

FIELD & FIBER

A Plains Cotton Cooperative Association Publication

Volume 54, Issue I

Spring/Summer 2024

From All-American to Ginner of The Year

Guyle Roberson's Story

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Grow With PCCA. We're Stronger Together.

Game On: The Quest for a 2024 Farm Bill

Bank On It: Six Key Benefits of PCCA Membership Every Agricultural Lender Should Know

Together is All We Know: The Harrison Family



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We're stronger together.

We are your:

- Trusted Marketing Co-op
- Price Defender
- Support
- Cotton Storage & Logistics Solution
- Innovation Hub
- Friend in the Fight

There is no substitute for PCCA, but more than that, there's no substitute for you. If you and your farming operation do not exist, neither do we.

It's the reason we were created - by farmers, for farmers, and why we're in it for the long haul.

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OUR MISSION

To enhance the profitability of grower-owners and gins through value-added marketing programs and services.

Grow with PCCA. We're stronger together.



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FROM THE PRESIDENT



A Letter From The President

Welcome to the latest issue of Field & Fiber Magazine! As we dive into the pages of this edition, I am thrilled to share with you the multifaceted role that PCCA plays in our industry. At PCCA, we are more than just a cooperative; we are a steadfast guardian of the interests of our grower-owners and the wider cotton community. In this issue, we shine a spotlight on PCCA's pivotal role as a **Price Defender**. Amidst the ever-changing dynamics of the market, PCCA stands tall, diligently working to secure fair prices for our growers, ensuring their hard work translates into rewards.

Furthermore, we explore how PCCA has earned its stripes as a **Trusted Marketing Cooperative**. Through our unwavering commitment to integrity and transparency, we have cultivated relationships built on trust and reliability, empowering our grower-owners to navigate the complexities of the market with confidence.

We also delve into PCCA's role as a **Cotton Storage and Logistics Solution**. With state-of-the-art facilities and strategic logistics innovations, we streamline operations, enhance efficiency, and ensure the seamless flow of cotton from field to market.

Our commitment doesn't end there. PCCA also serves as a pillar of industry **Support**, providing invaluable resources, expertise, and advocacy to bolster the cotton industry as a whole. From innovative technologies to sustainable practices, we are dedicated to driving progress and prosperity every step of the way.

Finally, we delve into PCCA's role as a **Friend in the Fight**. In times of challenge and uncertainty, our grower-owners can count on us to stand by their side, offering unwavering support, solidarity, and camaraderie. Together, we weather the storms and celebrate the victories, united in our shared passion for cotton.

I invite you to immerse yourself in the stories, insights, and experiences shared within these pages. You will find compelling evidence of what like-minded growers can achieve when they have a common objective. There's no substitute for PCCA, but more than that, there's no substitute for you. If you and your farming operation don't exist, neither do we.

Grow with PCCA.
We're stronger together.

Sincerely yours,

C. Kevin Brinkley

Kevin Brinkley
President and Chief Executive Officer

There is no
substitute
for PCCA.

Grow with PCCA. We're stronger together.

By Jayci Bishop

A single strand of cotton fiber cannot withstand much pressure before breaking. However, when it is spun into yarn with other strands, its strength is multiplied significantly. The same is true when you do business with cooperatives. Instead of going at it alone in your farming operation, you get the opportunity to partner with your local and regional cooperatives to increase your strength. Thanks to the cooperation of cooperatives, we are all in this industry together. We are all links in the global supply chain. PCCA feels the effects of drought or difficult years just like you do. We also celebrate the prosperous years with you. If one section of the chain is lost, it can cause instability in the entire industry.

Since its inception in 1953, PCCA has steadfastly served its grower-owners. This may look different today compared to 70 years ago, but our mission to enhance the profitability of our grower-owners and gins has remained the same. PCCA honors and recognizes our past, but our sights are set on the future: The future of your co-op, the future of your farming operation, the future of the cotton industry.

Grow with PCCA. We're Stronger Together.

PCCA is your cooperative, and you have real ownership in it. The potential for your growth is dependent on one thing – you. How will you partner with your trusted cotton marketing cooperative to grow? From involvement opportunities, marketing choices, or support, there is no substitute for the value you receive from PCCA.

“One of the things that a defensive marketing co-op does is use leverage to create bargaining power for whatever it is trying to do,” said Kevin Brinkley, PCCA President and CEO. “In our case, we are trying to sell cotton for the most we can and return that money back to growers. So, those numbers in the area that is covered by Texas, Oklahoma, Kansas, and New Mexico make it a very powerful business proposition to get the maximum value for a bale of cotton.”

We like to say there is no substitute for PCCA, and there is not. More than that, there is no substitute for you. If you and your farming operation do not exist, neither do we. It is why we were created – by farmers, for farmers, and why we are in it for the long haul.

“The most effective thing that a grower or gin can do to grow with PCCA is to have that same investment, that same expectation, and that same pride of ownership in a regional cooperative, as they do in their local cooperative,” Brinkley said.

What will you do to leverage the power of your cooperative to benefit your operation?

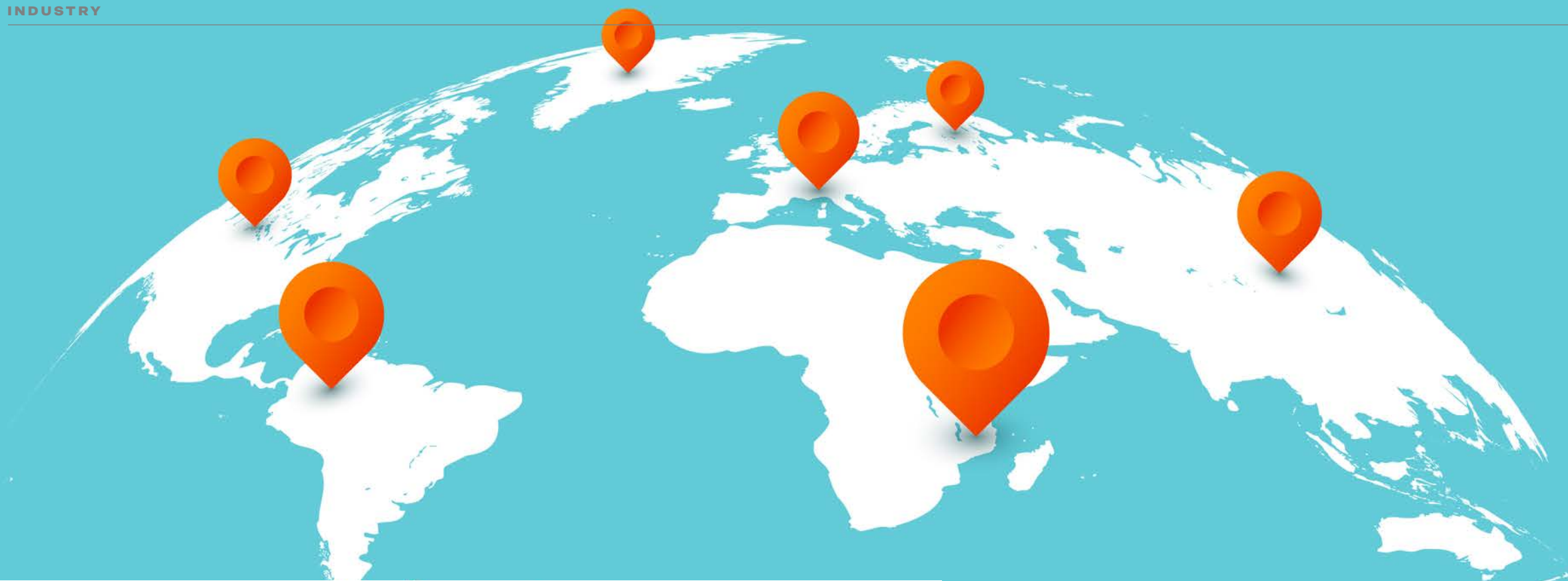
“The most effective thing that a grower or gin can do to grow with PCCA is to have that same investment, that same expectation, and that same pride of ownership in a regional cooperative, as they do in their local cooperative.”



WANT MORE OF
THE STORY?

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“When textile mills and merchandisers think of U.S. cotton, we want them to think first of Texas, Oklahoma, Kansas, and New Mexico, and we want them to think of PCCA.”

PCCA is Your Friend in the Fight

U.S. Cotton Industry Rallies to Maintain Global Edge Amid Rising Brazilian Competition

By **Jayci Bishop**

The U.S. cotton industry is facing competition from both opposing textiles and other cotton-growing countries. The industry must band together to promote the high-quality cotton produced here.

“It means everything for our growers. One hundred percent of the cotton that we grow in our area is exported,” said Kevin Brinkley, PCCA President and CEO. “So, building that demand picture is what determines the financial outcome for our farmers.”

Exports are critical to the success of U.S. cotton farmers. The competition landscape is changing as Brazil has quadrupled its production since the year 2000.

“Brazil has become a very serious competitor,” Brinkley said. “The U.S. has historically been the biggest exporter of cotton and we hope to hold on to that title, but the competition is real. We’ve got to make sure that we are doing everything we can to promote the advantages of U.S. cotton and sustainability so that we maintain that edge in global markets.”

While Brazil’s use of its own cotton has remained largely the same for the last two decades, its production will increase to approximately 18 million bales, up from four million over the same period. Despite increasing competition,

there are things you as a grower can do to combat these challenges.

“Unfortunately, Brazil has an advantage in cost of production over a U.S. crop right now. We have to make sure that we are extracting the maximum value downstream at the customer level, whether that’s a merchant or a textile mill,” Brinkley said. “One of the best things that we can do to have a competitive advantage is to make sure our cotton is different. Make sure it is contamination free. Make sure it is sustainable. Make sure it is the highest quality and make sure that we deliver a great package on time to our customers. Fortunately for growers, PCCA is doing that on their behalf.”

As a PCCA grower-owner, your cooperative provides storage and logistic solutions that merchant and textile mills seek. PCCA also partners with Cotton Council International and the U.S. Cotton Trust Protocol to promote the sustainable products you grow internationally.

“PCCA is a proud supporter of Cotton Council International, and we work together with them to develop markets in

some of the toughest places on the globe. Cotton is consumed in a lot of developing countries, and CCI goes into those countries and provides resources and messaging around the value of U.S. cotton and particularly, the sustainable cotton that we have through the U.S. Cotton Trust Protocol. These two programs are critically important to the future of U.S. cotton.”

Textile mills and customers are seeking out sustainably grown cotton. When you participate in the U.S. Cotton Trust Protocol, it helps put your cotton at the front of the line. PCCA is also a proud member of AMCOT, which is short for America’s cotton marketing cooperatives. This organization is comprised of PCCA, Staplcotn, Calcot, and Carolinas Cotton Growers Cooperative.

“Together with the other grower-owned cooperatives in the U.S., we work to make sure that the value of co-op cotton is maximized, and that message is amplified around the world,” Brinkley said. “We also work to make sure that our friends in Washington, D.C., federal government, and Congress know the important role

that cooperatives play in rural strength and rural economies.”

Whether it is in Washington, D.C. or international markets, PCCA fights for you, your operation, and demand for your cotton.

“U.S. cotton is one of the most highly sought after growths in the world. We want the demand for U.S. cotton to grow, but we are specifically focused on Texas, Oklahoma, Kansas, and New Mexico. We grow some of the most high quality, sustainable cotton in the world. When textile mills and merchandisers think of U.S. cotton, we want them to think first of Texas, Oklahoma, Kansas, and New Mexico, and we want them to think of PCCA.”



WANT MORE OF THE STORY?

Scan the code to watch the video!



Strength in Numbers:

How PCCA's Defensive Marketing Strategy Boosts Cotton Grower Returns

By Jayci Bishop

If you have been in the market to purchase a vehicle lately, you know how tough it can be to find one you like at a suitable price and in a convenient location. You also know that if you go in there alone, you are less likely to get as good of a deal than if you were to go in with someone who knows cars and has expertise. In those instances, having a little backup and experience certainly can benefit your pocketbook. Marketing your cotton shares some similarities with car shopping.

"Commodities in general have a basic problem. They are either in the wrong place at the wrong time, or in the wrong form. Cotton really is no different from that," explained Kevin Brinkley, PCCA President and CEO. "One of the most effective ways to fix those problems is with a defensive marketing cooperative. Individually, farmers are price takers. They get what the market will offer them on a particular day. But together, collectively, they can arrange cotton in greater volumes or the right qualities, and there are ways to extract additional value from the marketplace. That is what makes defensive marketing so effective."

When you do business with PCCA, you do business with a strong price defender. We are bringing the expertise, reputation, and volume to the table you would not have on your own. When you market your cotton with PCCA, we leverage our strength in numbers to extract more value from the marketplace.

"PCCA is the mechanism to create leverage. We have the global reputation, the strength, the logistics network, the technology to be able to create that power in the marketplace," Brinkley said. "By doing that, we are making sure that each and every bale gets a fair price."

