for all accounts that have production.

### Cotton Invoice Statements

Grower-owners can see a detailed or summarized version of all cotton purchase statements for statement types of PCCA Pool, Seam, Bale Contracts, and Direct Purchase.

### PCCA Check Register

Grower-owners can see a list of all checks received that can be filtered by date range, check types, as well as the reconciliation status.

### PCCA Patronage Information

Grower-owners can access their PCCA patronage information including their current Patronage Equity Statement, Dividend Statements, Stock Retirement Statements, and 1099-PATR's.

### Document Signing

Grower-owners can sign PCCA documents electronically without having to handle a piece of paper or using the mail. The PCCA Membership Agreement, W-9's, Pool Documents, and Bale Contracts are documents that can be signed electronically through this system. Signed copies of these documents can be found on Member Access.

### Sign up to receive SMS (Text Message) Alerts

Grower-owners can sign up to receive text messages of classing information, Scale Ticket information, and Future prices for Cotton, Corn, Feeder Cattle, Kansas City Wheat, Live Cattle, Soybeans and Wheat.

### ACH Direct Deposit and Contact Information

Grower-owners have the ability to update their contact information (address updates, phone number, email, etc.) via Member Access. They also have the ability to sign up for ACH Direct Deposit payments, as long as they do not have any lienholders.

### Call in Modules

Call in modules to your gin even when you don't have cell service.

To use the myPCCA app, you need to sign up for Member Access.

- Visit [pcca.com](http://pcca.com)
- Member Services > Member Access
- Under New Users, Sign up for Member Access
- Complete the New Account Registration form

If you have any questions, please contact the Member Services Department at 806-763-8011.



## Stitched into Cotton: Stanton's Rebecca Riley

By **Aubry Heinrich**

When Rebecca Riley begins making a quilt, it must meet some specific qualifications to be classified as a quilt. It must have a top and back covering with a layer of cotton batting in between. The three-layer requirement is an essential quilt qualification. However, Riley adds another stipulation to the list. It must be large enough to wrap yourself up in it.

**R**iley has been working for Stanton Co-op Gin as the main bookkeeper for 41 years. However, she has been making quilts and sewing her entire life. She has dedicated a lifetime of service to the gin and the cotton farmers it serves. It is safe to say that the majority of her life has been stitched into the cotton industry. Riley will retire at the close of the 2021 ginning season after many years of hard work and dedication to Stanton Co-op.

"These farmers are like family. The employees that have been here a long time, they're like family," Riley said. "I want to do the best I can for them, and I'm going to have a hard time leaving."

Riley was born and raised in Portales, New Mexico, on a dairy. She is the second oldest of five children. While she is no stranger to hard work, Riley credits her ability to stay working and dedicated to the gin to her family at home. She has been married to her husband, Tommy, for 47 years. Together they have two daughters, two thoughtful sons-in-law and six lovely grandchildren.

"If I didn't have a good support system, I probably couldn't have been working seven days a week during ginning season," she said.

Riley has proven herself to be an integral part of the ginning process to Stanton Co-op. For 41 years, she has served the co-op's farmers by helping them gin and market each year's crop as efficiently as possible.

"Each year when the auditors finish up their audit, I am always proud of how few entries they have to make for both the gin financials and for the store financials," she said. "I have been able to stay on top of the accounts and make the adjustments that were needed throughout the year."

She not only enjoys working for farmers but is also constantly advocating for the cotton industry. From using cotton batting and fabric in her quilting to making sure that even the gifts she gives are all made from cotton, Riley says her main goal is to help and advocate for cotton farmers in any way she can.

"Dedication is a word that comes to mind when I think of Rebecca. She always puts everything she has into that gin and makes sure she does what is best for her producers each season," said Corey Smyth, PCCA

Director of Cotton Services and Gin Accounting. "You want to leave a place better than you found it, and she can confidently say that she will do just that."

After working for Stanton Co-op for four decades, Riley has practically been sewn into their ginning process and has become a constant aid to farmers during their busiest season of the year. As she goes into her last ginning season, she is thankful for the farmers who have surrounded her.

"I'm proud of the work they do. They are doing their best to get their cotton ready for our clothes and my quilts," she said.

