The Cotton Research & Promotion Program

USDA
- Governs the Program

Cotton Board
- Administers the Program
- Collects per-bale assessment on cotton & cotton products (cotton checkoff
- Communicates and educates producers and importers about Program activities

Cotton Inc
- Conducts research & promotion activities of Program
- Develops innovative programs/projects to keep cotton demandable among industry and consumers
- Creates consumer marketing programs to increase use of cotton products
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.”
The Cotton Board
Three Key Functions

- Oversight & Administration of the Program
- Collection of Funds
- Communication of Program Activities to Stakeholders
The Cotton Board Members and Alternates and Cotton Incorporated’s Board of Directors Govern the Program.

**Cotton Board**
- 48 Cotton Producers
- 28 Importers
- 4 Advisors

**Cotton Incorporated**
- 110 Cotton Producers
Collection of Funds

Cotton Producers
$1 + 5/10 of 1%
of bale value

Importers
Assessment on
cotton content
comparable to cotton
producer contribution

2020 Cotton Incorporated Budget = $86 Million
Cotton Board Producer Outreach & Education

- Producer Tours of Cotton Incorporated
- Regional Communication Managers
- Advertising (Print, Radio, Digital)
- Digital Marketing/ Email Newsletter
- Social Media
- Ag Media Press Releases
- Monthly Articles in Cotton Farming & Cotton Grower
Cotton Incorporated
Producer Tours

2020 Tour Dates:

**February 9-11** - Multi-region tour

**March 22-24** - Young Producers, multi-region tour

**June 7-9** - Women in Ag Tour

**September 13-15** - Multi-region tour
New Producer Campaign - Forever Cotton
50 Years of Achievements
Sustainability

• Consumers continue to put pressure on brands and retailers to be more transparent with their supply chains.

• Cotton Incorporated sees this as a unique and advantageous opportunity for cotton.
Cotton Incorporated is committed to helping U.S. cotton farmers tell the story of the great work they’re doing on their farms.

- Cotton Inc. Chief Sustainability Officer
- Aggressive 10-year industry-wide sustainability goals
- Cotton LEADS
- US Cotton Trust Protocol
U.S. Cotton Trust Protocol

- Pilot program launched in 2019
- Grower sign ups to start later in 2020

Questions?
Contact: Ken Burton, Executive Director
- Phone: (901) 274-9030
- Email: kburton@cotton.org
Microplastic & Microfiber Research

• Synthetic fibers contribute to plastic pollution in the earth’s water supply by shedding microplastics into waterways.

• Cotton Incorporated is investing in research that will allow them to point out cotton’s advantages over non-renewable synthetic fibers.
Microfiber Digital Burst
Sustainability

Blue Jeans Go Green™ Denim Recycling Program
Sustainability

Ways to donate your used denim.

• Free mail-in program, partnership with Zappos For Good.

• 2\textsuperscript{nd} year partnership with Phytogen, denim drives at major ag events.
Getting Cotton in the Market

Cotton Incorporated works tirelessly to get cotton in products at retail.

• Cotton Incorporated develops new technologies to keep cotton competitive.

• Works with brands and retailers around the world.
Consumer Marketing

Cotton Incorporated is charged with increasing demand for cotton with consumers.

- Television
- Digital
- Social Media
- Strategic Alliances
- Public Relations
Digital Marketing Short Bursts

Cotton
STARTS OFF AS A
flower.
YOU’VE HEARD OF A plant-based diet.
Classroom Teaching Kits

Elementary & Middle School In-Classroom Cotton Curriculum

• STEM-based teaching kits engage students with hands-on classroom lessons and activities about cotton science and sustainability.

• Cottoninc.com/consumer-marketing/lesson-plans/
Thank You!

Stay Connected

- cottonboard.org
- cottoninc.com
- cottoncultivated.cottoninc.com
- Facebook, Instagram & Twitter
People and Disciplines

Vice President, all disciplines

Precision agriculture, irrigation, ginning

Plant Pathology
People and Disciplines

Breeding and Genetics

Entomology and Outreach

Weeds, Nutrient Management, Soil Health, and Cotton Specialist
People and Disciplines

Cotton seed

Chief Sustainability Officer

Economist
Directing and Leveraging your funds

- Funding priorities – State Support Committees
- Research areas are directed by our BOD
- Over 400 projects in 2019
- Primarily with universities and USDA
What are your priorities?
Thank you for your support!!!!
Resources

- **Cotton Cultivated**
  https://cottoncultivated.cottoninc.com/

- **Focus on Cotton**
  http://www.plantmanagementnetwork.org/infocenter/topic/focusoncotton/
AERD Research Directors Are Globally Recognized & Respected

Don Jones – Crop Science Society of America
Ed Barnes – National Cotton Ginners of America
Bob Nichols – Southern Weed Science Society of America
Kater Hake – American Association for Advancement of Science
Gaylon Morgan – Beltwide Researcher of the Year & Texas A&M Superior Service Award
Tom Wedegaertner – National Agricultural Marketing Association
Ryan Kurtz – Adjunct Professor at North Carolina State University