"The reality is that all growers benefit, but the more growers that we represent,

the bigger the benefit," Brinkley said. "A rising tide lifts all boats, and we can make the power of our marketing even greater with a greater number of growers."

The greater number of growers marketing with PCCA also increases the volume we can supply customers, allowing us to meet their needs as a reliable source of sustainably grown, high-quality fiber.

"Volume is an advantage because it

"PCCA is the mechanism to create leverage. We have the global reputation, the strength, the logistics network, the technology to be able to create that power in the marketplace. By doing that, we are making sure that each and every bale gets a fair price."

creates leverage in the marketplace, and when you are known as a reliable, consistent supplier of high-quality cotton year after year, that not only creates a price advantage for our members, but it also creates a real strategic alliance with our customers," Brinkley said. "Almost all of them

view that as an advantage because they can rely on us to supply what they need year in and year out. Volume creates an advantage because it gives PCCA the ability to price cotton throughout the season at the most optimal times. This creates additional returns for our growers."

This begs the question: as a grower, how can you help PCCA be a strong price defender? What's in it for you?

"The best thing that a grower can do is participate and be part of the process. If you start to think strategically, and a lot of times that means long-term, what is your business going to look like five or ten years down the road? We have seen a tremendous wave of consolidation in the last 15 to 20 years in the merchandising sector," Brinkley said. "One thing you want to know is five or ten years down the road, is your marketing cooperative going to be there for you? The answer is yes."

Whether you market cotton with PCCA or not, you benefit from PCCA's presence.

"PCCA is the only defensive marketer in Texas, Oklahoma, and Kansas that is grower-owned, and the growers benefit from all the good that we do in the marketplace."



PCCA Vice President Spotlight

Charley Triplett, VP of Member Services & Administration

There are five vice presidents that make up the Executive team at PCCA. Each plays a critical role in the execution of board directives and project success at this cooperative. Charley Triplett, PCCA's Vice President of Member Services & Administration, oversees most of the grower-facing employees within the company. He has led the Member Services team since 2016. His role expanded in 2023 to include the Administration team. His duties include but are not limited to cultivating grower and gin relationships, creating a positive company culture, and overseeing internal and external communications at the cooperative. Charley is dedicated to giving those in his charge the tools they need to succeed.

Charley joined the PCCA staff in 1992 after graduating from Texas Tech University with a bachelor's degree in agricultural economics. He has served in multiple capacities since joining the cooperative. After starting out in Telcot Center, he was promoted to manage the Grower Services Department. He did so from 1995 until 2010 when he became Director of Marketing Communications. Today, he is the Vice President of Member Services and Administration.

Get to know Charley better in the following Q&A.

Were you raised in agriculture or the cotton industry?

My immediate family did not farm but I had relatives on both sides of my family that farmed. My father worked at the local grain elevator. During college, I had the opportunity to work at the AgriLife Research Experiment Station in weed research and farming systems. This started my pursuit of cotton knowledge. I did my senior thesis on the economics of cotton conservation tillage with LEPA irrigation and had the opportunity to present the results at the Beltwide Cotton Conference.

In your opinion, what makes PCCA special?

PCCA is special because everything we accomplish is for the benefit of our grower-owners. Because they are willing to produce cotton, we can utilize our software capabilities for the benefit of them and their gins. We can warehouse cotton and market cotton on their behalf. Without them, we really do not have a reason to exist. This alone gives us a purpose that is based on partnering with them for our mutual success. PCCA has been blessed with gifted employees over the years to steward what we do, which also makes it a special place.

What is the biggest advantage or benefit PCCA grower-owners receive by utilizing our services?

The biggest advantage our grower-owners have is ownership. They own PCCA and have a voice when it comes to the direction and objectives of PCCA. They own an innovative company that markets and warehouses cotton along with their fellow grower-owners.

How does PCCA add value to gins?

PCCA adds value at the gin level through technology. We provide software and hardware that is aimed at making them more competitive and efficient. Just as valuable is the service we provide along with being a resource for them in all things cotton.

What is something PCCA does that our growers/gins may not know much about?

PCCA has innovation at our core and has developed a lot of the technology that the cotton industry utilizes today. This has transformed the industry, but the original motivation of our founders is still the most important reason we are who we are. PCCA was founded to market our grower-owners' cotton and assist them in getting a competitive price. By continuing to do this, PCCA defends the price of cotton for every cotton producer within our footprint.

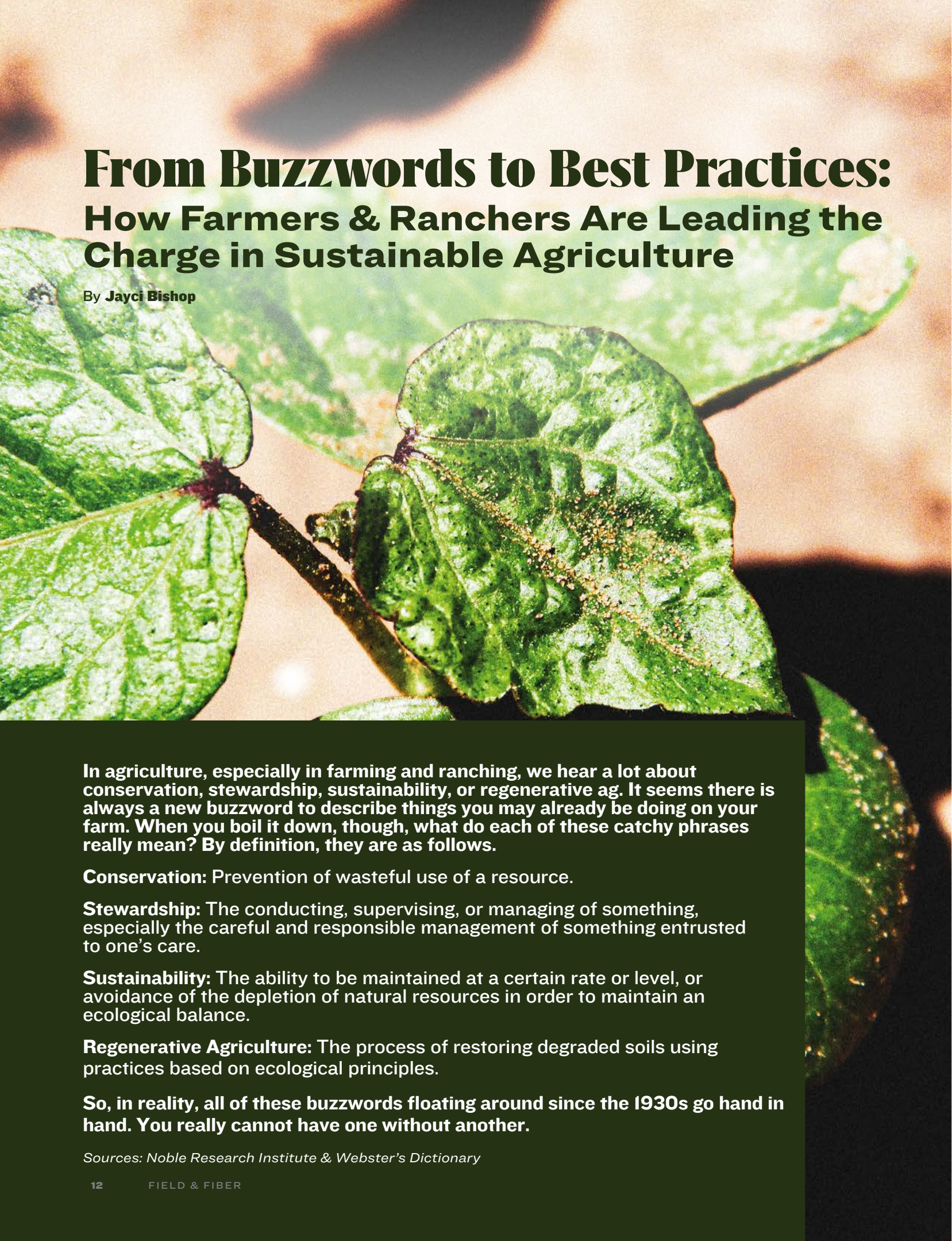
Currently the value of the cooperative model is under-utilized. PCCA must have competitive marketing choices for our grower-owners but a component of how competitive we are is market share. The worst thing for PCCA is for our grower-owners to leave versus wanting to stay and work with us to correct any issues. We are stronger together.

What is your hope for the future of PCCA?

I hope PCCA continues to be successful and fulfill our mission. The measure of this will be the ability for future generations to continue to farm and be productive on their land.

Why are you proud to work for cotton farmers?

I am proud to work for cotton farmers because I have always found everyone in agriculture, but specifically the ones that work the land, to be some of the most genuinely good people you will find anywhere. I consider myself blessed to have the opportunity to work for them.



From Buzzwords to Best Practices: How Farmers & Ranchers Are Leading the Charge in Sustainable Agriculture

By **Jayci Bishop**

In agriculture, especially in farming and ranching, we hear a lot about conservation, stewardship, sustainability, or regenerative ag. It seems there is always a new buzzword to describe things you may already be doing on your farm. When you boil it down, though, what do each of these catchy phrases really mean? By definition, they are as follows.

Conservation: Prevention of wasteful use of a resource.

Stewardship: The conducting, supervising, or managing of something, especially the careful and responsible management of something entrusted to one's care.

Sustainability: The ability to be maintained at a certain rate or level, or avoidance of the depletion of natural resources in order to maintain an ecological balance.

Regenerative Agriculture: The process of restoring degraded soils using practices based on ecological principles.

So, in reality, all of these buzzwords floating around since the 1930s go hand in hand. You really cannot have one without another.

Sources: Noble Research Institute & Webster's Dictionary

Do these buzzwords impact your operation?

Yes. You could glean new ideas from a conversation surrounding them to implement on your operation. You are the person best suited to know the needs of the land you till, and it is in your best interest to do so. There has been a shift from conventional farming to no-till operations where applicable in recent years. This is not because some buzzword told you that you needed to be no-till. It is because you saw a problem and worked to find a solution.

The buzzwords aren't for us, they are the language of consumers. Not everyone has the privilege to live and work in this industry that we love. We see firsthand how much farmers and ranchers care for the land and animals entrusted to them. These buzzwords help agriculturists communicate with consumers who are buying the goods we produce. Increasingly, consumers care about where their food and fiber come from. Cotton Incorporated researched this topic to learn more about consumers' sustainability concerns.

What can I do?

Instead of following the buzzword, we as people within agriculture should create the buzz. Dig deeper to change the focus and create our own narrative. Meet consumers where they are to show them we have products that meet their sustainability standards. More sustainable, responsible cotton farming is at the heart of what PCCA grower-owners do.

Let's tell them how much you love what you do. Explain to them it does not have to have the 'sustainability' label to be grown with the utmost care. Show them how proud your family is of your operation. Build trust with them where they feel more comfortable wearing the cotton or eating the food you produce. Educate them on how today's cotton farmers are raising more cotton with fewer natural resources than ever before.

Telling your story doesn't have to look like getting on the national news and talking in front of the world. It could be visiting with your neighbor, banker, vet, doctor, politician, or someone you run into in the grocery store. I promise you don't have to go far to find someone who could benefit from talking to a real grower and learning how much you care about what you do. Let people get to know you, and they will trust you as much as we do.

You are entrusted to care for land that will outlive your lifetime. What legacy do you want to leave on it for others to carry on? Not just in the field, not just for future generations, but also for your business. The commitment to sustainable farming practices permits our growers to endure each season. Imagine what can happen if we band together as an industry to further our purpose.

7 in 10 global customers said sustainability influences their clothing purchases in 2023.

The reasons sustainability influences clothing purchases:

- **49% Important to do whatever I can**
- **48% Important that products can return to the earth**
- **42% Better for my family's health**

How Consumers Determine Sustainability:

- **42% Made with natural fibers like cotton**
- **42% Can be recycled**
- **38% Price**
- **36% Made with recycled materials**

Top Environmental Concerns:

- **48% Climate Change/Warming**
- **25% Land pollution, waste, deforestation**
- **42% Water quality, scarcity, pollution**
- **24% Resources population, food scarcity**
- **38% Air pollution, quality**

Source: Cotton Incorporated's Supply Chain Insights: Sustainability in Consumers' Lives & Wardrobes

Game On The Quest for a 2024 Farm Bill

By **Kody Bessent, CEO Plains Cotton Growers**

Whether you grow the food and clothes or eat and wear them, the farm bill should be important to you. Every five years, Congress works on this legislative package, which governs an array of agricultural and food programs. Historically, farm bills focused on farm commodity support. However, changes began in the 1973 legislation and took off from there. It’s evolved over time to include nutrition, conservation, horticulture, credit, trade, as well as research and development.

Recent farm bills have faced legislative adversity, increasing in intensity each time a new one is written. From Congressional haggling and presidential vetoes, to political uncertainty and a diversity of commodities with needs unique to a single crop or region, it’s always a marathon of compromise to pass a farm bill that will represent all commodities, producers, and consumers.

