

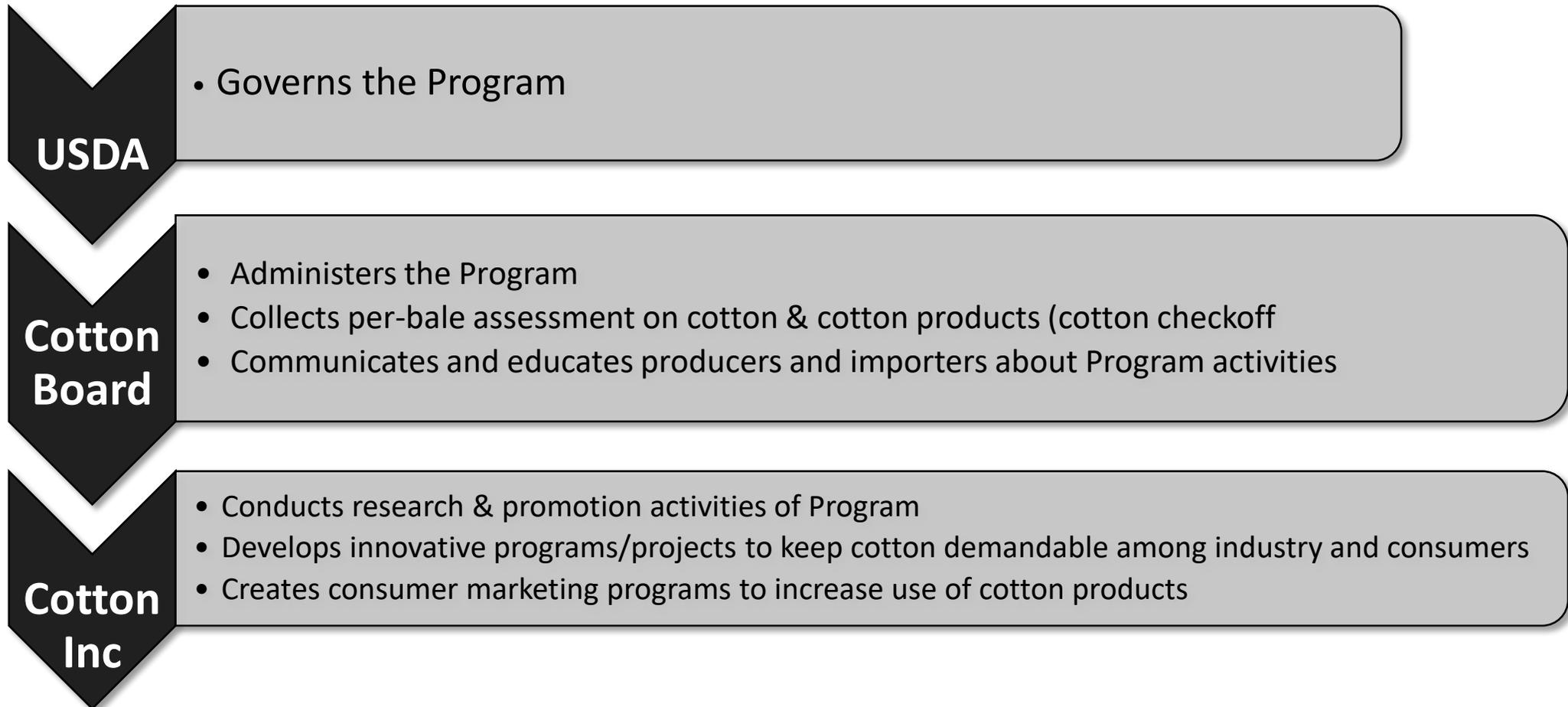
A man wearing a black cowboy hat and a tan jacket is silhouetted against a bright sunset sky. He is standing in a field of cotton plants, some of which are in bloom. The scene is captured in a side profile, showing him looking down at a cotton plant.