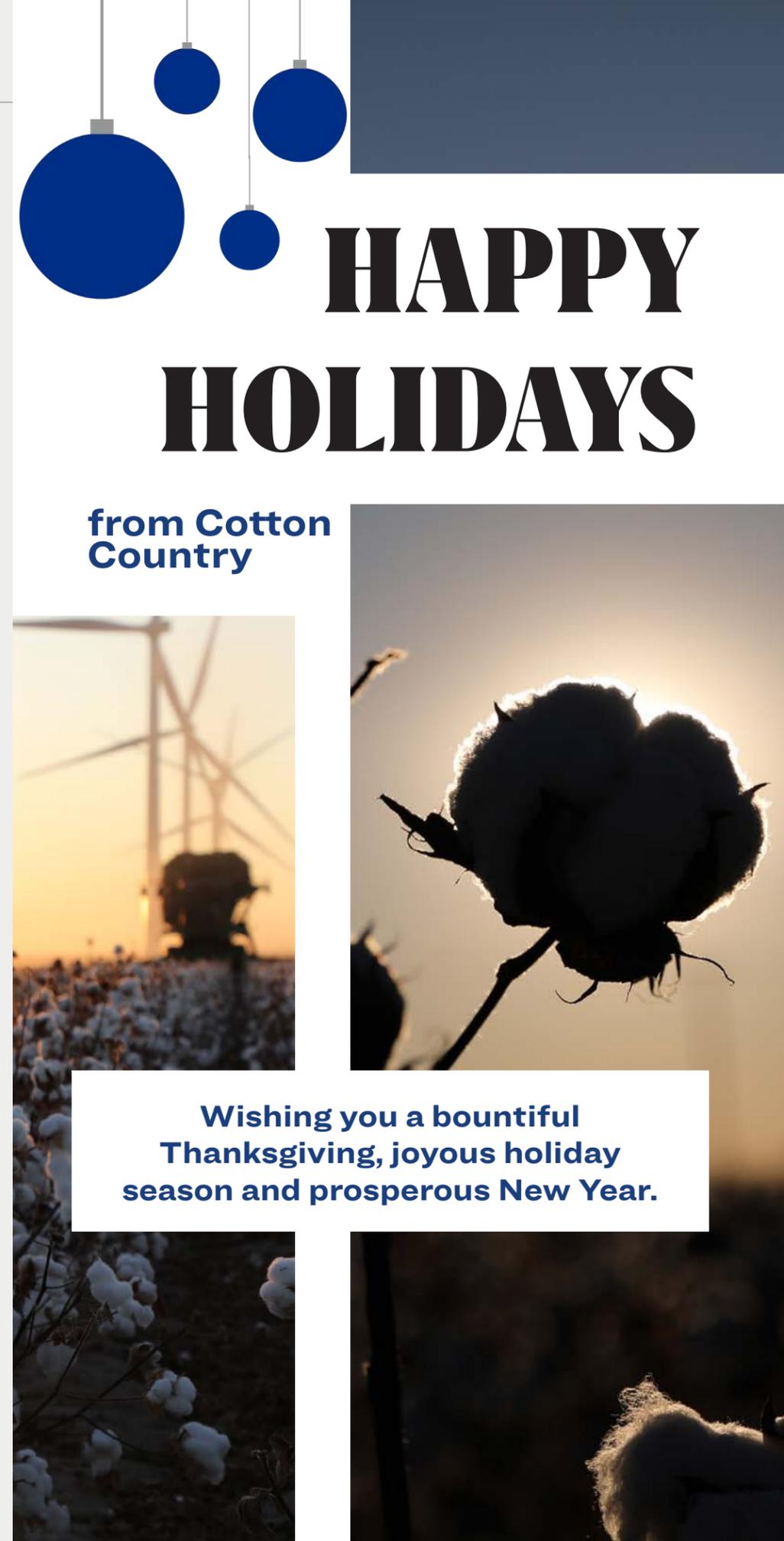
While she is stepping back from the gin, she is still dedicated to serving the community of Stanton in another way. Her love for making quilts is something she has had since she was young. She started sewing in junior high, and her passion for handcrafting fabric grew from there. She is currently part of several small local quilting groups focused on giving to the less fortunate and our nation's veterans.

Riley has found a unique way to give back to her community and still include the cotton industry through quilting for veterans. Each veteran she makes a quilt for means a great deal to Riley. She visits them multiple times and researches their military service.

Every quilt she makes is customized to their service and military experiences. She spends time getting to know each of them, ensuring she does her best to provide them with a quilt that honors their service to the United States.