The Lay of the Land

While I could say the farm bill process will be different this time, that wouldn’t be fair to you — especially given the fact that it was supposed to pass in 2023. However, I can lay out the optics as we understand the political landscape today.

I can say the cotton industry is firmly in lockstep — from the producer to the end-user segment — on our farm policy initiatives to create a more effective safety net for all.

The cotton industry meets annually to discuss, debate, and ultimately adopt our industry initiatives to convey before Congress. This process can take years to develop. What makes cotton unique is all seven segments — producers, ginner, warehouse, merchants, cottonseed, cooperatives and manufacturers — must agree on our initiatives before we move forward in one unified voice. That being said, the cotton industry is pursuing the following policy initiatives for the upcoming farm bill.

2024 Farm Bill Cotton Farm Policy Initiatives:

- **Increase ARC/PLC seed cotton reference price to better reflect current cost of production;**
- **Improve access to the Stacked Income Protection Plan (STAX);**
- **Urge the accelerated development of federally assisted insurance or other risk management programs for cotton infrastructure to help mitigate the risk of losses associated with lack of throughput due to natural disaster;**
- **Modernize the Upland cotton marketing assistance loan program;**
- **Add marketing loan provisions for Extra Long Staple (ELS) cotton; and**
- **Restore the Economic Adjustment Assistance for Textile Mills (EAATM) program.**

Next Steps

Both chambers have released overviews of their prospective legislation for the 2024 Farm Bill. House Agriculture Chairman Glenn “GT” Thompson (R-PA) has scheduled a markup for the House’s initial version for May 23. As of press time, the Senate has not announced when their work will begin. While the initial bill may not look like the final product, this will set the pace and tone for how the farm bill process plays out over the next several months.

Putting aside fighting between and within parties (it’s an election year, and a big one at that, so much is to be expected in that regard), the cotton industry needs to keep their eye on the ball. We need to keep advancing the cotton industry’s policy initiatives and not get hung up in the political rhetoric. We must work with Congress to pass a farm bill that is meaningful and timely — the industry depends on it.

Can a farm bill be accomplished in 2024? Many continue to say that it will not. Shame on the naysayers for even starting that narrative. I believe it can — producers and industry alike are counting on it.

At the end of the day, I believe producers and industry will be proud of the policy that is adopted and implemented. It will reflect the years of hard work we have all put in to better our industry through changes in cost of production, business and, ultimately, the agriculture economy.



Kody Bessent
Chief Executive Officer
Plains Cotton Growers, Inc.

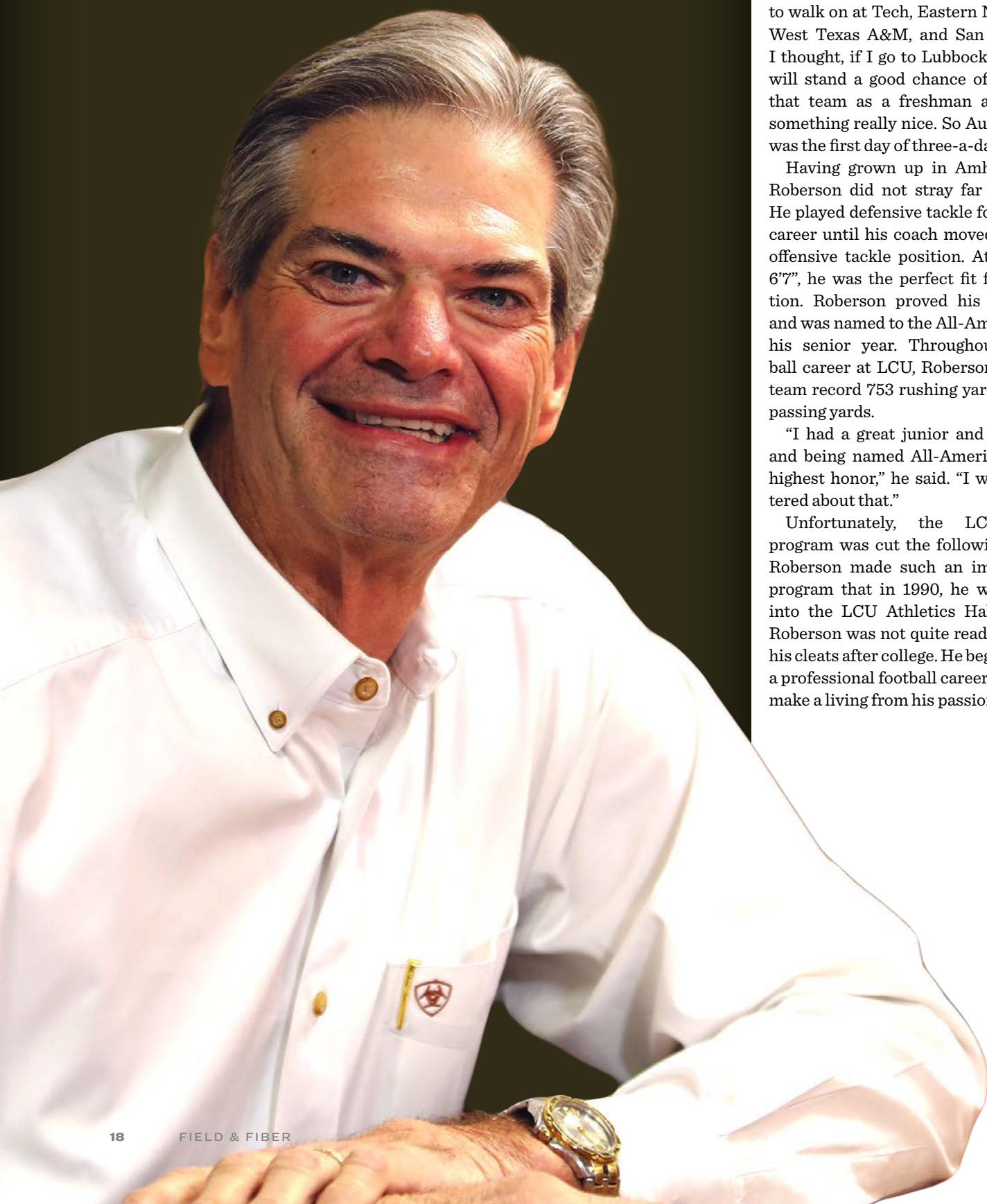
FROM ALL-AMERICAN TO GINNER OF THE YEAR: TACKLING A NEW CAREER THROUGH HARD WORK & OPTIMISM

Guyle Roberson's Story

Story By **Blair White**

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It was not all that long ago that Guyle Roberson had his sights set on the NFL Draft. As fate would have it, he would later be drafted for a career he never imagined having on his resume. Today, Roberson serves as the CEO of Texas Producers Co-op in Sudan and Amherst, Texas. However, in 1982, he was an All-American offensive tackle – the first and only one for Lubbock Christian University's football team.



“When I went to college, Lubbock Christian was starting this brand-new team,” Roberson said. “I had opportunities to walk on at Tech, Eastern New Mexico, West Texas A&M, and San Angelo, but I thought, if I go to Lubbock Christian, I will stand a good chance of starting on that team as a freshman and building something really nice. So August 4, 1979, was the first day of three-a-days.”

Having grown up in Amherst, Texas, Roberson did not stray far from home. He played defensive tackle for part of his career until his coach moved him to the offensive tackle position. At a towering 6’7”, he was the perfect fit for the position. Roberson proved his adaptability and was named to the All-American team his senior year. Throughout his football career at LCU, Roberson helped the team record 753 rushing yards and 1,685 passing yards.

“I had a great junior and senior year, and being named All-American was my highest honor,” he said. “I was very flattered about that.”

Unfortunately, the LCU football program was cut the following year, but Roberson made such an impact in the program that in 1990, he was inducted into the LCU Athletics Hall of Honor. Roberson was not quite ready to hang up his cleats after college. He began pursuing a professional football career, planning to make a living from his passion.

“I played four years at Lubbock Christian, and after that was done, I thought I might end up in a free-agent draft and try to continue my football career,” Roberson said. “I had a knee injury and had it worked on after the season, so I got an agent, went out to California to play in a minor league. I played one season there and ended up going to camp with the Houston Oilers. I obviously didn’t make the team there, but I wouldn’t have taken from that experience for anything. When I drove away from there, I was completely satisfied. I had done all I could, and it just wasn’t meant to be.”

Even though his football career ended, Roberson continued to foster the relationships he made with his teammates, who are still his lifelong friends. He soon returned home to West Texas and began a 21-year career at Lubbock Power and Light. Roberson took a leap of faith when he agreed to the uncertainty of a gin-managing position, but he said it turned out to be one of his most fulfilling experiences.

After Amherst Gin’s previous gin manager’s passing, Roberson’s brother, Randy, was quite adamant that he should apply for the position.

“About the third time, they called and said, ‘Are you not going to put in an application?’ I said, ‘I appreciate the offer,

but I’ve got a great career here, and I know very little about the ginning industry.’ They said, ‘Well, put in an application anyway,’ so I did,” Roberson reminisced. “I’ll never forget the day they asked me to come in for an interview. I walked in, and over there was my pee-wee baseball coach, and over there was a farmer that had a son whom I played basketball with. I’d been gone about 30 years, but when I walked in there, it just seemed like another day. So, on May 8, I left Lubbock Power and Light at about noon, moved into my office over at Amherst about four o’clock that afternoon, and started a new career. That’s how I got into the ginning industry.”

Amherst and Sudan Co-op Gins merged in 2016 to become Texas Producers Co-op. Upon the merger, Roberson took on the position of CEO. Today, Texas Producers Co-op is a one-stop shop for farmers. From the agronomy department to the general store and even the barber shop, Roberson has found unique and innovative ways to add value to his producers’ cotton.

“If a guy wants to start farming and goes to the bank and says, ‘I need money to start farming,’ and they ask him where he is going to get all of his supplies, he can say there’s only one place: I’m going to call Texas Producers and get everything I need,” Roberson said proudly.

Even though Texas Producers has many facets of business and over 100 employees during ginning season, Roberson’s ultimate goal is to provide the best service possible.

“We don’t do anything halfway. I’ll never forget what my dad told me when I was out playing pee-wee baseball,” he said. “One day, I was out there and didn’t really want to be. I’ll never forget him saying, ‘If a job is worth doing, it’s worth

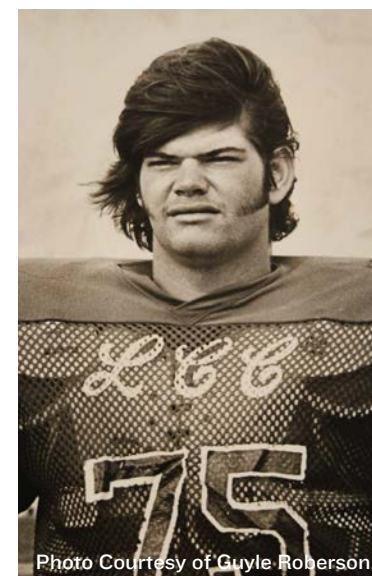


Photo Courtesy of Guyle Roberson.

**“If a job is worth doing,
it’s worth doing right.”**

Continued on page 20

doing right. Always remember that.’ I’ve focused on that in my association with all these businesses.”

Texas Producers’ Amherst location has a ginning capacity of 40 bales per hour, while the Sudan location can run 60 bales an hour. Roberson said his goal on the ginning side is to get the site operating in its most economical form while still preserving quality and value. Roberson also credits PCCA with keeping himself and his staff well informed on what is happening in the cotton market, and always being available for troubleshooting systems at the height of ginning season.

“PCCA has supported our growers by being a great co-op,” Roberson said. “Why not do business with yourself? PCCA is a great asset. We lean on y’all a lot and are glad we are partners.”

Roberson recently received the Texas Ag Cooperative Council Ginner of the Year Award, one of the highest honors a gin manager can obtain. He has proven his worthiness of the award for many years, and his employees say he is most deserving.

“Guyle is the most welcoming and genuine man you will ever meet,” said Duncan Welch, Gin Operations Manager for Texas Producers. “He is always talking to someone and really getting to know them. He has this ability to converse and make a person feel comfortable and welcome. He is very patient and kind and always has the right thing to say. He can sit back and analyze a situation like I’ve never seen anyone do. When it’s this dry, and the glass is half empty, Guyle’s glass is always half full.”

“I look for a lot of characteristics when I think of a leader, and Guyle checks every one of those boxes,” said Justin Bellar, Agronomy Manager at Texas Producers. “He’s very concerned about employees and their families. He leads by example. He wouldn’t ask us to do anything he wouldn’t do. He requires us to do things with integrity, transparency, and accountability.”

“Guyle has brought in some farmers that we may not have gotten had we not done the merger back in 2016,” explained Bryan Baker, Board President for Texas Producers. “He’s brought in some guys that have been very beneficial to this co-op, and he’s even brought some leadership to some departments that have made us better.”

Roberson was surprised with the award at the TACC Annual Meeting in

March of this year. His methodical leadership has propelled the gin to new successes each year, and his community and industry involvement showcases his servant’s heart.

