



INTERNATIONAL COTTON ADVISORY COMMITTEE

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From the Secretariat

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69TH PLENARY MEETING OF THE INTERNATIONAL COTTON ADVISORY COMMITTEE Lubbock, Texas, USA September 20-25, 2010

The ICAC Organizing Committee names *Cotton International* and *Cotton Grower* magazines the Official Publications of its 69th Plenary Meeting

Lubbock, Texas, and Willoughby, Ohio – July 26, 2010 —The Organizing Committee for one of cotton's premier annual events has reached an agreement with Meister Media Worldwide that will facilitate the delivery of timely, high-level industry intelligence to cotton professionals around the world. By designating *Cotton International* and *Cotton Grower* magazines the official publications of the International Cotton Advisory Committee's (ICAC) 69th Plenary Meeting (Sept. 20-25 in Lubbock, Texas), the Organizing Committee has enhanced its ability to provide critical industry information through integrated media to all sectors of the cotton industry across the globe.

As part of the agreement, *Cotton International* magazine will publish a series of pre-event Special Edition e-newsletters investigating key topics from among the Meeting's major sessions, including interviews with session moderators and panelists. In addition, both *Cotton International* and *Cotton Grower* magazines will provide on-site coverage of Plenary Meeting events from the host city of Lubbock, Texas, including video and in-depth reporting on issues driving the revitalization of the global cotton market.

"Meister Media has offered to provide an impressive array of coverage of all aspects of the 69th ICAC Plenary Meeting," says Dean Ethridge, chair of the ICAC Organizing Committee. "Based on these considerations, the Organizing Committee is pleased to grant them the status of The Official Media Partner of the 69th Plenary Meeting in Lubbock. The Committee understands that their coverage will come under the auspices of both their *Cotton International* and *Cotton Grower* magazines. A global outreach is essential for informing about an ICAC Plenary Meeting. We are counting on Meister Media to help provide this outreach."

"We're honored to be The Official Media Partner of the ICAC's 69th Plenary Meeting," says Gary T. Fitzgerald, Meister Media Worldwide CEO. "The ICAC is a catalyst not only for collaboration, but for constructive change. This agreement gives our domestic and global audience an insider's look at that collaborative process, and helps us fulfill our mission of delivering actionable information that allows our readers to operate their businesses more efficiently and profitably."

Terry Townsend, Executive Director of the ICAC, added, "I welcome this coordination between the Organizing Committee and Meister Media, and I appreciate the support of *Cotton International* and *Cotton Grower* magazines in helping to raise awareness of issues affecting the world of cotton."

To learn more about the ICAC's 69th Plenary Meeting, please visit <http://www.icac.org>.

Cotton industry professionals who want to receive weekly newsletters from *Cotton International* and *Cotton Grower* can sign up for a free subscription at <http://cotton247.com/subscribe/>.

FOR MORE INFORMATION, CONTACT:

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ABOUT THE ICAC

The International Cotton Advisory Committee (ICAC) is an association of governments of cotton producing, consuming and trading countries. The Committee was formed in 1939, and the Secretariat was established in 1946. The mission of the ICAC is to assist governments in fostering a healthy world cotton economy. The Committee achieves its mission by providing transparency to the world cotton market, by serving as a clearinghouse for technical information on cotton production and by serving as a forum for discussion of cotton issues of international significance. The role of the ICAC is to raise awareness of emerging issues, provide information relevant to the solving of problems and to foster cooperation in the achievement of common objectives. By serving as an objective statistical observer and by bringing together producing, consuming and trading countries and all segments of the cotton industry, the ICAC serves a unique role as a catalyst for constructive change. The Committee has consultative status with the U.N. and its specialized agencies and cooperates closely with other international organizations in matters of common interest.

ABOUT MEISTER MEDIA WORLDWIDE

Meister Media Worldwide, based in Willoughby, Ohio, is the integrated media center for worldwide-specialized agriculture. The company brings integrated content and solutions to various global market communities including fruits and citrus, vegetables, cotton, ornamental horticulture, precision agriculture, plant protection and Latin American agriculture. Offerings include more than 60 print publications, e-Newsletters, and websites as well as trade shows, exchange events, video production, web development, research and creative business development services. Visit Meister at www.meistermedia.com.

(Press releases are available via e-mail. To register for this free service, send your contact information to <publications@icac.org>)

The Secretariat of the Committee publishes information related to world cotton production, supply, demand and prices, and provides technical information on cotton production technology. Detailed statistics are found bimonthly in *COTTON: Review of the World Situation*, \$185 per year via email, \$225 per year in hard copy. A monthly outlook is available by email for \$295 per year. Access to the latest weekly estimates of world cotton supply and use by the Secretariat is available on the Internet for \$460 per year. Access Secretariat reports at <www.icac.org>.