

THE COTTON RESEARCH AND PROMOTION PROGRAM

# COTTON BOARD

## 2021 UPDATE

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Shelley Heinrich

Southern Plains Regional Communication Manager, The Cotton Board



# The Cotton Research & Promotion Program

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## The Cotton Board

- Collects Assessments
- Administers Program
- Communicates w Stakeholders

## Cotton Incorporated

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

## USDA

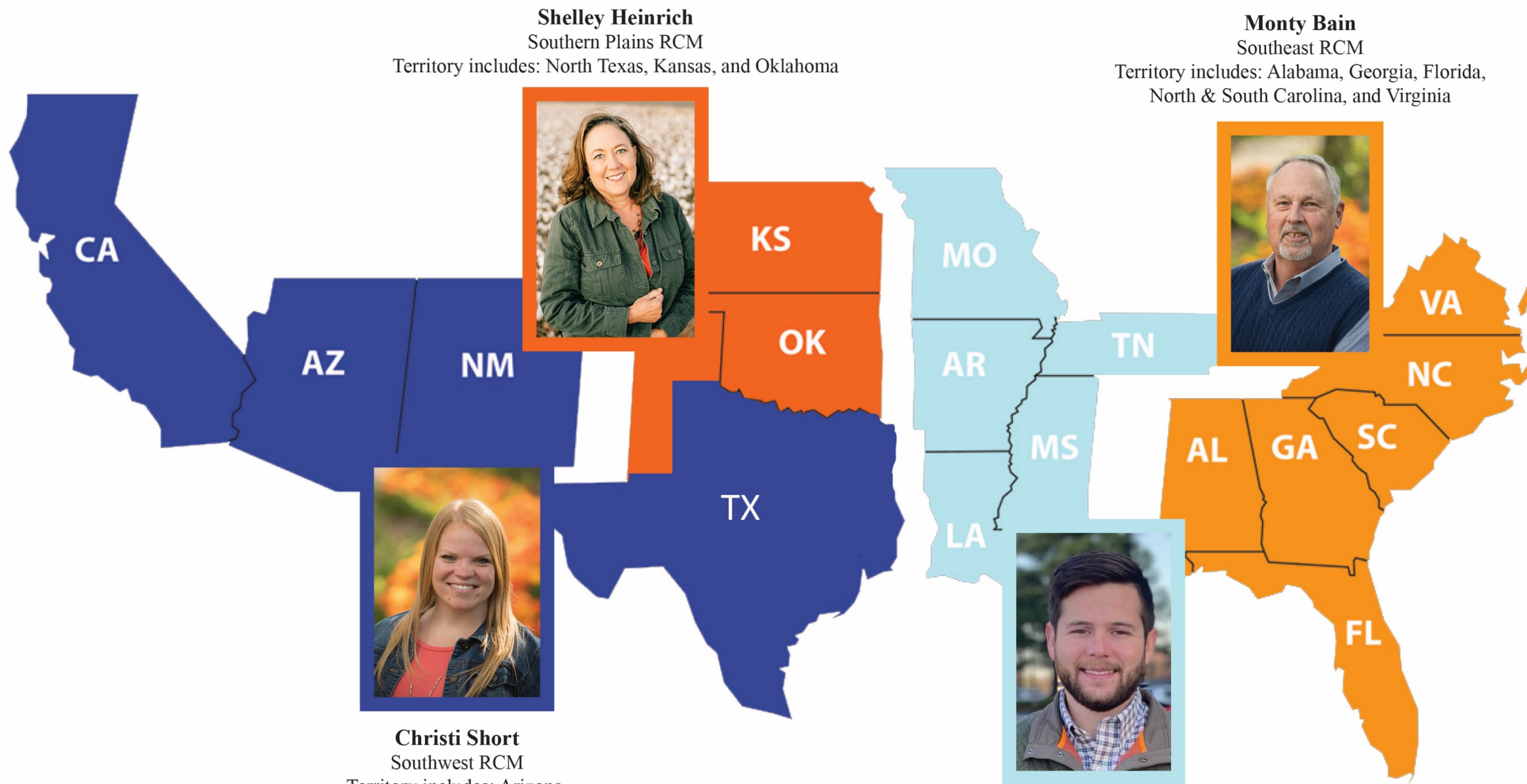
- Governs the Program

# 2021 Budget

Cotton Incorporated - \$80m

✓ \$8m from 2020





**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





# Cotton Incorporated Producer Tours



**2021 Tour Dates:**

**June 6-8**

Women in Ag Tour

**September 12-14**

Multi-region tour

**September 26-28**

Multi-region, young  
producer tour



# Cotton & Coffee Zoom Sessions

## 2021 Dates

- ~~January 19~~
- ~~February 16~~
- March 16
- April 20
- May 18
- June 15
- July 20
- August 17
- September 21
- October 19
- November 16
- December 14



“The Cotton & Coffee sessions are great. It is so important for us cotton producers to see the behind-the-scenes folks who are working hard every day to promote cotton. I think all growers should set aside 30 minutes to call in!”