“Normally the people that receive that honor have been in the industry since they were in diapers,” Roberson joked. “That’s the way I looked at it. It never crossed my mind that I would even be nominated. The honor was great. The support was a feeling I cannot describe – I wish I could have that feeling once a day for the rest of my life. I’m flattered, and I’m humbly honored.”

Roberson has worked with regional cooperatives PYCO Industries, PCCA, and Farmers Cooperative Compress, and has served on boards of cotton industry organizations such as TACC and the Texas Cotton Ginners Association. Locally, he supports the youth in his community and serves on the Amherst school board.

“We were raised that way. You do what you can for your fellow people,” Roberson said. “It’s a great feeling. People come together, and they support each other, and that’s what keeps a lot of these small communities going and thriving.”

Even though Roberson finds great joy in his work, he is not all work and no play. If you’re a West Texas local, you’ve probably heard Roberson sing with his band at a community function.

“I started playing and singing when I was about 12 years old. I’d just get up and sing by myself and play the guitar. When I went to college, I kind of put music on the back burner because I was going to be a football player,” he explained. “After my football career was over, I picked up the guitar again and put a band together. I’d play somewhere almost every weekend.”

Roberson’s first band was Guyle Roberson and You’ll Never Guess. The tongue-in-cheek name made patrons laugh when they called to ask what band was playing that night. “You’ll Never Guess” was always the answer. After a while, he changed their name to Guyle Roberson and the Eight Second Ride.

“I named it Guyle Roberson and the Eight Second Ride because we were not just country; we were two-stepping, rock-n-roll, country, with a twist,” he said. “I still play today.”

Today, you can find Roberson in his gin office, out visiting farmers, or at a venue with a guitar and microphone. The rhythm of agriculture and the lessons he learned on the gridiron are the soundtrack of his life, impacting countless people across the High Plains.

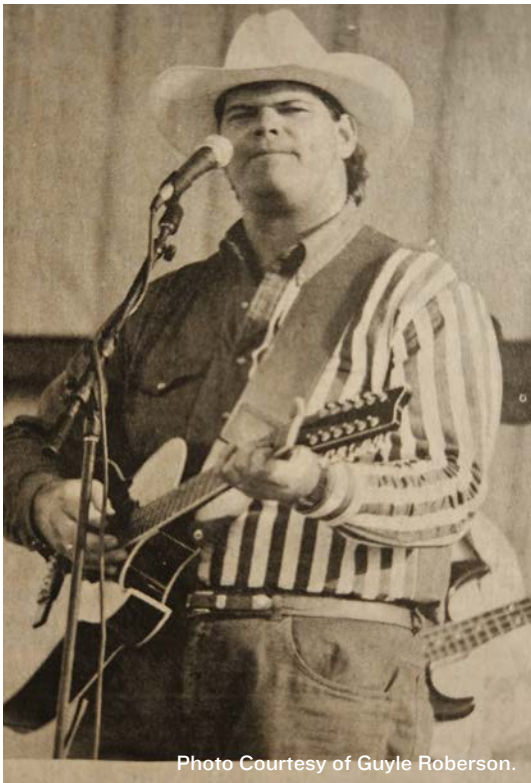


Photo Courtesy of Guyle Roberson.



Guyle Roberson and Bryan Baker




Photo Courtesy of Guyle Roberson.



Mike Ritchie, Guyle Roberson and Pat Randolph — Team Captains
Photo Courtesy of Guyle Roberson.




From left to right: Duncan Welch, Guyle Roberson, Justin Bellar.



WANT MORE OF THE STORY?

Scan the code to watch the video!



REVOLUTIONIZING COTTON LOGISTICS

By Kaylee Hendricks



INNOVATION

Almost all commodities share three common problems: they are in the wrong place, or the wrong time, or the wrong form. Texas, Oklahoma, Kansas, and New Mexico marketers have historically struggled with the problem of efficiently delivering cotton produced in rural areas to a textile mill on the other side of the world.

In November 2020, PCCA began work on a high-efficiency container loading project at the warehouse facility in Altus, Oklahoma. Trains are loaded at the Altus plant and travel to the port instead of trucks transporting cotton from Altus to Alliance (Ft. Worth) then are loaded on a train for LA/Long Beach. The railroad infrastructure was created to streamline the transportation of cotton to the ports of LA Long Beach. Eliminating the Dallas stop removes more than 88,000 truck miles per train. Each train ships almost 20,000 bales.

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

While rail transportation of cotton to ports has long been used, PCCA’s unique method of establishing a grower-owned facility at origin sets it apart. This efficiency benefits not only PCCA but also cotton growers and the broader industry by lowering transportation costs, accelerating cotton delivery to markets, and eventually increasing the value of grower-owner’s cotton. Through state-of-the-art infrastructure, meticulous inventory management, and adherence to industry standards, the Warehouse Division upholds PCCA’s commitment to delivering value-added cotton to customers worldwide. For the 2022-23 fiscal year, PCCA shipped 11 trains from the facility.

After three seasons of operation, PCCA recognized the need to enhance the efficiencies surrounding train operations. The organization and flow of containers on the yard needed to be reevaluated for performance efficiencies. PCCA believes that continuous process improvement is vital to improve operations throughout the company. Work progressed on developing a comprehensive container tracking system for PCCA rail operations. Departments at PCCA collaborated to bring the improvements to life.

“Kelly Waller, PCCA’s Warehouse Administrative Manager, and other employees involved in the train operations, were directly involved in the initial idea for the software update,” Cowart said. “We collaborated with the Information Systems department to bring that vision to fruition. This program was developed completely in house.”

This year, PCCA implemented an internal comprehensive container tracking software system for employees to efficiently keep track of containers as they move during day-to-day train operations. With new advancement comes new Standard Operating Procedures to help increase the efficiency of opportunities. The Warehouse Division also has focused on providing all warehouse employees with an all-encompassing, robust training and safety program. This only adds to the accountability of our staff and streamlines the flow of operations.

“The vision for the new train software system was to increase accountability and streamline operational flow,” said Cowart. “Employees involved in train operations are able to track the containers in the yard for a more efficient loading and unloading process.”

PCCA’s Warehouse Division is a cornerstone in the seamless functioning of the cotton supply chain. With focus on efficient handling, storage, and distribution of cotton, the division plays a critical role in ensuring the accurate and timely movement of the commodity. By providing reliable storage solutions and facilitating effective logistics, the division contributes significantly to maintaining the integrity and value of the bales produced by our grower-owners, bolstering PCCA’s reputation as a reliable partner in the global cotton market. PCCA acknowledges the changing dynamics of the cotton supply chain and continuously seeks ways to improve.

Tailored Cotton Marketing Strategies that Align with Grower Risk Preferences

By Blair White

page
24



A Quick Guide to PCCA's Marketing Options

Selecting the cotton marketing choice that best fits your operation each year can be nerve-racking. What worked for your operation last harvest may not work this harvest, or perhaps you can take on a bit more risk in your business now than you once could. That is one of the reasons PCCA offers a full suite of marketing choices and allows you to adapt. We understand that sometimes the only thing consistent in farming is change.

When it comes to risk, there are two critical questions to ask yourself at the turn of every new season:

How much risk am I comfortable with taking?

This is your risk appetite. The answer to this question is entirely dependent on your personal preferences. You can think of it like ordering from a restaurant menu. You have your tried-and-true favorite food, but you may want to try something new you have been eyeing. At the end of your dinner, you will know whether the new choice was better, or decide to go back with a proven winner.

How much risk can my operation withstand?

This is your risk tolerance. The answer to this question can be found in the numbers on your balance sheet or at the advice of your banker, accountant, or financial advisor. For example, you may think: Taking risks in the market keeps me up at night, which feels like my tolerance is probably *low*. However, my accountant says that my balance sheet is healthy, and I might be able to improve margins if I am willing to be patient. If the strategy does not work, I can still live to farm another day, so my risk tolerance might be *high*.

As your trusted cotton marketing cooperative, PCCA has choices that fit a variety of scenarios. For the following application, we will look through the lens of risk appetite. As you read about each marketing option, consider the level of risk you are personally comfortable with taking in your operation. Also, remember that the risk level within each marketing option could vary slightly depending on how you choose to utilize it.

Low to Moderate Risk Appetite

PCCA’s Seasonal Marketing Pool

Control Level: Low

This option is for the grower who wants low control when marketing cotton. When you put your cotton in the Seasonal Marketing Pool, our team of experts will market your crop year-round. You can focus on farming while we sell your cotton.

Our seasonal pool adds value by capturing optimal pricing opportunities through the crop marketing cycle. The seasonal pool marketing agreement is a contract for acreage, not for a specific number of bales. The grower-owner can contract every bale or every other bale of the contracted farm’s production. The agreement remains in effect from year to year unless the grower-owner terminates it during the Sign In /Sign Out Period each year.

- **Acreage-based, so there’s no weather risk.**
- **Focus on farming while our professional traders watch the markets.**
- **Full season pricing model minimizes downside price risks.**
- **Leverage PCCA’s global customer relationships.**
- **Receive full CCC loan premiums.**
- **Timely progress payments distributed as the pool is marketed.**

PCCA Direct®

Control Level: Moderate

PCCA Direct and The Seam® are for growers who want moderate control when marketing their crops. If you want the opportunity to accept or reject bids (PCCA Direct) or have access to a global network of buyers to try to get a higher price for your cotton (The Seam), these options may be for you.

- **PCCA Direct provides the convenience of receiving competitive prices at your fingertips. Our team can contact you through the myPCCA app or your gin with an offer to purchase your cotton.**
- **Sign up to receive and accept bids anywhere on the go with your mobile device.**
- **Our Sales and Member Services teams can assist with any bids you request or receive.**
- **Consult with a member of our marketing team to develop the best approach to cash marketing.**
- **Growers can accept, reject, or counteroffer with the PCCA team through the myPCCA app.**
- **LDP payments are automatically processed.***

The Seam®

Marketing your cash cotton online allows you to maximize your price. The Seam provides access to virtually all cotton buyers, eliminating the need for burdensome manual negotiations.

- **Online access to the largest network of global buyers and textile mills.**
- **Having your cotton offered continuously gives you opportunities to capture sudden rises in the market and capitalize on favorable price movements.**
- **PCCA’s Loan Advance Program provides upfront cash flow and allows you to trade the equity portion online in a separate transaction.**
- **LDP payments are automatically processed.***

Moderate/High Risk Appetite

Control Level: Moderate

Both PCCA Direct On-Call and the Grower Choice Pool Option within the Seasonal Pool allow you to market a portion of your bales. While there is more risk with these options, you also get the security of other benefits such as receiving full CCC loan premiums up front, stopping accrual charges (warehouse, etc.), and having the opportunity to capture higher price points in the market. These options also give you more control over how your cotton is marketed.

PCCA Direct On-Call

- **PCCA Direct On-Call provides growers the ability to stay long in the market without being long physical bales. Growers that believe cotton futures will increase are most likely to benefit from this tool.**
- **Only physical bales are eligible (must be ginned and classed).**
- **Offers growers the opportunity to set or lock in the basis level on a recap today without locking in the price.**
- **Charges stop accruing (warehousing, etc.)**
- **Growers receive full loan value less customary charges at the time of initial invoicing, which helps meet cash flow needs.**
- **Growers can place a GTC order to set the price if the market moves to the desired level.**
- **Roll feature gives growers additional time to fix the price of their cotton.**
- **Choose a new futures month to establish a new basis level to roll at any time before pricing deadline or roll date.**
- **Rolling will incur a basis adjustment of 10 points plus the difference between months, but in no instance can the basis be improved or rolled beyond July futures.**

Grower Choice Pool Option within the Seasonal Marketing Pool

- **The Grower Choice Pool Option lets you determine the price on a portion of your crop. Combined with the security of the Seasonal Pool, it allows you to identify the best market opportunities based on your preferences.**
- **Choose to price up to 50% of your APH, and the balance of your bales go into the Seasonal Pool. It is well-suited for growers with a consistent APH.**
- **Grower Choice Pool bales are marketed separately and do not impact the returns of the regular Seasonal Pool.**
- **Basis is set during the Sign In/Sign Out Period when the number of bales to price is chosen.**
- **Acreage-based contract until bales are priced. If bales are not priced or rolled, and a crop failure occurs, provided PCCA is notified before the options expiration date of the future month, then there is no obligation to fulfill the contract.**
- **All bales must be priced or rolled before the options expiration date for the futures month, or PCCA will price any remaining unpriced bales.**
- **Rolling these will incur a basis adjustment of 10 points plus the difference between months, but in no instance can the basis be improved or rolled beyond July futures.**

High Risk Appetite

Forward Contracts

Control Level: High

You must deliver your cotton at harvest when you contract your cotton into a forward bale contract. If a crop failure or other external factor inhibits your production, you are still obligated to deliver your bales. Forward Contracts can be a case of high risk and high reward. Once you sign a forward contract for your bales, your price is locked in despite market fluctuations.

