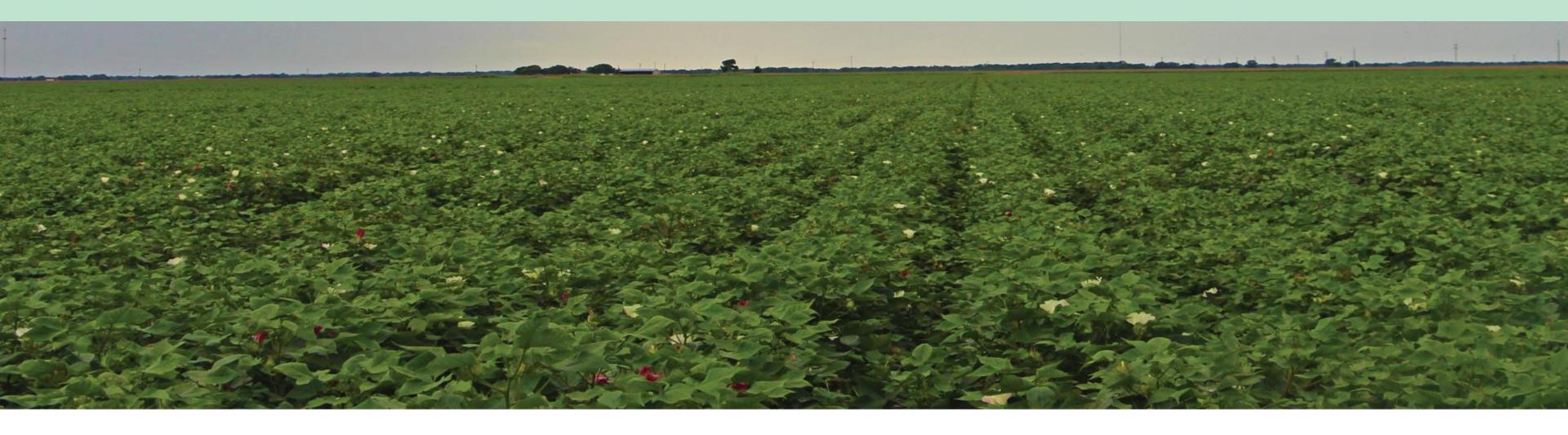
2024 DATE

Daniel Radford

The Cotton Board

Southeast Regional Communications Manager

THE COTTON RESEARCH AND PROMOTION PROGRAM



USDA

Oversees Program

THE COTTON BOARD

- Collects Assessments
- Administers Program
- Communicates with Stakeholders

COTTON INCORPORATED

- Implements Program
- Conducts Research
- Promotes Cotton to Consumers
- Creates Demand and Profitability

The Cotton Board Mission

"To serve U.S. producers and importers of cotton and cotton products by effectively and efficiently governing the Research & Promotion Program so that it leads to increased demand and consumption of cotton."





ational

OF AMERICA

COTTON USA

National Cotton Council Program

Promotes U.S. Cotton Internationally

Receives USDA oversight

receives oversight from The Cotton Board

Funded by and

Trade Association/ Engages in Lobbying

Focuses on seven

segments of the industry:

U.S. COTTON TRUST PROTOCOL®

Collects mandatory producer & importer assessments

Conducts cotton research, promotion and consumer marketing

Producers, Ginners, Managed by the Warehousers, Merchants, Cottonseed, Co-ops, & **National Cotton Council** Manufacturers

Funds Cotton Incorporated with collected assessments Ag research, Sustainabilty, Global Supply Chain Marketing, Product Research and Implementation, Consumer marketing

Voluntary membership and dues to fund the program

Industry wide and industry led program

as sustainable

Communicates to stakeholders

Sustainabilty platform and program for U.S. cotton growers to market their product



Mark Nichols serves as Cotton Board Chairman

Cotton Producer Altus, Oklahoma



Cotton Board Assessments

- Producer & Importer Assessments
- Producers 54% & Importers 46%
- Over 99% Compliance Rate