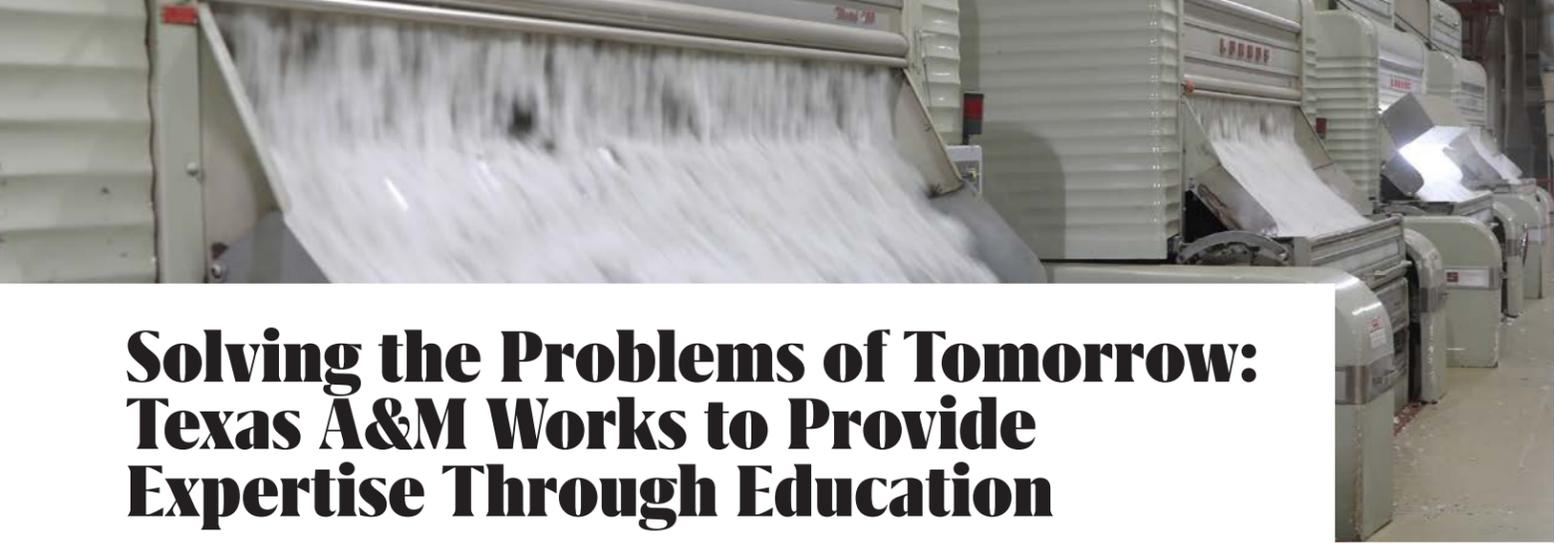
"I'm hoping to try to make more quilts of valor. Red, white and blue quilts made for our veterans," she explained. "I want to thank them for their service and what they have done for our country."

The Stanton Co-op Gin and community have been wrapped up in Riley's love for the last 41 years. Even though she is retiring, she will continue to give back and be a cheerleader for the industry and producers in her area.



from Cotton  
Country

**Wishing you a bountiful  
Thanksgiving, joyous holiday  
season and prosperous New Year.**



## Solving the Problems of Tomorrow: Texas A&M Works to Provide Expertise Through Education

By **Jayci Bishop**

Qualified, available labor – an issue that many industries and businesses across the country are facing. Fortunately for the cotton industry, Texas A&M University has been working to combat this with the Agricultural Systems Management undergraduate degree program.

“As our world, and especially agriculture, becomes increasingly dependent on technology, there will naturally be a growing demand for managers with technical systems capabilities,” said Russell McGee, Assistant Professor and Director of the Undergraduate Program for Agricultural Systems Management at Texas A&M.

According to the website, graduates of the AGSM program “manage people, money, and machines in the food and agriculture industries.” McGee explained that AGSM graduates have a wide range of career opportunities. The most common are technical sales and service for equipment manufacturers; grain, food and fiber processing managers; financial, insurance, consulting services; and construction, logistics, utilities and energy industries.

“AGSM is a combination technical and business degree,” McGee said. “It evolved from the Mechanized Agriculture degree in 1988. I like to describe it as an ‘Engineering-lite’ degree with a minor in business included. The ag engineers design the system; the ag systems graduates operate it using technical and business principles they learn in the AGSM degree.”

With the knowledge they gain during college, graduates of the degree program can be the perfect fit for the cotton ginning industry.