- **Forward Contracts can provide excellent opportunities to lock in pricing on bales. Because these contracts require the delivery of committed bales, this tool is best suited for growers with a proven production history.**
- **Growers can place good-til-cancelled (GTC) orders to help them achieve their price target.**
- **LDP payments are automatically processed.***

This guide serves as a starting point to better understand what PCCA marketing choice best fits your operation's needs and risk preferences. If you would like to discuss the details of these options further or work with a marketing expert to find the best fit, please call the PCCA Sales Team for assistance at 806-763-8011.

Deferred payment arrangements can be utilized for all marketing options.

**Loan Deficiency Payment, when applicable, for eligible cotton*

Exploring Opportunities to Grow With PCCA & Local Co-ops

By **Kaylee Hendricks**

PCCA and its grower-owners have a mutually beneficial relationship. The success of one directly impacts the other. When farmers thrive, so does PCCA. For this to work, it is essential for PCCA to have farmers actively involved in their trusted marketing cooperative. Opportunities for involvement are easier to find and closer than you think.

“It is not just that we *want* farmers to be involved at PCCA, but we *need* farmers to be involved at PCCA. For PCCA to be successful and sustainable, we need to stay focused on the needs of our grower-owners,” said Charley Triplett, Vice President of Member Services and Administration. “The best way to do this is to have farmers involved in our direction and goals. This starts with the delegates, then the committees and the board. Farmers are the key to our direction and success.”

Regional Involvement at PCCA

PCCA was founded by farmers, for farmers. Through the establishment of dedicated boards and committees, PCCA ensures that our grower-owners have a voice in the decision-making process of this company.

Local involvement at your gin can grow into involvement with other cooperatives and cotton industry organizations. Getting involved on a local level begins by connecting with a nearby grower-owned gin. By talking to local farmers and the gin manager, you can gain insight on the success of the cooperative and learn how to join.

In addition to gaining the benefits of marketing, storage, and cottonseed processing through vertical integration with sister regional cooperatives, there are also opportunities to join the board or represent your gin at a higher level.

“The advantages of being on boards and committees is the ability to have a voice, along with the opportunity to better understand and learn about the how and why of PCCA,” said Triplett. “Communication is the key, but it must be two-way communication. We need to listen to these groups and work toward common objectives and goals that benefit all grower-owners.”

You have real ownership when you do business with PCCA. All growers are owners. By actively participating in committee discussions and decision-making, you can advocate for the interests and concerns of your fellow growers. In working collectively with grower-owners from across all service areas, PCCA can make decisions that add value to your crop. This provides you with real ownership when your voice and influence are used to shape the direction of the cooperative. PCCA is your friend in the fight. Your involvement within PCCA provides a unique opportunity to harness the power and advantages of the cooperative business model.



Here are some ways that you can make an impact at PCCA.

- **The Board of Directors at PCCA is comprised of 11 elected growers. The grower-owners of each district elect a board of directors, making sure your business is run the way you see fit. They are responsible for providing strategic guidance, overseeing company decisions, and ensuring PCCA's long-term success.**
- **The Delegate Body is comprised of one representative from each cooperative gin participating with PCCA. This group meets regularly to be updated on PCCA's marketing efforts, finances, and other information regarding the cooperative's business.**
- **The Pool Committees in the South Texas Pool and West Texas/Oklahoma/Kansas Pool are comprised of elected representatives from each PCCA District. This group provides feedback on marketing strategies so PCCA can adapt to the needs of grower-owners.**
- **The Warehouse Committee provides guidance and oversight to PCCA's warehouse operations.**

We want you to be a part of fostering a culture of collaboration and progress within the farming community. If you want to become active within PCCA, consider attending meetings we host throughout the year. For more involvement opportunities, contact your local gin.



Bank On It

Six Key Benefits of PCCA Membership Every Agricultural Lender Should Know

By Jayci Bishop

INDUSTRY

Agricultural lenders, bankers, or accountants are integral to your farming operation. Here are six advantages your banker should know about your PCCA membership. Share this story with your financial advisor to collaborate on best utilizing PCCA’s services in your operation.

1. Reliable Payments

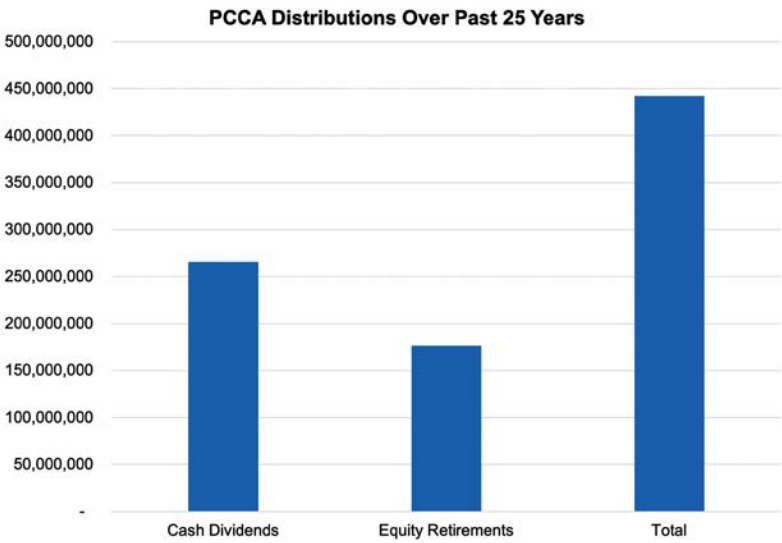
Our checks are always good. PCCA also works each day with our growers’ best interests in mind. We get more money to growers sooner to help their cash flow in tough years. This was evident in 2023 as we distributed our annual and mid-year stock retirements. PCCA also tries to facilitate progress payments on pool cotton as timely as possible. PCCA’s 2023-24 pools distributed 95% of total seasonal payments by January 10, 2024. We know farming is expensive, and we want you to get your income in a timely manner.

2. Added Value

PCCA handles a large portion of the U.S. crop annually. This volume allows PCCA and our grower-owners to have strength in numbers. When you band together with your fellow farmers, there is no limit to what can be accomplished. We are stronger together. Learn more about how PCCA helps every grower receive a higher price for their cotton in the story on page 10.

3. Long-Term Value

PCCA consistently pays dividends and retires equity to add long-term value to our growers’ operations. The strength of our balance sheet allows us to weather tough years to continue serving our grower-owners. By being a member of PCCA, you extract value from a every level of the supply chain.



4. Full Suite of Marketing Choices

We want our growers to succeed. We offer a variety of marketing choices to fit every personality, risk tolerance, or operation. You have opportunities to grow with PCCA. Learn about each of our marketing services on page 24.

5. Information Resource

PCCA is a resource for cotton industry and market information. Stay in the know with these resources:

Cotton Market Weekly: Newsletter detailing important information regarding the cotton market, cotton crop, or related events.

Field & Fiber: Industry magazine produced twice annually with relevant PCCA information, current events, and market-related information. Email blair.white@pcca.com to be added to the distribution list.

Marketing Experts: PCCA has marketing experts on staff who are willing to visit with you regarding market conditions or give you relevant information.

PCCA Meetings: Attend a PCCA meeting to learn more about current events in the cotton market, industry, or within your cooperative.

6. Easy Access to PCCA Information

No matter the time of day, PCCA grower-owners can access their account information and PCCA documents through Member Access or the myPCCA app. The convenience carries forward to your interactions with their ag lender. They don’t have to wait for the information they need from you.

SUBSCRIBE TODAY!
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TOGETHER IS ALL WE KNOW

THE HARRISON FAMILY

In Meadow, Texas, the Harrison family farm is more than land—it's a symbol of their unbreakable bond. Through the years, they have infused every aspect of life with togetherness, whether tending to the land or exploring beyond it. Together is all they know.

Story and Photos
By **Kaylee Hendricks**



Left to right: Tyler Harrison,
Keith Harrison, and Trenton Harrison



Left to right Tyler Harrison, Nicole Harrison, Keith Harrison, Angie Harrison, Kendra Doege and Trenton Harrison

Keith Harrison’s passion for agriculture ignited during his upbringing on a farm in southeast Colorado. Later, he moved to his grandparents’ farm in Clovis, New Mexico, where farming remained a major part of his life. He went to college to be a coach. However, when he met his wife and Meadow native, Angie, and they started a family, everything changed. Keith’s dream of becoming a farmer soon overshadowed everything else, and he was given the chance of a lifetime.

Starting Out

“In 1997, friends of mine that I went to church with, Riky and Mitzi Streety, called and offered me a job to work on their farm, and he would help me get started farming. He gave me 40 acres in 1997 and it has grown into what we have now,” Keith said. “Riky gave me the opportunity that I dearly wanted at the time. They truly helped us get started here in Meadow.”

Keith began his career as a farmer thanks to collaboration with other farmers. He said it takes a village, which is why he values experienced farmers in his community.

“Having those friendships with people around you makes a big difference. You can ask questions when things are struggling,” Keith said. “You can go to the older ones, and they can give you answers to help you keep your head up and keep you encouraged.”

Keith wanted to farm because it brings new experiences each year. He believes facing limitations in farming strengthens one’s faith.

“It’s something different every year. I love that smell of dirt. I love that accomplishment of going from one crop to the next and seeing what the year has for you,” Keith said. “It brings me closer to God because I’m having to put my faith in him to get through each and every year because there is only so much you can do.”

GROWER-OWNERS

A Family Affair

Keith said the best part of farming is doing it with his family. It did not take him long to realize his sons, Tyler and Trenton, had a passion for farming at a young age too. The challenge excited them just like it did Keith, and that is how they have grown into the operation they have today. Keith’s wife, Angie also contributes to their operations by managing the bookkeeping.

“When I first started farming, it was about us trying to get established, but it didn’t take me long until I realized that both of my boys loved it too,” Keith said. “We got to do this together. As they grew into it, my wife and I both decided we must be able to stay in it long enough to help them get started. We’ve grown into what I consider a family farm.”

Tyler and Trenton grew up in a tractor alongside their dad, so farming came naturally to them. Working with family is an everyday experience, but they are excited about the opportunities their parents have given them.

“There’s nothing like it. It gets you going in the morning,” Trenton said. “If you’ve been thinking about something all night long, you get excited to go to work and talk

to them about it because you want to hear their opinion about it.”

Tyler started farming in 2015 when he was able to pick up some land and help other farmers in the area. Despite facing challenges in his first-year farming, the crop was one of the best ones he has had.

“My dad gave me some land of his own to help me get started farming and I was helping another guy on the side and leasing his equipment. My first year was tough but it was the best year I have had since I started farming,” Tyler said. “I had a great crop. We got rain all year. It was a good, blessed year.”

In 2021, Tyler acquired additional land, which enabled him to pass down the original plot of land he began with to help Trenton get started.

“I was very blessed that he was able to help me out in that way. I would not be where I am at today without Tyler and my dad,” Trenton said. “It comes back to the family thing. Dad allows us to use his equipment and does not charge us lease or anything. If we need to borrow it, it is ours. That helped Tyler and I grow more than anything.”

Keith taught his boys everything they

know about farming and continues to be a leader in their lives and operations every day.

“He’s taught us pretty much everything. The skill of waking up every day and giving it your best at whatever you do. Whether it’s a good outcome or it’s not, I’ve learned a lot of respect on how to live and how to make decisions in life,” Tyler said. “It’s a lot to learn and he’s helped with a lot of it. He’s always there whenever we need him and my mom. There’s no way we’d be doing what we’re doing right now.”

The life lessons instilled in Tyler and Trenton were important for Keith and Angie when they decided to raise them on a farm.

“There’s a lot of life lessons taught on the farm. The biggest life lesson is it’s not always easy, life is tough, but it can be a glorious thing. If you’re farming it’s a challenge every day,” Keith said. “You’re going to get out of it what you put into it, and I think that’s something that I’ve been able to instill in both my boys. You can’t just quit because things aren’t going your way. You’ve got to adapt, and they have both had to learn the hard way.”

The Harrisons have unquestionably

Continued on page 36



“You cannot continue to do the same old thing and expect a different outcome. You have to be able to adapt, grow, and do not be afraid to ask questions.”

shown their dedication to their family, enduring both good and bad times. While Keith is a key part in his sons’ lives, they also play an important role in his life.

“Times were tough, and we had some hoeing to do. My wife and both my sons, we had to go out and hoe this field. All I heard was complaining and not liking to do it but at the end of the day, we did it all together. It brought us closer together,” Keith said. “The day that my mother passed away, my boys were the ones I saw first, and that happened on that same farm that we were all out hoeing together on. They’re kind of my rock. My family is very important to me. The day I needed them most, they were there.”

Keith remains committed to the family farm he has built with his loved ones. He said having his sons continue his legacy is one of his greatest blessings.

“This family farm has been huge for me. My goals changed when I realized my kids wanted to do this,” Keith said. “My wife and I talk a lot about being able to pass this down to my grandkids.”

Down to Business

Difficult times are a risk in the industry, and the Harrison farm is no exception. Keith said that input costs are steadily increasing, posing a significant challenge to cotton production.