MATT FARMER  
LAMESA, TEXAS  
COTTON PRODUCER



**7:30 AM CST**





**COTTON & COFFEE**

WAKE UP WITH US



In the time it takes to drink your morning cup of coffee you can join us on a Zoom call and get an update from Cotton Incorporated. On March 16, Linda DeFranco will discuss Cotton Incorporated's efforts to identify global, cultural, and lifestyle trends that influence the direction of textile design at the consumer level.

**3 . 1 6 . 2 1 / 7 : 3 0 A M C S T / V I A Z O O M W E B C A L L**



A photograph of a cotton field at sunset. The sky is a mix of orange, yellow, and blue, with some clouds. The cotton plants are in the foreground, and the field extends to the horizon. The text is centered on a white rectangular background.

# **Cotton Incorporated Update**





# COVID MARKET IMPACTS

“Over the last two years, cotton’s market share stabilized in most apparel categories, but now the overall market is experiencing its worst decline since the Great Depression caused by the economic fallout of the pandemic.”

*-Berrye Worsham, President & CEO, Cotton Inc.*

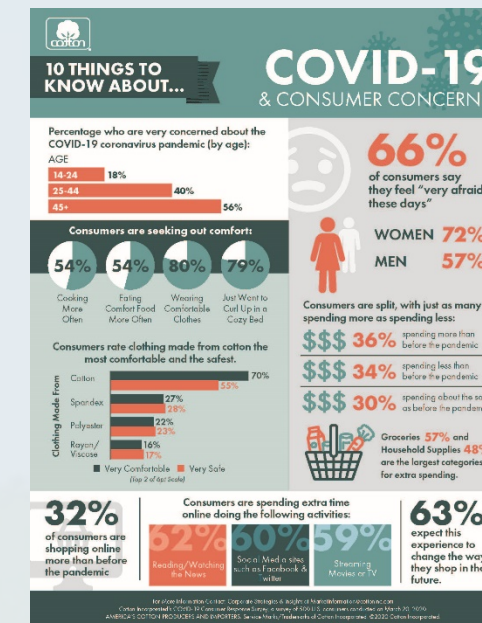
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# Cotton Incorporated COVID Response

## Rebuilding Cotton's Supply Chain

- Consumer Insight Surveys
- Nonwovens PPE Connections
- Swift Changes to Consumer Marketing
- Ag Research Beltwide Producer Tours





# Cotton Cultivated

cottoncultivated.cottoninc.com

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COTTON AG DATA, RESOURCES AND TRENDS

Welcome to your one-stop destination for cotton resources. Here you'll find up-to-date, region-specific information from our extensive Cotton Incorporated research library, universities and other top sources.

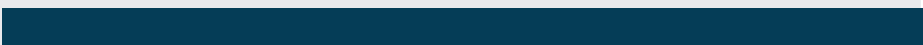
Search our site and other resources





# 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





# 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.



**VERA BRADLEY**  
ADOPTS STORM COTTON™ TECHNOLOGY



**VANS**  
ADOPTS WICKING WINDOWS™ TECHNOLOGY



**CALLAWAY APPAREL**  
ADOPTS SWEAT-HIDING TECHNOLOGY



**WALMART**  
ADOPTS TOUGH COTTON™ TECHNOLOGY



# Educating Future Consumers

## Classroom Teaching Kits Available

- STEM-based teaching kits engage students with hands-on classroom lessons and activities about cotton science and sustainability.
- [Cottoninc.com/consumer-marketing/lesson-plans/](http://Cottoninc.com/consumer-marketing/lesson-plans/)





# U.S. Cotton Trust Protocol

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- The U.S. Cotton Trust Protocol™ sets a new standard for more sustainably grown cotton.
- It brings quantifiable and verifiable goals and measurement to sustainable cotton production and drives continuous improvement in key sustainability metrics.
- [trustuscotton.org](https://trustuscotton.org)



U.S. COTTON  
**TRUST PROTOCOL**  
Trust in a smarter cotton future



# Thank you

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*Follow The Cotton Board on  
Social Media*



**Shelley Heinrich**

The Cotton Board

South Plains Regional Communication Manager

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