“Managing a gin is a complex operation, requiring fundamental knowledge of a diverse array of machinery, systems, a

challenging workforce, risk management and business acumen,” McGee said. “As gin managers approach retirement age, they are wise to plan ahead and bring in a new talent who can learn at their elbow with a view toward filling their shoes in a few years. AGSM graduates are well suited to meet that challenge.”

It is not just coursework that makes a qualified employee though. They must have hands-on experience. The Texas Cotton Ginners’ Association saw a need for this and filled the void. Aaron Nelsen, TCGA Director of Communications, said members of the organization recognized a need to bring young people into the cotton industry, which was the driving force behind them creating the summer internship program.

“Our internship offers a good dress rehearsal for each side,” Nelsen said. “The student is able to experience what a career in cotton ginning might look like. The host manager is able to evaluate a prospective employee for a few weeks during the summer. Without the internship, it is very likely most that come through our program would never set foot in a cotton gin. Thirty-three interns have been through our program from various universities, and we currently have ten working in the industry full time. The partnership allows many AGSM students the chance to look at a career such as managing a cotton gin.”

McGee said the networking of the students with those in the cotton industry has been beneficial for both parties.

“We have a network of industries and employers who favor our AGSM graduates for their work ethic and technical capabilities, but none stands out like the cotton industry,” McGee said. “TCGA has led the way in creating internship opportunities annually for AGSM students who are interested in cotton gins or the associated auxiliary industries. TCGA staff also provide guest lectures for classes and student club meetings and provide multiple projects for the students to work on for their senior projects. There are numerous ways that TCGA keeps the cotton industry visible and attractive for students to consider as a career path.”

From shaping the future leaders in the agriculture industry to providing qualified managers, McGee is proud of the work of the AGSM program and its graduates.

“Texas A&M has the only remaining academic department of Agricultural Engineering in the state,” McGee said. “The knowledge and skills we impart to graduates are vital in an agriculture industry that is growing more technically advanced, as well as maintaining core competencies that are necessary for emerging economies. AGSM graduates are attracted to our department because they enjoy the practical application, hands-on learning, and problem-solving. We take a student with this aptitude and provide a college education that helps them to see the horizon so they can anticipate and work toward solving the problems of tomorrow.”

# Taking on Tech: Cotton’s Innovative Battle to Outperform Synthetic Fibers

Story by **Aubry Heinrich**

Photos courtesy of **Cotton Incorporated**

Innovation in the cotton industry does not stop at the end of a row in the field. Research and marketing company Cotton Incorporated is making sure that cotton fiber stays at the forefront of the textile industry by directing its research toward the existing uses of cotton fiber and finding new ways to expand its consumption.

Close up look at Cotton Incorporated TransDRY technology



“In many ways, cotton as a natural fiber is truly a miracle of nature. It has all the right qualifications. From a sustainability standpoint, it’s natural, it’s renewable, it’s recyclable, it’s biodegradable. And thanks to the efforts of our cotton producers, it can be sustainably and responsibly grown,” said Mark Messura, Senior Vice President of Global Supply Chain Marketing at Cotton Incorporated.

“All of that is important, but it’s not enough. Fibers also have to deliver value to the manufacturers, the retailers, the brands and the consumers. That means we have to take all of those natural benefits of cotton, combined with our growers’ ability to produce it in a responsible way,” he said.

“We have to marry that with things like performance technologies or innovative fabrications so that we can show the industry that you can be confident using cotton while also delivering value to your customer.”

Innovations like Cotton Incorporated’s performance cotton technologies have helped add cotton fiber to the manufacturing and fashion industries. Improvements in durability, abrasion resistance, and moisture-wicking technology have been a part of the company’s efforts to keep cotton a relevant go-to ingredient in products.

“Approximately 80 to 85% of cotton fiber goes into clothing. So, as you can imagine, much of our research and technical work is to support cotton use in the apparel market,” Messura said. “But you also can be innovative in bringing value and fashionability to your customer, so that’s why we need it. It’s not enough just to have performance. It’s not enough just to have sustainability. We have to combine those things to really show the true competitive advantage of cotton.”

Performance cotton technologies are just the latest in a long list of improvements made to the manufacturing of cotton textiles.

“The company is now 51 years old,” Messura said. “For 51 years, we’ve been doing research to improve the performance of cotton. That goes way back even to the earliest days when the company was looking for ways to create a better durable press finish.”

