



# INTERNATIONAL COTTON ADVISORY COMMITTEE

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From the Secretariat

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## 70<sup>TH</sup> PLENARY MEETING OF THE INTERNATIONAL COTTON ADVISORY COMMITTEE Buenos Aires and Sáenz Peña, Argentina September 4-10, 2011

### ***Public and Private Sector Roles in the Cotton Value Chain: Ensuring Both Efficiency and Fairness***

Formal invitations to the 70<sup>th</sup> Plenary Meeting of the International Cotton Advisory Committee (ICAC) are being sent to governments, cotton industry organizations and past plenary meeting participants, and registration for the 70<sup>th</sup> Plenary Meeting is underway.

All those with an interest in cotton are welcome. Registration is available on-line at [www.ICAC.org](http://www.ICAC.org) or by contacting the Secretariat for a registration booklet.

Approximately 500 participants from 50 countries and 8 international organizations are expected to attend the 70<sup>th</sup> Plenary Meeting.

An exciting and extensive seven-day program in two cities is planned. Topics of discussion during Open Sessions include:

- The Roles of the State and the Private Sector in Technology Change
- Farmer's Associations, Farmers' Organizations and Cooperatives: What are the Success Factors?
- The Role of Trade in Promoting Growth and Fairness (Discussion of the Doha Round)
- Promoting Responsible Cotton Production
- Organic Cotton Production: The Reality of Costs and Benefits
- Managing the Impacts of High and Volatile Cotton Prices
- Development of the Argentine Textile Industry: Policies for Growth
- Organization of the Cotton Value Chain to Benefit Stakeholders

Five Breakout Sessions are planned:

- International Cooperation in Cotton Pest Management
- Demand Enhancement: Developing an Integrated Communications Strategy for Cotton
- Opportunities and Benefits of Producing "Branded" Cotton
- Debunking the Myths: Answering the Attacks on Cotton
- Ensuring Responsible Labor Standards in the Cotton Value Chain

A Technical Seminar on the topic of "Technological Innovations for Sustainable Development of the Cotton Value Chain" will be conducted in Buenos Aires.

Two parallel sessions will be conducted in Spanish, including a session on International Cooperation in Cotton Integrated Pest Management, and a meeting of the Latin American Association for Cotton Research and Development (ALIDA).

In addition to the formal meetings, two tours of research centers will be offered, including a visit to INTA Castelar, the regional office of the national institute for agricultural research near Buenos Aires, and a visit to the National Institute for Agricultural Technology (INTA), in Sáenz Peña.

Complimentary travel by chartered flight to Ciudad de Presidente Roque Sáenz Peña, Province of Chaco, will be provided on Friday, September 9 with return on Saturday, September 10. Delegates will be invited to view no-till cotton planting, and an exhibition of machinery and supplies.

A Technical Tour will be offered on Saturday, September 10, including a visit to small-scale family farms in Colonia El Alba, Formosa Province, a visit to a high-technology farm in Gral. San Martín, Chaco Province, and a visit to an area of textile production in Puerto Tirol.

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(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>.