Cotton Board Producer Outreach & Education

Producer Tours of Cotton Incorporated

Regional Communication Managers

Regional Meetings & Events

Advertising (Print, Radio, Digital)

Digital Marketing/ Email Newsletter

Social Media

Cotton & Coffee Zoom Sessions

Monthly Articles in Cotton Farming & Cotton Grower



Shelley Heinrich

Southern Plains RCM

Territory includes: North Texas, Kansas, and Oklahoma

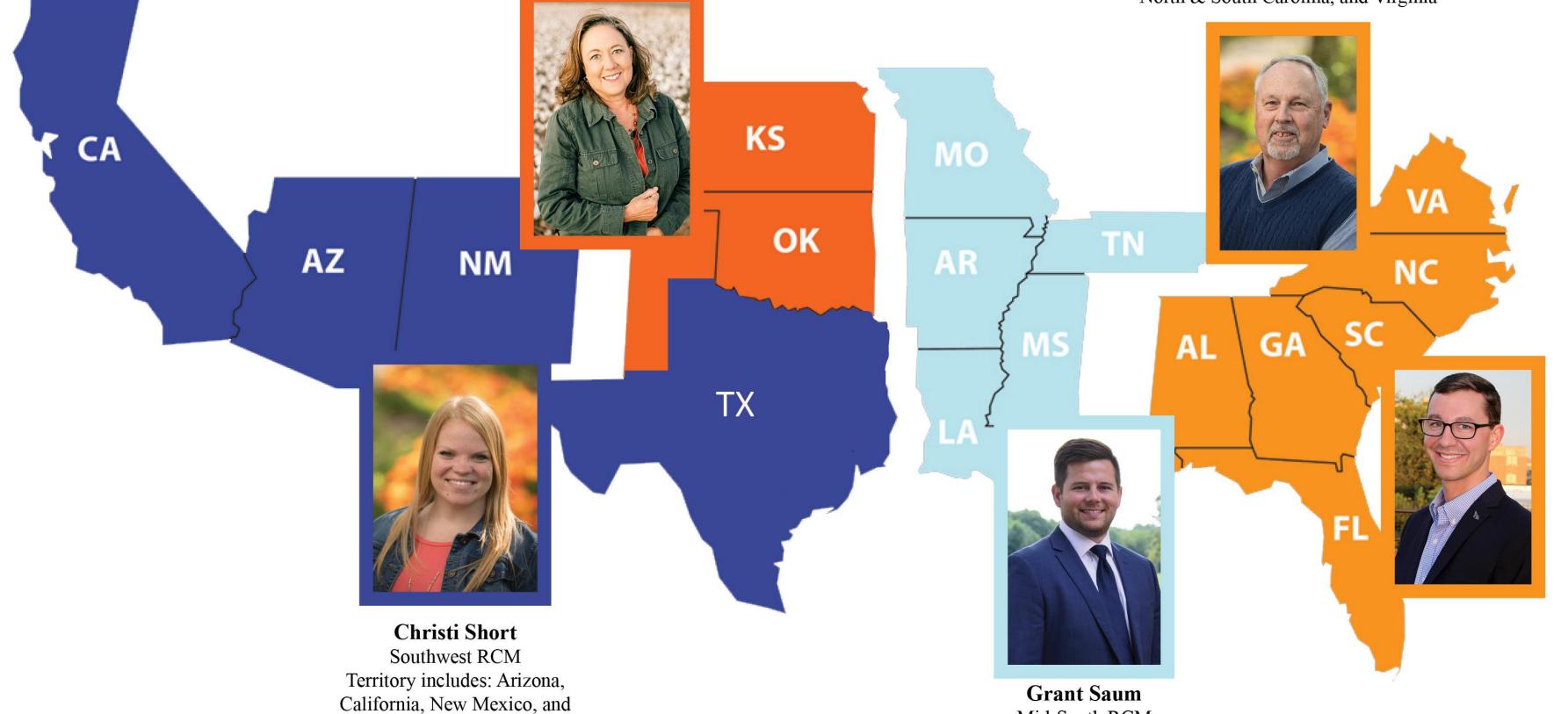
South, Central, East, Northeast, and

Far West Texas

Monty Bain & Daniel Radford

Southeast RCMs

Territory includes: Alabama, Georgia, Florida, North & South Carolina, and Virginia