From improving a cotton textile to withstand wrinkles to now creating a fabric that can offer protection from rain and snow, Cotton Incorporated’s research is leading innovation in the apparel industry. The company even has a team of industry-leading trend forecasters to help stay ahead of trends and continue to make innovative improvements that add to cotton’s advantages.

“One of the most important areas of research we do is actually with professional

trend forecasters in our fashion marketing team based in our New York City office,” Messura said. “This team is charged with looking at fashion trends, fabric trends, and lifestyle trends, and thinking about where those trends are going in the next two to three years. This team of insightful experts puts together a forecast of color, fashion, and silhouette direction. We share that forecast with the industry because growers and PCCA members need to know that the products you are seeing on a shelf, in a store, or for display online, were just product ideas 18 to 24 months before they ever appeared at the consumer level. We work hard to ensure that cotton is the ingredient in those early product decisions.”

New technology innovations have allowed Cotton Incorporated to enhance the demand for natural cotton and, therefore, more desirable for rising fashion trends. Abrasion resistance, water repellency, and moisture-wicking are three different applications of the performance technologies Cotton Incorporated has been helping manufacturers produce. The company’s technologies are licensed for use by manufacturers, retailers, or brands only if their textile products contain a minimum amount of cotton.

“In this way,” explains Messura, “our technologies are a direct means of incentivizing companies to use more cotton in their products.”

TOUGH COTTON™ Technology is an abrasion-resistant finish, so that cotton apparel products can last longer and be more durable. That means manufacturers don’t have to put polyester in a product to make it stronger and more durable. We can show them how to do it with 100% cotton,” Messura said. “The nice thing about TOUGH COTTON Technology is it makes the product more durable, but it keeps the softness of the cotton fabric.”

Consumers can find the TOUGH COTTON Technology in stores already. Retailers such as JC Penney®, Target®, Kohl’s®, Lands’ End®, and Walmart® all carry products with the technology in stores. Duluth Trading® is also bringing the technology to men’s shirts and sweat-shirts – ideal products for cotton farmers.

For the winter season ahead, Cotton

**“ITS NOT JUST ENOUGH TO HAVE PERFORMANCE. ITS NOT JUST ENOUGH TO HAVE SUSTAINABILITY. WE HAVE TO COMBINE THOSE THINGS TO REALLY SHOW THE TRUE COMPETITIVE ADVANTAGE OF COTTON.”**

Incorporated is helping to keep consumers dry and warm with their STORM COTTON™ Technology.

“Our STORM COTTON Technology includes a water repellent, breathable finish. When you think of things like raincoats, or fall windbreakers or jackets, that’s a lot of fiber volume, but it’s typically not a lot of cotton,” Messura said. “STORM COTTON Technology is a water repellent, breathable finish to keep the water out, but it allows air to move through the fabric so you don’t overheat like you would in a raincoat. You stay comfortable, but you also stay dry.”

Retail brands such as Under Armour®, Vans®, The North Face®, Hurley®, and Duluth Trading® have all adopted the STORM COTTON Technology and have products available for consumers to purchase. “We allow brands and retailers to use our technologies under different marketing names on their products. In this way, Cotton Incorporated can get broader use on cotton products under several different brand names,” notes Messura.

With athleisure becoming a growing fashion trend, more consumers are wearing athletic-type clothing every day. Cotton Incorporated found it vital to find a place for cotton in this important ac-

tivewear market.

“TransDRY® Technology is a moisture management technology,” Messura said. “We all perspire, but the key with fabrics is what you do with that moisture, how you move it, and how do you keep the wearer of the clothing dry. TransDRY Technology can be put on a cotton garment and it moves the moisture from the inside, from next to your body, through the fabric, to the outside of the fabric so that you feel dry. The fabric does not stick to you, and the moisture can evaporate on the outside of the garment.”

TransDRY Technology has opened the door for cotton in the athleisure fashion market.

“Athleisure is a tremendously important market. It consumes a lot of fiber volume, and it has traditionally been the domain of synthetic fibers like polyester and nylon,” he said. “If you think of athletic clothing, most people would think of synthetics. So, for that reason, cotton had to plant a flag, we had to get in there, we had to say that cotton is a legitimate fiber and fabric choice, and can be used in these types of products.”

TransDRY Technology products can be found in retailers such as Eddie Bauer®, Levi’s®, New Balance®, and Under Armour®.