Cotton Board & Cotton Incorporated Update

Shelley Heinrich &
Gaylon Morgan



The Cotton Research & Promotion Program



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



Program Oversight & Governance

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

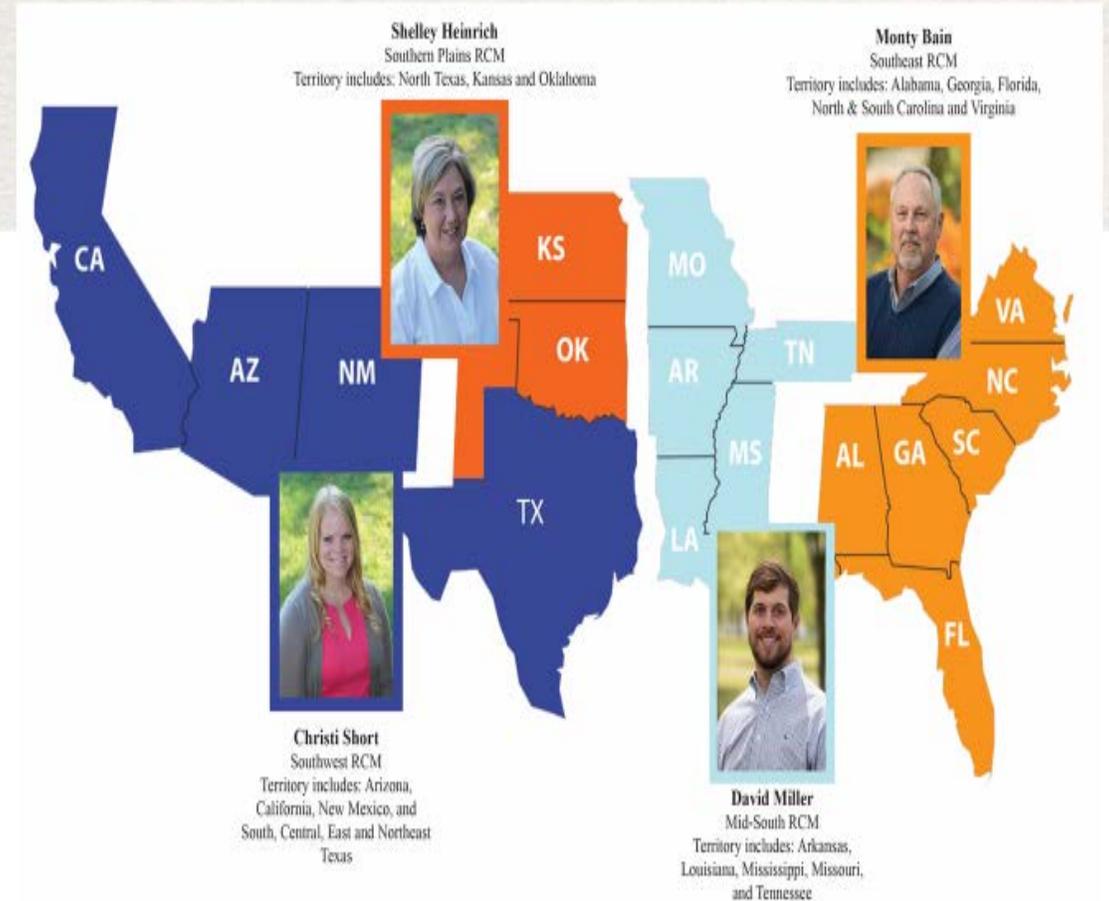
Assessment on
cotton content
comparable to cotton
producer contribution

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



A man wearing a black cowboy hat and a tan jacket is silhouetted against a bright sunset sky. He is standing in a field of cotton plants, some of which are in bloom. The scene is captured in a cinematic style with warm, golden light.

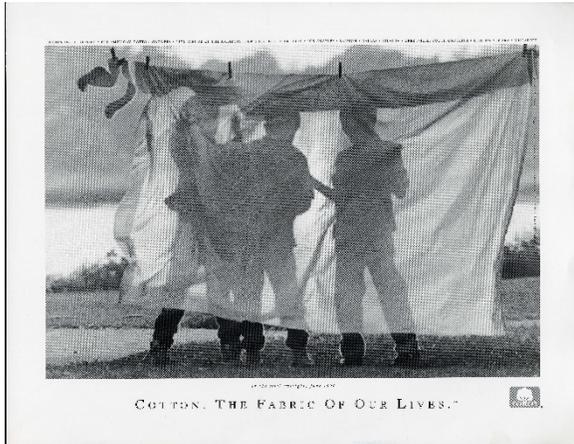
Cotton Incorporated Update





Cotton
Incorporated

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.