Mid-South RCM
Territory includes: Arkansas,
Louisiana, Mississippi, Missouri,

ouisiana, 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

Producer Tour Program

3 Planned for 2024 & 2025



Multi-Region

February 4-6, 2024 February 2-4, 2025

Young Guns

March 17-19, 2024 March 16-18, 2025





Women in Ag

June 23-25, 2024 June 22-24, 2025



Cotton & Coffee

Season 5 - 2024

January 16

Soil Health

February 20

Engineered Fiber Selection (EFS)

March 19

U.S. Cotton Trust Protocol

April 16

Consumer Marketing Efforts

May 21

Cotton Entomology Update

June 18

Cotton Board Overview

July 16

Cotton Product Evaluation Lab

August 20

Cotton Inc. 2025 Plan & Budget

September 17

Cotton Economic Outlook

October 15

Global Supply Chain Marketing

November 19

Cotton Sustainability Update

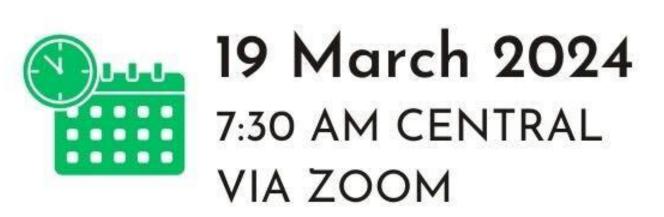
December 17

Coffee Break - William Kimbrell

U.S. Cotton Trust Protocol



COTTON & COFFEE





Speaker

Daren Abney

Executive Director, USCTP

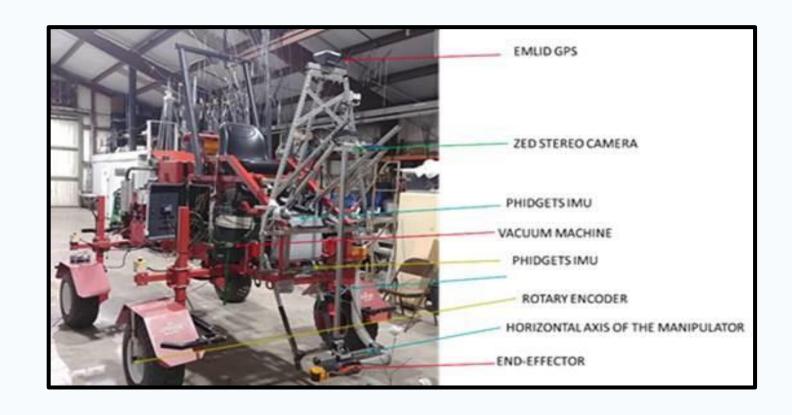
Register Today! cottonboard.org/cotton-coffee





COTTON INCORPORATED AG RESEARCH

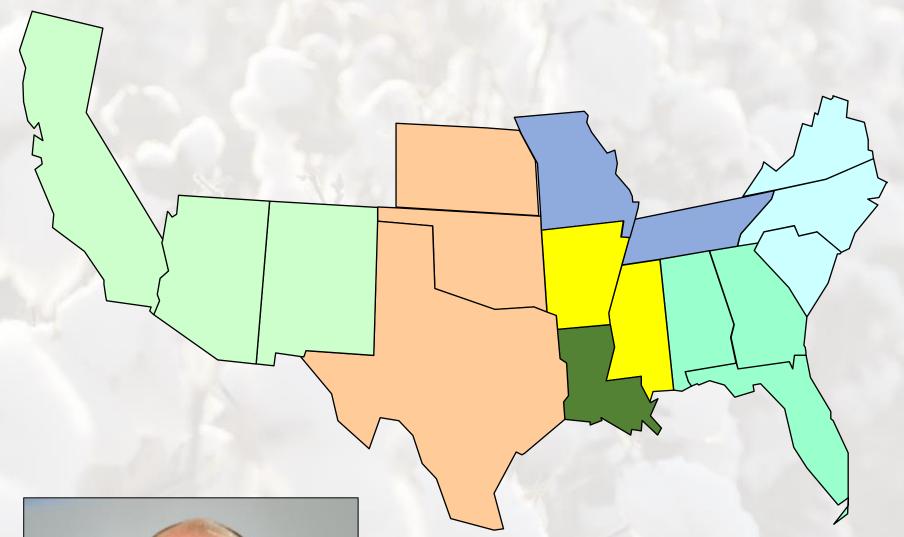
- Funds over 400 projects each year
- Agronomy, Economics, Engineering, Genetics, Entomology, Etc.
- State Support Program provides localized research

