

A close-up photograph of cotton plants. In the foreground, a cotton boll is in sharp focus, showing its white, fluffy fibers and the brown, dried leaves it's attached to. The background is filled with more cotton plants, but they are out of focus, creating a bokeh effect. The sky is a clear, pale blue.

2023

COTTON BOARD UPDATE

Monty Bain
Southeast regional Communications Manager

THE COTTON RESEARCH AND PROMOTION PROGRAM



THE COTTON BOARD

- Collects Assessments
- Administers Program
- Communicates with Stakeholders

COTTON INCORPORATED

- Conducts Research
- Promotes Cotton to Consumers
- Creates Demand & Profitability

USDA

- Governs the Program

THREE FUNCTIONS OF THE COTTON BOARD

1 Collection of Funds

2 Governance of the Program

3 Stakeholder Communication



The per-bale assessment is collected on all:

- Upland cotton harvested & ginned in the United States
- The cotton content of all Upland cotton products imported into the United States

1

COTTON BOARD
COLLECTIONS



COTTON BOARD COLLECTIONS

OVER 99% COMPLIANCE RATE

54%

producer
assessments

46%

importer
assessments

A close-up photograph of a cotton plant. In the foreground, a large, light pink flower with a yellow center is in bloom. To its left, a green cotton boll is visible. Several large, green, serrated leaves are scattered throughout the background and foreground. The overall lighting is soft, highlighting the textures of the petals and leaves.

2023 Budget

Cotton Incorporated
\$86 million
^ \$4m from 2022

2

COTTON BOARD GOVERNANCE



48 Cotton Producers

- Based on acres in the Cotton Belt

30 Importers

- Brands, Retailers, Mills, Manufacturers

3 Advisors



STAKEHOLDER COMMUNICATION

Communicate the benefits/
accomplishments of the
Cotton Research and
Promotion Program to all
stakeholders;

- Focus on Producers

THE PRODUCER OUTREACH TEAM



THE STRENGTH OF THE TEAM IS EACH
INDIVIDUAL MEMBER. THE STRENGTH
OF EACH MEMBER IS THE TEAM.

PHIL JACKSON

2022 PRODUCER OUTREACH TACTICS



- Digital Media
- Advertising
- Social Media
- Public Relations
- Virtual Events
- In-Person Events
- Regional Communication Managers

Shelley Heinrich
Southern Plains RCM
Territory includes: North Texas, Kansas, and Oklahoma