“Financial management is getting harder and harder every year. There’s so much that’s out of the farmer’s control,” Keith said. “Our input costs have gone through the roof and that’s our biggest struggle with cotton right now.”

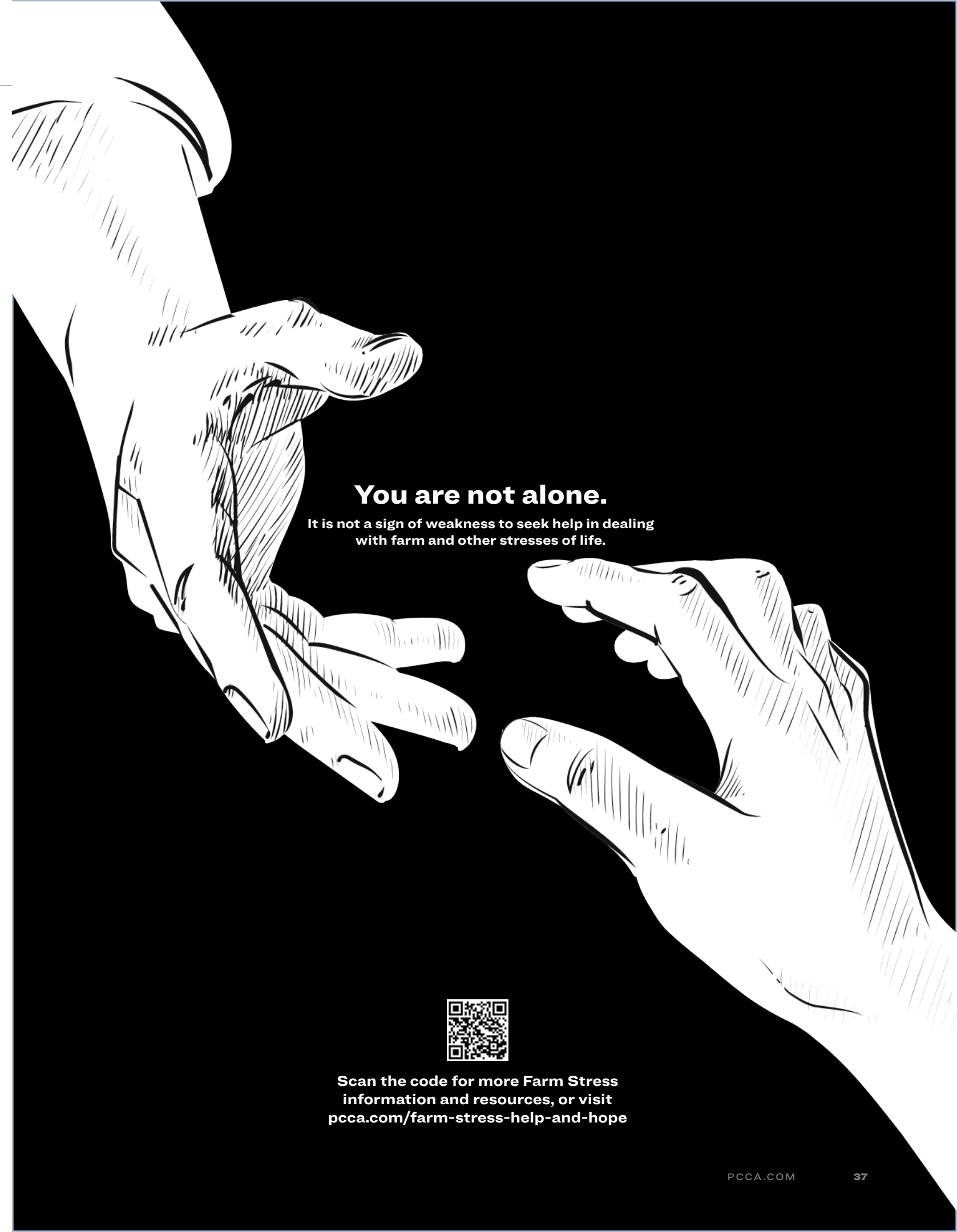
Outside of his farm, Keith is active in the cotton industry through local and regional co-ops, serving as board president of Meadow Farmers Co-op and on the board of Plains Cotton Growers. He values co-op involvement for real ownership in the process and sees PCCA as a crucial foundation for his farm.

“PCCA gives me stability. I’ve never gotten the lowest price, the checks have always been good, and they allowed me to take a risk,” Keith said. “PCCA has always been there for us and they’re a foundation for us in our operation.”

Looking Forward

Keith has spent his life learning from others, and he is now able to share his experience. The exchange of knowledge among farmers never ends. Keith offers some advice to farmers just starting their careers.

“Have a lot of conversations with God and have faith in what you are doing. Find someone to talk to that you can bounce ideas off and receive encouragement from. Hard-headedness will take you all the way to the poor house,” Keith said. “You cannot continue to do the same old thing and expect a different outcome. You have to be able to adapt, grow, and do not be afraid to ask questions.”



Strength Through Cooperation

By John Park, Ph. D.

Agriculture in the United States today is a major industry with 2.04 million farms that contribute \$223.5 billion (about 0.9%) to U.S. GDP. On a larger scale, all agriculture and its related industries contribute \$1.420 trillion to U.S. GDP and provide 10.4 % of U.S. employment. And, one could argue, this is all made possible by agricultural cooperatives.

Prior to 1860, agriculture was the primary source of household wealth in the United States. We had an agrarian economy where most farms provided subsistence for the family and small local markets. The coming decades were heavily influenced by immigration, industrialization and urbanization, opening new lucrative markets for manufactured goods. The economy started to shift, and agriculture became a business, but it wasn't easy. Farms were forced to become larger and more efficient, and found themselves further from final markets. As railroads developed, farmers had a means of bringing larger crops to distant markets, and efficiency gains would come from increased scale of production and by lowering costs of purchased inputs. However, the new industrialized market failed to present farmers with the solutions they sought. They now faced extensive market power from monopolies controlling shipping rates, commodity prices at market, and the prices of kerosene and other inputs. Thus, farmers formed cooperatives initially to help them reduce costs of production and improve their bargaining power. Unfortunately, as our country was striving to address antitrust issues with these monopolies, farmer associations were often included as a target. It wasn't until 1922 that the Capper-Volstead Act allowed the formation of the modern cooperative we recognize today. Spe-

cifically, it gave "persons engaged in the production of agricultural products as farmers, planters, ranchmen, dairymen, nut or fruit growers" legal permission to "act together in associations, corporate or otherwise, with or without capital stock". It allowed farmers to act as one entity provided that they "are operated for the mutual benefit of the members". Additionally their associations might also act in association with one another. The Capper-Volstead Act gives farmer cooperatives only limited exemption from antitrust laws. As individual entities, these associations are as answerable to antitrust laws as any other firm. If such an association of producers monopolizes or restrains trade to the point that the price of an agricultural product is "unduly enhanced", the Secretary of Agriculture could direct the association to cease and desist its monopolizing behavior and possibly become fully subject to antitrust law. Cooperative associations cannot therefore restrict their members' agricultural output, fix prices with third parties, or coerce competitors or customers. The act was intended to be a countervailing force to protect weak market participants, allowing them to be stronger by acting together. Cooperatives, then, provide a way for agricultural producers to be competitive in markets that might otherwise be dominated by large firms with greater ability to negotiate prices. In this sense, cooperatives play a role that promotes greater competition in these markets for

everyone. Unfortunately, this effect is not obvious. It lies behind the scenes of the market. It was clearly obvious to the farmers of 1922 that they needed greater ability to act collectively to bargain for improved prices, when that ability was denied. But, a farmer entering the market today could view the cooperative as just one more market option. They might not recognize that without the cooperative, the market might unravel to a noncompetitive state. For this reason, the very best cooperatives strive to 1) ensure that members truly receive value and mutual benefit from their association, and 2) educate members about the need for cooperative action. Sometimes that message is simply passed on by other experienced members. The Texas Agricultural Cooperative Council acts as a voice for cooperatives and seeks to educate farmers and others about the need for cooperatives. Each year, the council holds a conference for cooperative board chairs. At times they have asked participants of this conference, "why should I do business with a cooperative?" Here are some of their responses:

"Co-ops generally offer greater expertise and service regarding products they sell and market, versus the large box and chain stores that literally sell products only and thus no sense of allegiance to the customer."

"Whether it is perception or reality, many people associate quality, durability, and honesty when they trade through a co-op."

"There is a sense of 'unity' and 'community' in a cooperative due to the nature of joint ownership among the patrons."

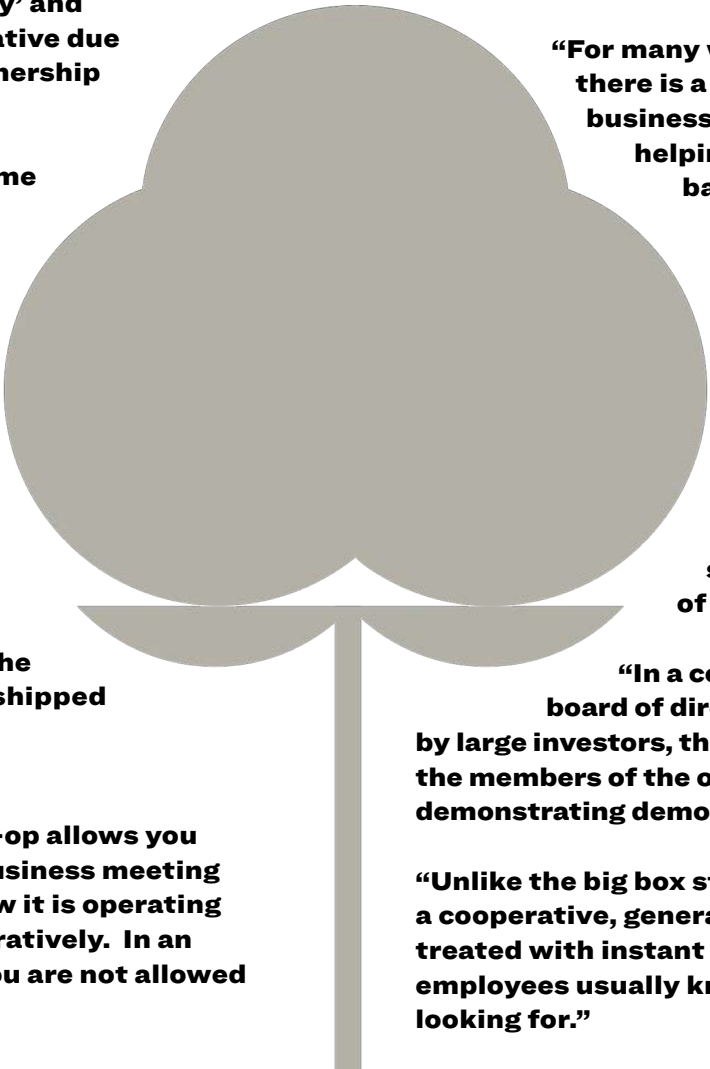
"The structure has become so popular during recent turbulent decades, that although some new businesses are not chartered as a cooperative, they have copied, act like, and operate like a cooperative (i.e. independent cotton marketing pools, etc.)."

"Dollars spent at the co-op generally stay in the community and are not shipped off to another state or country."

"Being a member of a co-op allows you annually to attend the business meeting of the firm to explore how it is operating financially and administratively. In an independent business you are not allowed to do so."



John Park, Ph.D.
Roy B. Davis Professor and Extension Specialist
Texas A&M AgriLife Extension Service



"For many who trade in the co-op, there is a feeling that 'by doing business in the co-op, I am helping the survivability of the backbone of this country — farmers and ranchers.' It is almost a sense of duty, honor, and patriotism."

"Co-ops generally formed during periods of economic adversity and as such they are born of conviction, resulting in greater staying power and loyalty of the patron."

"In a cooperative, rather than the board of directors being hand-picked by large investors, they are elected from within the members of the organization, thus handily demonstrating democratic control."

"Unlike the big box stores, upon entering a cooperative, generally speaking, you are treated with instant respect because the employees usually know you and what you are looking for."

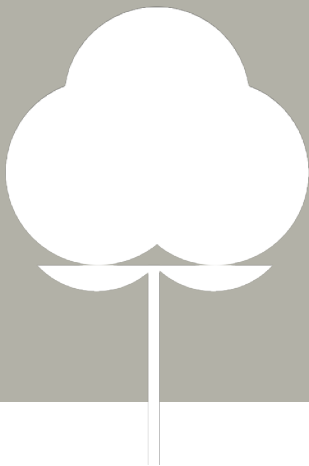
"The joint ownership of a cooperative by numerous farmers not only spreads the risk of operating a business within a very volatile industry, but it also lowers the exposure to those producing the food and fiber."

Continued on page 40

Why are cooperatives organized?