Sustainability

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



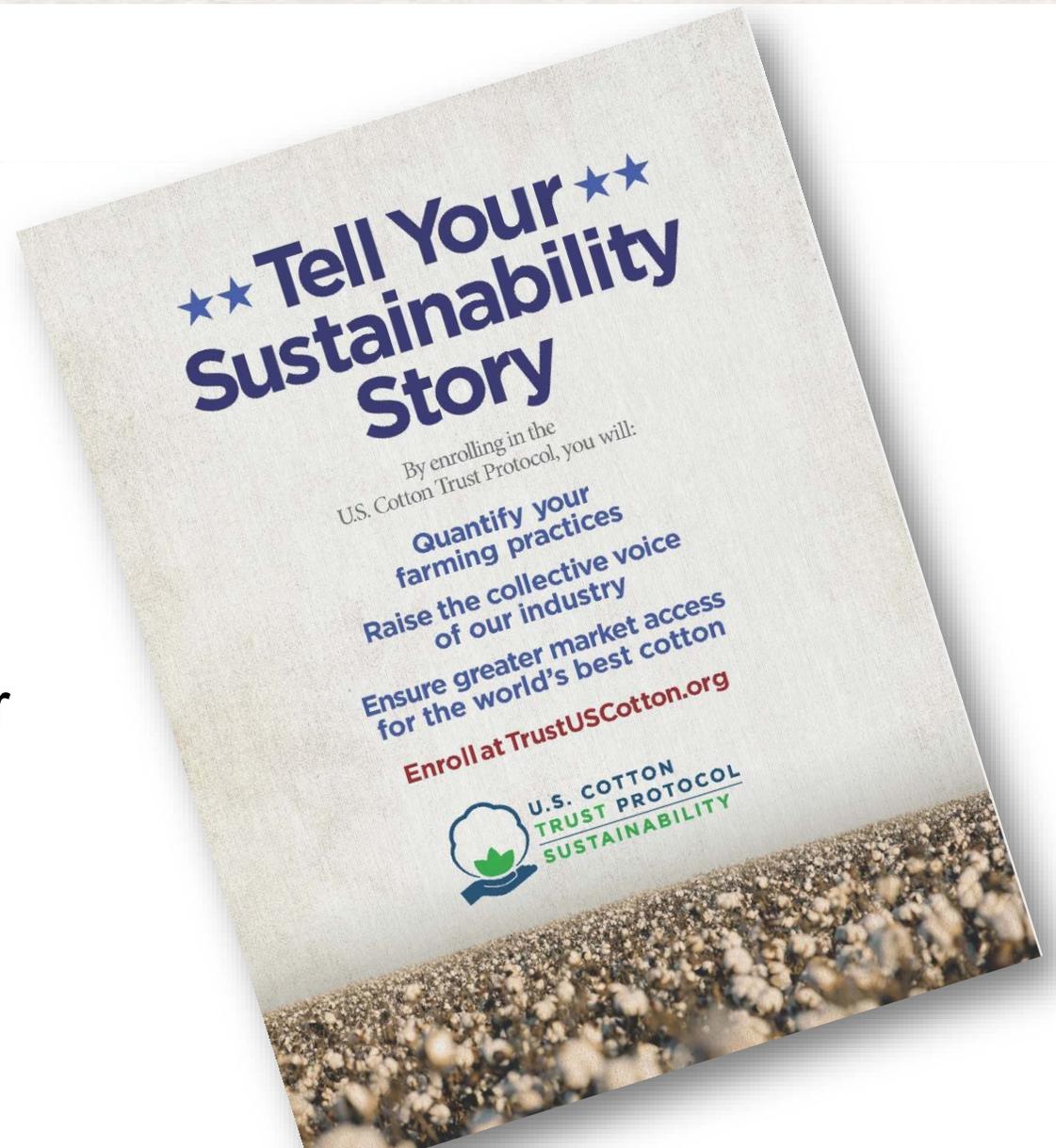
U.S. Cotton Trust Protocol

- 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



Sustainability

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

WHEN YOU DO
laundry



Sustainability

Blue Jeans Go Green™ Denim Recycling Program



BLUE JEANS
GO GREEN™
DENIM RECYCLING

Sustainability

Ways to donate your used denim.

- Free mail-in program, partnership with Zappos For Good.
- 2nd 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.



WALMART
ADOPTS TOUGH COTTON™ TECHNOLOGY



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





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/](https://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

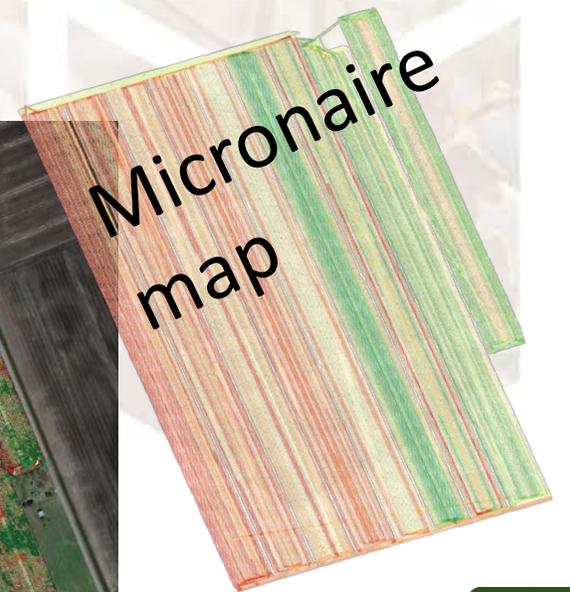
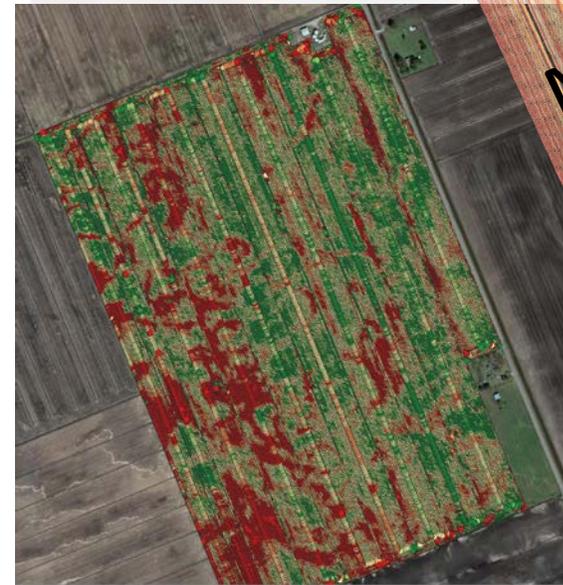
Chief Sustainability Officer

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