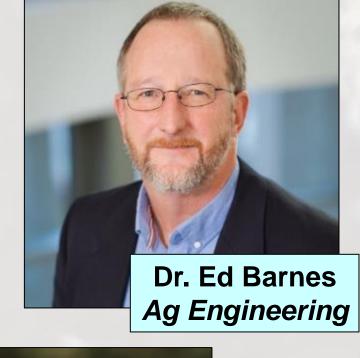




Cotton Inc. Ag and Environmental Research Team











Human & Animal Nutrition









Four Pillars of the Holistic Water Strategy



Maximize Rainfall Capture:

Make sure we capture as much on farm as possible



Optimize Irrigation Water:

When we do irrigate, make sure it gives the most "crop per drop" by providing the right amount at the right time



Water Use Efficiency:

Select and breed cotton varieties and use other physiological relationships to maximize crop water use efficiency



Evaluate with Credible Metrics:

Evaluate the progress of the previous 3 with appropriate metrics

Water metrics applied to cotton reflect the complexities of an agricultural commodity grown because it is heat and drought tolerant



Human Nutrition

- Research has shown encouraging outcomes for cottonseed oil
- Blood lipid (i.e. cholesterol) improvements
 - Healthy individuals
 - High cholesterol individuals
- Preliminary research conducted but evidence cottonseed oil can be incorporated into healthy diets

Cottonseed Oil

- Supporting research on cottonseed oil yield through breeding and gene editing technologies
- Develop cotton with high oil content and improved quality, high-yield, and desirable fiber quality

Animal Nutrition

- Focus on beef & dairy cattle
- Researching whole cottonseed uses and cottonseed meal as a byproduct of cottonseed oil crushing

ALLHAIL ALL CATTLE

MAKE SURE YOUR FEED INGREDIENTS AREN'T ALL TALK. WHOLE COTTONSEED IS ALL HAT, ALL CATTLE WITH A COMBINATION OF FAT, FIBER AND PROTEIN THAT HELPS BUILT MUSCLE AND INCREASE CARCASS QUALITY.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

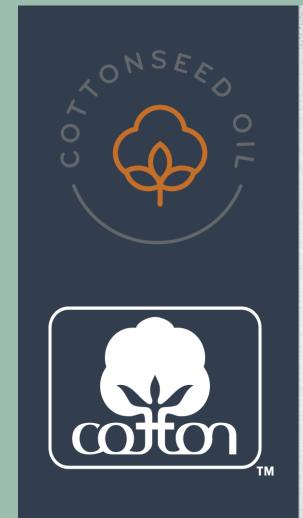
SOURCE YOUR WHOLE COTTONSEED FROM THE COTTONSEED MARKETPLACE AT WHOLECOTTONSEED, COM.



Cottonseed Marketing

- Whole Cottonseed and Cottonseed Oil
- New Cottonseed Oil Advisory Council
- Visit these websites for additional information:

Wholecottonseed.com | Cottonseedoil.org







PYCO Industries

Texas



Louisiana

FINN WALTER

Chef & Restaurant Owner

The Nicollett





University of Georgia



CONNIE DIEKMAN, M.ED, RD Food and Nutrition Consultant Missouri

Education: Youth Curriculum



cotton take pride in using

Cotton Incorporated and the education specialists students will learn about the cotton plant, its many uses, and how modern What Is Cotton? support ELA and STEM

with other grades 2-4 teachers at your school. And let us know your opinion of the program by visiting ymiclassroom.com/ feedback-cotton. We look forward to your comments

a follow-up activity families

can do together at home.