Cooperatives are organized to:

- 1. Improve bargaining power
- 2. Reduce costs
- 3. Obtain products or services otherwise unavailable
- 4. Expand new and existing market opportunities
- 5. Improve product or service quality
- 6. Increase income



The Capper-Volstead Act (in its entirety)

Thanks to the Capper-Volstead Act and the many pioneering members of our farmer cooperatives, we have the means to take some control over adverse market conditions and compete together as one.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That persons engaged in the production of agricultural products as farmers, planters, ranchmen, dairymen, nut or fruit growers may act together in associations, corporate or otherwise, with or without capital stock, in collectively processing, preparing for market, handling, and marketing in interstate and foreign commerce, such products of persons so engaged. Such associations may have marketing agencies in common; and such associations and their members may make the necessary contracts and agreements to effect such purposes: Provided, however, That such associations are operated for the mutual benefit of the members thereof, as such producers, and conform to one or both of the following requirements:

First. That no member of the association is allowed more than one vote because of the amount of stock or membership capital he may own therein, or,

Second. That the association does not pay dividends on stock or membership capital in excess of 8 per centum per annum.

And in any case to the following:

Third. That the association shall not deal in the products of nonmembers to an amount greater in value than such as are handled by it for members.

Sec. 2. That if the Secretary of Agriculture shall have reason to believe that any such association monopolizes or restrains trade in interstate or foreign commerce to such an extent that the price of any agricultural product is unduly enhanced by

reason thereof, he shall serve upon such association a complaint stating his charge in that respect, to which complaint shall be attached or contained therein, a notice of hearing, specifying a day and place not less than thirty days after the service thereof, requiring the association to show cause why an order should not be made directing it to cease and desist from monopolization or restraint of trade. An association so complained of may at the time and place so fixed show cause why such order should not be entered. The evidence given on such a hearing shall be taken under such rules and regulations as the Secretary of Agriculture may prescribe, reduced to writing and made a part of the record therein. If upon such hearing the Secretary of Agriculture shall be of the opinion that such association monopolizes or restrains trade in interstate or foreign commerce to such an extent that the price of any agricultural produce is unduly enhanced thereby, he shall issue and cause to be served upon the association an order reciting the facts found by him, directing such association to cease and desist from monopolization or restraint of trade. On the request of such association or if such association fails or neglects for thirty days to obey such order, the Secretary of Agriculture shall file in the district court in the judicial district in which such association has its principal place of business a certified copy of the order and of all the records in the proceeding, together with a petition asking that the order be enforced, and shall give notice to the Attorney General and to said association of such filing. Such district

court shall thereupon have jurisdiction to enter a decree affirming, modifying, or setting aside said order, or enter such other decree as the court may deem equitable, and may make rules as to pleadings and proceedings to be had in considering such order. The place of trial may, for cause or by consent of parties, be changed as in other causes.

The facts found by the Secretary of Agriculture and recited or set forth in said order shall be prima facie evidence of such facts, but either party may adduce additional evidence. The Department of Justice shall have charge of the enforcement of such order. After the order is so filed in such district court and while pending for review therein the court may issue a temporary writ of injunction forbidding such association from violating such order or any part thereof. The court may, upon conclusion of its hearing, enforce its decree by a permanent injunction forbidding such association from violating such order or any part thereof. The court may, upon conclusion of its hearing, enforce its decree by a permanent injunction or other appropriate remedy. Service of such complaint and of all notices may be made upon such association by service upon any officer or agent thereof engaged in carrying on its business, or any attorney authorized to appear in such proceeding for such association, and such service shall be binding upon such association, the officers, and members thereof.

Approved, February 18, 1922. (42 Stat. 388) 7 U.S.C.A., 291-192



Pork Chalupas

This meal can feed a crowd and would be perfect for your next family gathering.

Ingredients:

- 1 lb. Beans (4 Cups)
- 7-8 Cups Water
- 4-5 lb. Pork Roast
- 1 Flat Can Green Chili
- 1/2 Chopped Onion
- 1 Tbs Salt
- 2 Tbs Chili Powder
- 1 Tbs Cumin
- 1 tsp Oregano
- 2 tsp Garlic Salt

Instructions:

Combine. Cover and bake at 250 degrees for 7-8 hours. Check occasionally, you may need to add water. When done, shred pork into mixture and serve over fritos. Top with lettuce, tomatoes, onions, cheese, sour cream, etc.

Eddie Smith Recognized Through NCC's Harry S. Baker Distinguished Service Award

By **Kaylee Hendricks**

In the Panhandle of Texas, there is a servant-leader who has built a legacy through continuous service within the cotton industry. Honored with the 2023 Harry S. Baker Distinguished Service Award, Eddie Smith's commitment to the business is truly commendable.

According to the National Cotton Council, "The award, named for the late California industry leader and past NCC President Harry S. Baker, is presented annually to a deserving individual who has provided extraordinary service, leadership, and dedication to the U.S. cotton industry."

Smith has shown steady leadership in the cotton industry over many years of involvement. He served as a director at Floy-dada Co-op Gin and later joined the PCCA board. In 2004, Smith was unanimously elected chairman of PCCA, a role he held for 16 years. Additionally, he served as a director of Cotton Incorporated, taking on various responsibilities such as treasurer, secretary, and vice chairman. Smith served as vice chairman of the National Cotton Council before becoming chairman in 2010. He also served on various council committees, including its Environmental Task Force, and completed the Cotton Leadership Program in 1991.

"Whether you know Eddie or not, your life is better because of his service to the industry," said Kevin Brinkley, PCCA President and CEO. "Eddie has always focused on helping others, and we are all the better for it."

PCCA congratulates our friend Eddie Smith on this award.



WANT MORE OF THE STORY?

Read the NCC Press Release Here



GET TO KNOW EDDIE SMITH

Take a look at Eddie's Field & Fiber story here.

Steve Verett Receives NCC's Oscar Johnston Lifetime Achievement Award

By **Blair White**

It's no secret that Steve Verett changed the entire cotton industry during his career at Plains Cotton Growers. The leader added another feather to his cap when the National Cotton Council awarded him the Oscar Johnston Lifetime Achievement Award at its Annual Meeting in February.

According to the National Cotton Council, "The award is presented to an individual who serves the cotton industry through the NCC over a significant period of his or her active business career. The award also recognizes those who exert a positive influence on the industry and who demonstrate character and integrity as well as perseverance and maturation during that service."

Verett is incredibly involved with NCC, serving on numerous boards and committees and in advisory capacities. He is a special advisor to NCC's Conservation Task Force and a Cotton Leaf Roll Warf Virus Working Group member. Each level of his involvement greatly aided farmers economically, and his advocacy for favorable farm policy left a lasting impact on cotton growers nationwide. One of his most notable achievements was playing a critical role in returning cotton to Title 1 of the 2014 Farm Bill. He was also named one of the top 100 leaders in agriculture and rural communities nationwide by Farm Credit in 2017.

Verett retired as CEO of Plains Cotton Growers in 2021. He is still active in the cotton industry and has returned to the family farm in Crosby County. PCCA congratulates our friend Steve Verett on this well-deserved award.



WANT MORE OF THE STORY?

Read the NCC Press Release Here



GET TO KNOW STEVE VERETT

Take a look at Steve's Field & Fiber story here.



Setting the Stage for Success:

PCCA Enhances Employee Integration with Cutting-Edge Onboarding Strategies

By **Kaylee Hendricks**

At PCCA, we recognize the pivotal role effective onboarding plays in facilitating the successful integration of new employees into our team. We prioritize laying the groundwork for their success at the start, understanding that the initial months can be emotional and overwhelming. To support new employees in navigating their employment journey, PCCA has crafted an educational onboarding process to help ease the transition and educate them on the cotton and co-op industries.

“The onboarding process for new employees is very important because this is the moment we make them feel welcome. It is very important during this time to help them feel like they’re apart of PCCA and they’re in the right place,” said Amy Devitt, PCCA Director of Human Resources. “Eighty percent of employees during this time decide whether they will leave a company. I feel this is very important to PCCA because I look at our own statistics and they show us that if an employee can stay with a company for a year, they are less likely to leave for another job.”

By investing in our employees, we amplify the value we add to our grower-owners. Transitioning into a new role can be exciting and challenging for both employees and managers. Ensuring seamless integration into company culture through comprehensive onboarding experiences not only fosters understanding but also sets the stage for long-term success.

“PCCA’s investment in new hires fosters high performers and if we have high performers in all of our departments, this creates PCCA working at its highest potential for our gins and growers-owners,” Devitt said. “If we invest in the employee at the very beginning of their PCCA career, we can fulfill our mission and do what we do best at our highest potential.”

PCCA has developed a learning path designed to help immerse an employee into their new role. When an employee visits the employee intranet, PCCA Connect, they will find learning courses that will solidify their understanding of what we do, how we operate, who we are, and how we serve our customers and grower-owners. These courses include:

The Cotton Supply Chain: Understanding the Cotton Supply Chain is an integral part of the work at PCCA. This course is intended to help employees understand the big picture of how cotton moves through the supply chain. This includes the steps raw cotton takes through a chain of people and logistics to become a final product like denim, cottonseed oil, and home textiles.

What is a Cooperative: Cooperative businesses can be found in each level of the supply chain. This course is structured to help employees understand how this type of business works, why PCCA makes the choices it does as a cotton co-operative, the persona of a farmer/co-op member, and to recognize how a cooperative like PCCA adds value to a grower’s cotton layer by layer.

We’re Different: Same Values. Modern Approach. That’s what makes PCCA unique. We stand firm in the values our

founding farmers established in 1953. This course is constructed of informative videos that will teach an employee who we are, how rich we are in history, and how PCCA influences and impacts the marketplace.

PCCA Breakdown: PCCA provides value-added services to grower-owners and gins to support their operations. Through this course, an employee will learn about the impacts of each department and how their role contributes to the success of the overall operation. This knowledge will enhance understanding of the cotton farming industry and equip them with the skills to work more efficiently and effectively within the PCCA organization.

PCCA provides employees with opportunities for site visits to observe how our sister cooperatives work together in the cotton industry. New and seasoned employees can visit gins, farms, PYCO, and FCC to better understand the cotton industry outside of PCCA.

“Our onboarding experience strengthens an employee’s overall success by immersing a new employee into all things PCCA,” Devitt said, “As we look at recruiting, retention, and productivity, we must think about onboarding because this is where it all starts for the employee.”

PCCA aims for new employees to clearly understand the core values right from the

“PCCA’s investment in new hires fosters high performers, and if we have high performers in all of our departments, this creates PCCA working at its highest potential for our gins and grower-owners.”

New Hire Onboarding Tasks

AS YOU NAVIGATE YOUR NEW JOURNEY AT PCCA, WE HAVE CREATED A SHORT LEARNING PATH DESIGNED TO HELP YOU BETTER UNDERSTAND WHAT WE DO, HOW WE OPERATE, WHO WE ARE, AND HOW WE SERVE OUR CUSTOMERS AND MEMBERS. EACH TRACK BELOW IS A CORE PIECE OF YOUR ONBOARDING PROCESS. PLEASE WORK WITH YOUR LEADER TO VIEW AND COMPLETE THESE TOGETHER, IN THE SEQUENCE OUTLINED BELOW. FOLLOWING EACH SECTION YOUR LEADER WILL DISCUSS THE LEARNING AND WHAT THIS MEANS TO PCCA AND YOU AS YOU BEGIN YOUR NEW JOURNEY HERE.



The Cotton Supply Chain

From the clothes you wear to the seatbelts in your car, cotton is all around us! How is a little seed transformed into all the products you see daily? Learn more about the cotton supply chain here!

[Learn More](#)



What is a Cooperative?

PCCA is a cooperative, but what does that mean? Don't worry – It is not as complicated as it sounds. Let's dive into the world of cooperatives and learn how PCCA fits into the mix.

[Learn More](#)



We're Different

Why be a member of PCCA? Who is PCCA? What makes PCCA different? Our farmers, certainly. Our mission, absolutely. Our employees, definitely. Learn more about your cooperative here.

[Learn More](#)



PCCA Breakdown

We love it here and cannot wait to tell you all about it! Get to know PCCA teams and the work that each group does to better understand how and where your work fits in.

[Learn More](#)

start. That's why the onboarding process is centered around those core values.

"PCCA's culture and values were evident as soon as I walked through the door. PCCA has done a great job creating a community in the workplace and works hard to maintain the high spirit and culture within the company," said Kaegan Edwards, PCCA Gin Accounting Specialist. "Everyone's door is always open, and I have never felt as though I couldn't go up to a single person to ask for help or even just chat."

PCCA Connect has a Leader Toolkit to give managers the tools and resources necessary to help both their old and new team members succeed. The PCCA Manager Toolkit is designed to give managers several simple tools, checklists, and

coaching guides for key processes and employee conversations. This ensures that managers have what they need to be successful in all areas of leadership.

In the toolkit, there is a series of steps for managers, that guides them through the onboarding journey. Managers are encouraged to engage in periodic check-ins with new employees, which emphasizes the importance of fostering a welcoming environment. It also ensures alignment of expectations and provides ongoing support and feedback.