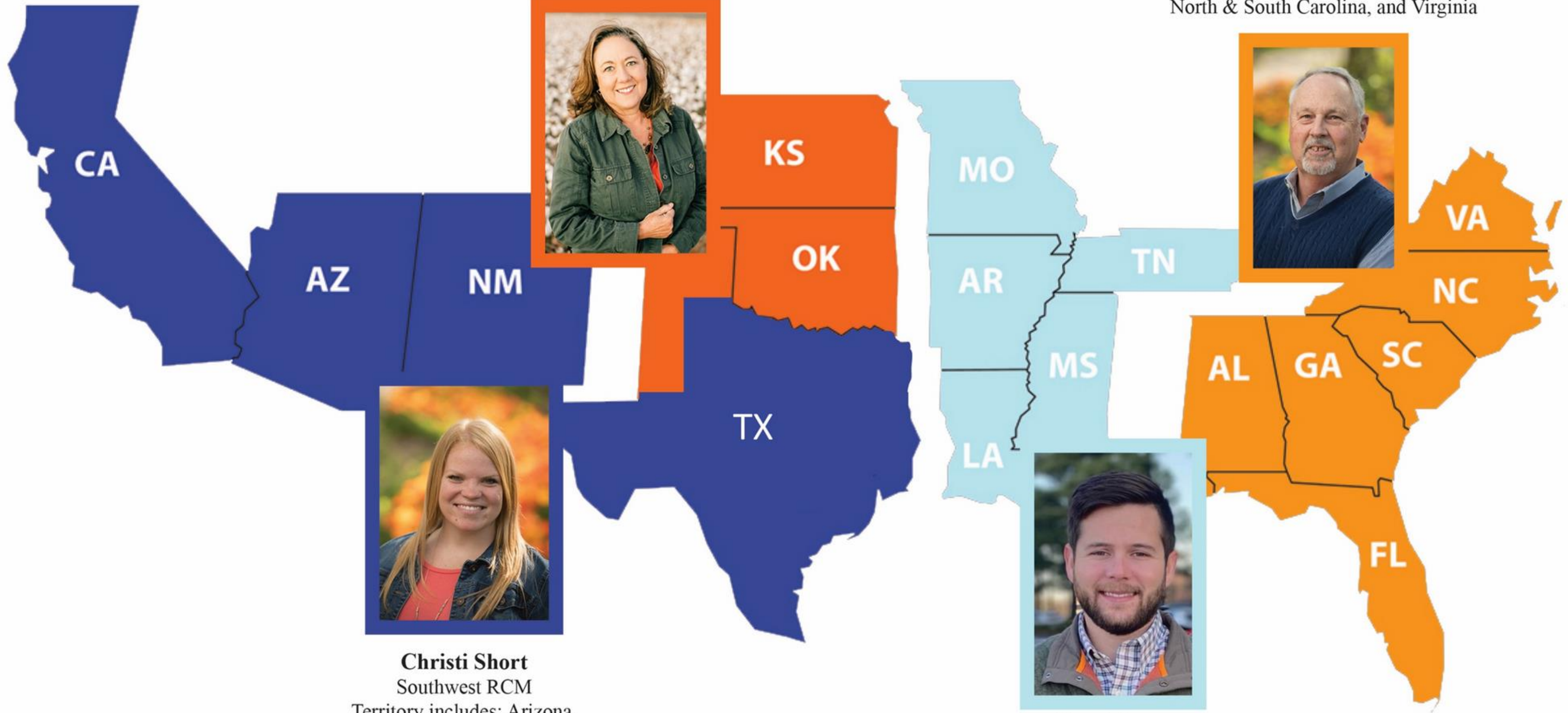
Monty Bain
Southeast RCM
Territory includes: Alabama, Georgia, Florida,
North & South Carolina, and Virginia



Christi Short
Southwest RCM
Territory includes: Arizona,
California, New Mexico, and
South, Central, East, Northeast, and
Far West Texas



Grant Saum
Mid-South RCM
Territory includes: Arkansas,
Louisiana, Mississippi, Missouri,
and Tennessee



RCM ACTIVITIES

THE FACE OF THE PROGRAM IN THE FIELD



**On-Farm & Gin
Visits**



**Speak at Local
Cotton Meetings**



Trade Shows

2023 PRODUCER TOURS

BACK IN PERSON



FEB 5-7
MULTI-REGION



MARCH 19-21
YOUNG GUNS



JUNE 25-27
WOMEN IN AG

SOCIAL MEDIA

@THECOTTONBOARD



FACEBOOK



YOUTUBE



INSTAGRAM



TWITTER



“

WAKE UP WITH US

January 17
Plant Pathology

February 21
Cotton in Nonwovens

March 21
Soil Health Research & Priorities

April 18
Cotton Incorporated Consumer Marketing

May 16
Cotton Council International Update

June 21
Cotton Fabric Innovations

July 18
Fiber Quality Research & Priorities

August 15
Cotton Incorporated 2024 Plan & Budget

September 19
Cotton Economic Outlook

October 18
Defending Cotton's Reputation

November 21
Cotton Sustainability Research & Priorities

December 12
NIFA Research Project Review

State Research–State Support Program

- State Support Program: 7.5% of assessments collected in each state goes to localized research projects.
 - Allocated to each state based on production
- Funding is determined by a committee in each state, Cotton Board and Cotton Incorporated board members, researchers, and CPO's.
- Research and Projects managed by a Cotton Incorporated Ag Research Staff member



THANK
YOU