WELCOME TO THE WORLD OF COTTON:

Program Objectives Introduce students to cotton's value as a natural fiber

Encourage students to explore and evaluate the versatility of the cotton plant

Raise awareness of sustainable agricultural practices adopted by cotton farmers

Program Components Program Components
This one-page teacher's guide
Three reproducible activity sheets
A colorful classroom poster
A reply card for your comments
An online 360° video field trip, "Cotton:
From Dirt to Shirt," at ymiclassroom.

A standards chart, additional resources, and online feedback form also available at ymiclassroom.

Make copies of the activities before displaying the poster in your classroom. Students will need pencils, rayons, or markers to complete the activity sheets crayons, or markers to compiete the activity sneeds. Introduce the program with the five-part video field trip, "Cotton: From Dirt to Shirt," and revisit appropriate segments of the video as you present each activity. Have students share their completed sheets with their families so that they can do the activities at the bottom of each sheet together.

Students will be introduced to the cotton plant, including a orief overview of what it is, its life cycle, where it grows, and

Distribute the activity sheet Ask students, "What is cotton?" and let them share their answers. Explain that cotton is a plant, a fabric, and a independently, depending food source. We use all parts of the cotton plant. We lood source. We use all parts of the cotton plant. We use cotton fiber to make fabric for clothers and other items. We use cottonseeds in animal feed, and to make cottonseed oil for human foods as well as health and beauty products. This versatility makes cotton an important crop. have students share their co Part 1: fabric, versatility, jea will vary.

Revisit the planting and harvesting segments of the "Cotton: From Dirt to Shirt" video field trip. Then distribute the activity sheet and read the opening paragraph together. Have students complete the activity individually or with a partner. *Answers: Part 1:4, 2, 3, 1. Part 2: Possible answers include warm weather, humid weather, lack of cold rain, warm soil, long growing period.

Sustainable Farming udents will explore the technology that allows cotton armers to improve their farms and protect the environment.

Tell students that an important part of growing cotton is taking care of the environment. A healthy environment

How can cotton be made in

students consider what pro

make cotton so versatile. Fi

Extension: Have students

fabrics#alpha).

cotton.org/pubs.

Cotton is a plant that produces a white, fluffy cotton boll. We use cotton to make clothes and paper money. We use the oil from cotton Students will learn how cotto we use the leftover seed parts to feed farm animals. No part of the cotton plant goes

Display the poster and lead s of products that are created students to recall some of the Cotton plants need sunshine, healthy soil. cottonseeds that were ment and water. Farmers plant cotton seeds in the and fabric making segments students know that leans an cottonseed oil goes into ma they check the weather forecast to be sure it

> Part 1: These pictures show how a cotton plant grows. But of order. Number the pictures in the correct order to show the cotton growth cycle.





What Is Cotton?



Alabama

Arizona

Arkansas

California

Florida

Georgia

Kansas

Louisiana

Mississippi

rain can ruin a young cotton crop.

produce cotton bolls. The first sign is a flower bud called a square. The buds

grow into beautiful yellow cotton flowers

that turn pink, then dark red just before

the petals fall off. What's left is a seed pod

that slowly grows into a cotton boll. When

dry in the sun, it is time to harvest!

the boll splits open to let the cotton fibers



Missouri

New Mexico

Oklahoma

Tennessee

Texas

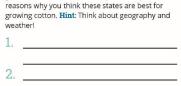
Virginia

North Carolina

South Carolina









Families! How many products made from cotton do you have in your home? Is there anything in your home containing cotton that might surprise you? Learn more about cotton by watching the planting and harvesting segments of the 'Cotton: From Dirt to Shirt" video field trip at vmiclassroom.com/cotton









https://ymiclassroom.com/lesson-plans/cotton/