"The manager's role in the onboarding process is important because the more a manager embraces these new steps in the process, the more fruitful that experience is going to be for the employee," said Kaimi Whitaker, PCCA Director of

Cotton Services and Gin Accounting. "Onboarding creates an opportunity to set the foundation for learning, while getting new employees up to speed with what we do here and what PCCA is about. It provides the tools an employee needs to give our grower-owners a positive customer service experience."

The opportunity to go through the new onboarding process is available to all employees. PCCA is committed to serving grower-owners to the best of its ability and recognizes that we are stronger together when all employees are on the same page.



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



WE ARE YOUR SUPPORT

PCCA is dedicated to providing quality customer support, education, and services to our gins. At any time, PCCA employees are on-call to assist with any problems that may arise. PCCA provides the tools and resources gins need to maximize efficiency in the office and in the gin plant.

806-763-8011 • pcca.com

GIN ACCOUNTING

PCCA's Gin Accounting Department helps gins manage their operations and finances more effectively by providing a full-service accounting package and supporting these programs.

- Scale Ticket Software
- Module Tracking
- Gin Patronage
- Inventory Control and Point of Sale

Call for issues with:

- Sage
- Scale Tickets
- Module Tracking
- Seed Sales
- Gin Point of Sale
- Gin Patronage

COTTON SERVICES

PCCA's Cotton Services Department is instrumental in the cotton marketing process by processing financial transactions, contracts, and agreements and providing critical support to gins.

- Invoicing Cotton
- Support and Training
- Technology Solutions

Call for issues with:

- Marketing
- Invoicing
- Eligibility
- Statements
- PCCA Documentation
- PCCA Patronage



Scan the code to learn more about our services!

PCCA's Consumer-Centric Strategy: Utilizing Grower and Gin Feedback for Innovation

By Blair White

PCCA is a leader in grower and gin-facing technology services in the cotton industry. Our team of world-class tech experts has played a role in developments such as the first electronic cotton marketing system, TELCOT (known today as The Seam®), High Volume Instrument (HVI) testing (now the USDA standard for cotton classing), and our myPCCA® app.

Our innovative sales experts recognize the need for continual adaptation and create marketing options you can tailor to fit your operation best. PCCA's flagship marketing option is the seasonal pool, which started in 1988. Since then, not only has the pool itself been modernized, but other new marketing options have also become staples at the cooperative. In all of PCCA's endeavors, we are your innovation hub.

"We are doing things at a much faster pace than perhaps at any time in the history of the company," said Kevin Brinkley, President and CEO. "We are able to do that because we've got excellent technologies in place and really talented people to help us get that done. We have to innovate at a much faster pace because that's how fast the world is changing around us."

If there is one thing this cooperative is familiar with, it is change. Both technology and agriculture can transform at breakneck paces, and when they converge at PCCA, the ability to keep up is critical. As your innovation hub, we understand the value this adds to your crop. Let's look at two ways we utilize your thoughts, suggestions, and opinions to innovate.

Enhancements

The Information Systems Department supports PCCA's business objectives by providing the technology, data, and analytical insight needed to make informed decisions and optimize operations. There is no decision made at this company that is not first supported by data. When farmers or gins call PCCA with a problem or sug-

gestion, these talented individuals listen. The same can be said about PCCA's internal operations as employees often have feedback on systems and programs too. These changes are accumulated and implemented during PCCA's enhancement season each year.

"An enhancement is anything that is adding new functionality to our software," explained Adam Foley, PCCA's Applications Programming Manager. "That could be as simple as adding sorting ability to a data column, all the way to creating something like the Grower Choice Pool Option that allows growers to call their own prices on their cotton, or anything in between. It could also be creating a new report or adding some guardrails to a program to prevent common mistakes. What it's not is fixing bugs."

External enhancements are completed annually to help limit interruptions to the programs and services that growers and gins rely on to do their jobs. One example of a gin suggestion that became a PCCA software program is Module Tracking. A gin expressed the desire to have the ability to keep track of their modules in the field and on the gin yard to PCCA, so our team of experts made it happen. As a result, the gin's efficiency and technology problems were solved.

"PCCA is constantly working to embrace new technology that will benefit our growers and gins," said Debbie Bolding, Vice President of Information Systems. "We continue to explore avenues that help us streamline those operations to increase efficiency and provide better service. We actively listen to our users' feedback and make changes based on it."

Marketing Choices

Cotton marketing is not one-size-fits-all. Over the last few years, growers who utilize PCCA's cotton marketing services have expressed a desire for more choices to achieve the best possible price for their cotton.

"When we can give our growers the ability to have different marketing choices or use different instruments or tools for them to be able to market their cotton, it can open up different avenues for their operations," explained Keith Lucas, Vice President of Marketing. "Our Board of Directors heard this and brought it to our attention in our strategic initiatives."

PCCA recognizes that different farmers have different risk appetites and tolerances. New marketing choices like the Grower Choice Pool Option and PCCA Direct On-Call were developed based on grower feedback.

"All of the options we provide, from cash marketing to the Seasonal Pool and the Grower Choice Pool Option, are designed to give our growers more choices on when and how they want to market their cotton," said Mike Canale, Merchandising Manager.

We're Listening

This cooperative was created by farmers for farmers. Our entire purpose is to support you in your farming operation by capitalizing on what we do best – one of which is being your innovation hub in the cotton industry. We are strategic, adaptable, and resilient, and we are listening to what you have to say.

Have a suggestion or idea you'd like to share with our team? Reach out to us at 806-763-8011.



WANT MORE OF THE STORY?
Learn more about module tracking here.



Difficulties in Textile Recovery

The textile industry has struggled to recover after reaching its high in the 2021/22 crop season.

By Abigail Hoelscher



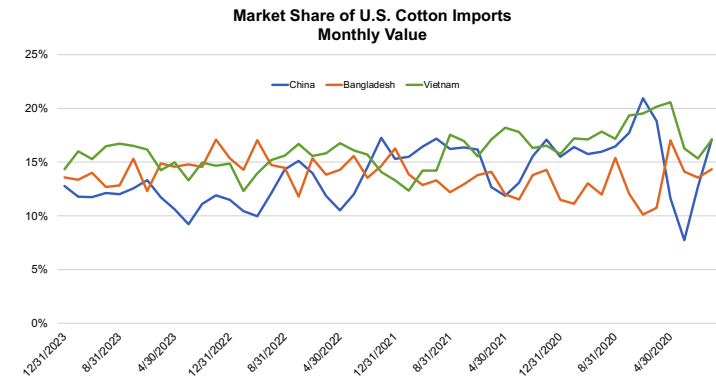
Supply Shortage

Unsurprisingly, a supply shortage in the U.S. has added pressure to the recovering textile industry over the past two years. The U.S. leads the world with cotton exports, but the past two short crops have led to a lower-than-average amount of cotton leaving the country for foreign mill use. As mentioned above, the U.S. has stricter laws on cotton products entering the country. Being a leader in traceable cotton has impacted the amount of cotton used across the globe because of the shorter crops. Cotton consumption has been unstable since the Covid-19 pandemic. One of the biggest causes of instability has been the economic outlook of global inflation and the cycle of rising interest rates. After the 2021/22 high, a potential economic downturn began to worry many involved in the textile industry, and inventories began to fall and remained low as the industry tried to keep risk down.

The Uyghur Forced Labor Prevention Act

The Uyghur Forced Labor Prevention Act (UFLPA) was enacted almost two years ago to ensure the integrity of the textile industry and what kind of apparel and garments enter the U.S. This act forced the retail industry to guarantee that the cotton used in their products does not originate from regions where forced labor practices actively occur. It also forced many brands and retailers to evaluate and comply with the standards. Since UFLPA was enacted, the U.S. has detained over \$55.92 million worth of apparel, footwear, and textiles imported from other countries.

The Xinjiang region in China specifically accounted for 90% of the country's cotton output. A large portion of China's exports of yarn, fabric, and garments are from this region. As a result of non-compliance with the UFLPA rules, goods manufactured wholly or in part from this region are prohibited from entering the United States. The landscape of the textile industry has changed as many manufacturers receive yarn and fabric from China. The new laws have impacted the industry, and now traceable cotton will take the forefront of the global supply chain to ensure proof of origin and UFLPA compliance.

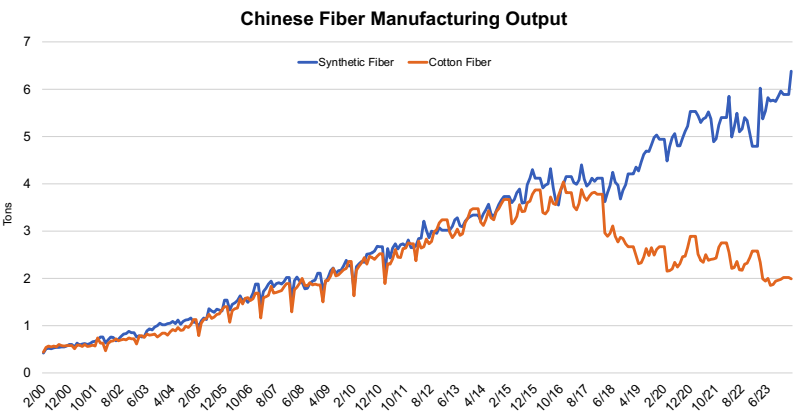


China, Bangladesh, and Vietnam make up 41% of the current value of U.S. cotton exports. After the COVID-19 recovery, another dip occurred in these countries as UFLPA was enacted, and the global economy fell under pressure. The amount of cotton going to these countries has started to recover, but it has been slow.

Data Source: The Office of Textiles and Apparel (OTEXA)

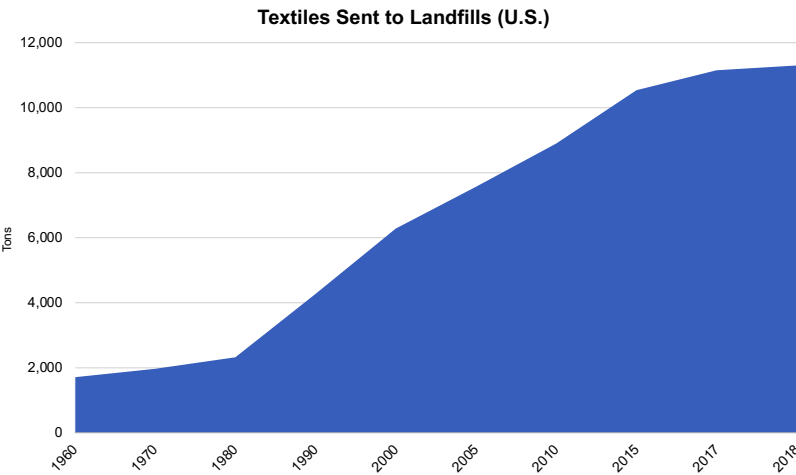
Competition

The textile industry must also compete with man-made fibers. On a global scale, overall man-made fiber production and consumption have steadily increased since the 1990s. However, cotton production has remained relatively stable during that time. Synthetic fibers account for a larger share of U.S. imports in recent years as they are typically more cost-efficient to manufacture than growing and processing natural fiber. The ability to rapidly produce large quantities of clothes at an inexpensive price has made it harder for natural fibers to compete. China produces most of the world's synthetic fibers and output of synthetics is now over three times that of cotton. A larger crop could help cotton reclaim a portion of the market share lost to man-made fibers due to more competitively priced cotton.



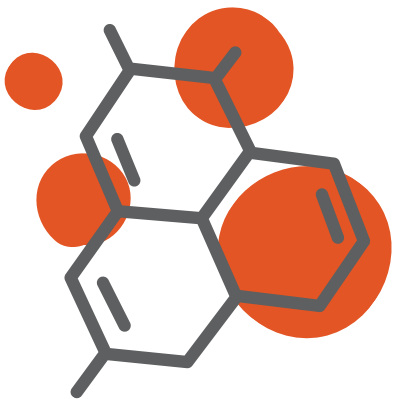
China is the largest manufacturer and producer of synthetic fibers, producing about 72% of the world's synthetics and exporting approximately 45% of the produced fibers. There has been a divergence in the synthetic fiber leaving the country compared to cotton fiber in the last six years.

Data source: Bloomberg
Chart generated: PCCA



The rapid production of synthetics and increased purchasing of fast fashion has caused a rise in textiles sent to landfills. Synthetic fibers biodegrade much slower than cotton. Cotton fibers break down naturally, similar to food and plants.

Data source: epa.gov
Chart generated: PCCA



Output of synthetics is now 3x that of cotton

The textile industry has faced a perfect storm of problems in the past few years. There does seem to be a light at the end of the tunnel for the upcoming crop. Becoming familiar with the laws of UFLPA has made the industry more conscious of where cotton is sourced from. The U.S. is a leader in the traceability of cotton, which stands to continue in the upcoming season. U.S. production is expected to rebound, and cotton consumption is projected to rise to its highest level since 2021. While there is always a possibility of negative factors that could impact production and consumption in 2024/25, the current outlook for cotton consumption appears positive.

PCCA[®] Plains
Cotton
Cooperative
Association
PO Box 2827 Lubbock, Texas 79408

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