Growers need to keep the cotton industry innovating and increasing the overall value of the commodity, according to Messura. Growers and consumers can help support the innovations

and research at Cotton Incorporated by continuing to seek out the performance cotton technologies and all cotton products in retail stores. Messura also encourages growers and people in the cotton industry to get connected with the Regional Communications Managers for the Cotton Board.

“Cotton Incorporated staff work closely with the Cotton Board’s Regional Communication Managers to keep them informed about new products and new developments that are in the marketplace,” he said. “Through the Cotton Research and Promotion Program, and the support of cotton growers, we have been able to make the long-term investments that are necessary to develop the innovations that keep cotton competitive with other fibers. Innovation, along with responsible and sustainable cotton production, will continue to give us the marketing edge that we need for cotton.”

Close up look at Cotton Incorporated STORM COTTON technology



# Give the Gift of Cotton - Make Your List & Check the Label Twice

By **Aubry Heinrich**

Durable and natural, cotton is the gift that keeps on giving. PCCA encourages you to keep cotton products in mind while shopping for everyone on your Christmas gift list this holiday season.

Shopping for all of your loved ones can be overwhelming. However, creating a plan ahead of time and staying organized can make the process much easier. To make the shopping experience more enjoyable, know who you are shopping for and each item you want to purchase ahead of time (shipping delays will make some products arrive after the holidays).

From your clothing to household essentials, here is a list of cotton products that would make anyone on your list smile:

## MEN:

- Cotton t-shirts/undershirts
- Cotton sweater
- Mens' Polo Ralph Lauren® Dress Shirts
- Cotton sweatshirt or hoodie
- Cotton socks
- Cotton necktie
- Cotton pajama set
- Yellow Leaf Hammocks ©
- Cotton hat
- Levi's® Jeans
- Duluth Trading® Men's Crosshaul Cotton Line

## WOMEN:

- Nordstrom® Hyrdo Cotton Terry Robe
- Cotton socks
- Cotton pajama set
- TOUGH COTTON™ leggings (found at JC Penney®, Target®, Kohl's®, Lands' End®, and Walmart®)
- Cotton sweater
- Cotton sweatshirt or hoodie
- Cotton scarves
- Levi's® Jeans



## BABIES:

- Burt's Bees Baby® Organic Reversible Jersey Knit Blanket
- Cotton bedding
- Cotton play mat
- Cotton swaddles
- Johnsons® Cottontouch® Newborn wash and shampoo
- L.L. Bean® Cotton bath rags/ towels/ mats
- Cotton onesie
- Cotton pajama set
- Plush cotton toys

## CHILDREN:

- Pura Vida Bracelets®
- Cotton socks
- Cotton t-shirts
- Cotton pajama set
- Plush cotton toys
- Lands' End® kids hooded cotton towels
- Cotton hat
- Levi's® Jeans
- TOUGH COTTON™ leggings (found at JC Penney®, Target®, Kohl's®, Lands' End®, and Walmart®)
- Cotton sweater
- Cotton sweatshirt or hoodie

## HOME LOVERS:

- Cotton towel set
- West Elm® Bearaby weighted cotton blanket
- Cotton throw pillows
- Cotton sheets
- Cotton canvas prints/ wall décor
- Cotton string art
- Cotton ornaments/ tree skirt/ Christmas decor

## PET LOVERS:

- Ravenox cotton rope leash
- Plush cotton chew toys/ cotton ropes
- Cotton pet bed

## COOKS:

- Cotton tea towel
- Defaid Emporium infused cottonseed oil
- Cotton apron
- Cotton table napkins and table cloth

Remember, cotton products are all around you. If you choose to shop in person, check the manufacturers' tag for the fiber content. Synthetic fibers may look good on the rack but not stand the test of time. If you decide to shop online, scroll to the product information to learn more about the materials used. Some things will also have the "seal of cotton" on the tag. This simple task will help to ensure that you are on your way to finding great cotton gifts for everyone on your Christmas list.

Ravenox cotton rope leash  
West Elm bearaby weighted cotton blanket  
Cottontouch newborn wash and shampoo  
Mens' Polo Raulph Lauren Dress Shirts  
Pura Vida Bracelet  
Duluth Trading Men's Crosshaul Cotton Hoodie

# Your Cooperative Marketing Pool

## 2022-23 Sign In/Sign Out Period

West Texas/Oklahoma/Kansas  
March 1-31, 2022

South Texas  
November 15 - December 15, 2021



[pcca.com](http://pcca.com)