Cotton Incorporated

Overview

J. Berrye Worsham
President & CEO
Who is Cotton Incorporated?

Cotton Incorporated, established in 1970, is the sole contractor of the Cotton Board. We develop and implement the research and promotional activities on behalf of cotton. Our mission is to increase the demand for and profitability of cotton through research and promotional activities.
Cotton Incorporated

- 145 full-time employees
- World HQ: Cary, North Carolina
- Offices: Cary (HQ), New York, Hong Kong, Shanghai, Osaka, and Mexico City
Cotton Incorporated

- Board of Directors Elected by Certifying Producer Organizations
- Representation based on State’s cotton production (5-year moving average)
- 63 Directors and 63 Alternates for 2009
- 3-Year Terms
Total Cotton Incorporated Budget*

Includes supplemental budgets
Key Program Objectives

- Effective Consumer Reach
- Producer Profitability
- New Products and Processes
- Industry Training & Education
- Global Presence for Cotton
Key Program Objectives

- Effective Consumer Reach
- Producer Profitability
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- New Products and Processes
Key Program Objectives

- Effective Consumer Reach
  - TV advertising
  - Consumer print
  - Internet promotion
  - Trade promotion
  - Retail programs
  - Event marketing
  - Public Relations
Zooey Deschanel
Miranda Lambert
Jazmine Sullivan
Leona Lewis
Colbie Caillat
THE FABRIC OF OUR LIVES®
NATIONAL MALL CAMPAIGN

Streets at Southpoint, Durham, NC
COTTON. FROM BLUE TO GREEN.®
DENIM DRIVE

National Geographic Kids Partnership:
Setting the Guinness World Record

Event at Union Station, Washington, DC on August 12, 2009
Key Program Objectives

- Effective Consumer Reach
- Producer Profitability
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- New Products and Processes
Key Program Objectives

- Yield enhancement
- Insect & disease resistance mgt.
- Cottonseed mktg. & research
- Precision agr.
- Variety improvement
- Environment
AGRICULTURAL RESEARCH INITIATIVES

- Variety Improvement
- Cottonseed Value Improvement
- Production Efficiencies
  - Lint Cleaning
  - Nitrogen Research
  - Harvest Studies
  - Risk Management
  - Precision Ag.
  - Insect / Weed Mgt.
  - Sustainability
Agriculture Research

Cooperating Institutions

ASU
USDA
Clemson University
UNT (University of North Texas)
LSU
National Cotton Council of America
ATM | Texas A&M University
University of Arkansas
FSU
NM State
Mississippi State University
Georgia Tech
Auburn University
University of California
The University of Texas at Austin
NC State University
Virginia Tech
Quality Research: Measurements for Fiber Improvement

- Improve Breeder Sample Protocols and Testing
- Develop Better Reference Method for Measuring Moisture Content in Cotton Samples
- Develop Improved Fiber Length & Maturity Measurements
Key Program Objectives

- Effective Consumer Reach
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- New Products and Processes
Key Program Objectives

- Effective Consumer Reach
- Producer Profitability
- New Products and Processes
  - Fiber processing research
  - Product enhancements (moisture management, wrinkle resistance, waterproofing, fabric constructions, etc.)
  - Environmental research
  - Nonwovens
- Global Presence for Cotton
- Industry Training & Education
Water, Energy & Chemicals Use in Cotton Textile Production

- **Yarn**
  - Water: 8%
  - Energy: 8%
  - Chemicals: 22%

- **Fabric**
  - Water: 10%
  - Energy: 8%
  - Chemicals: 12%

- **D & F**
  - Water: 85%
  - Energy: 80%
  - Chemicals: 65%

- **Apparel**
  - Water: <5%
  - Energy: <5%
  - Chemicals: <5%
Foam Dyeing
Key Program Objectives

- Effective Consumer Reach
- Producer Profitability
- New Products and Processes
- Global Presence for Cotton
- Industry Training & Education
Key Program Objectives

- Workshops
- Technical Bulletins
- Seminars
- Websites

Industry Training & Education
Technical Workshops 2009

36 total workshops – 8 in Cary, 18 regional, 10 international

Los Angeles
Fabric Finishing workshop

New York
Color Standards and Measurements workshop
A Global Solution for the Future

The cotton industry envisions a future where environmentally sustainable production and manufacturing will thrive along with the businesses that depend on cotton as a source of income.

Read a message from J. Berrye Worsham
Learn more

Ask the Sustainability Desk

Q: How has technology affected cotton's sustainability efforts?

A: Modern technology has resulted in tremendous gains in production efficiency. It has allowed almost two times more cotton to be produced today worldwide than in the 1960s, on essentially the same amount of land. Find out more about how technology will continue to affect cotton in the future here.

Read more
Submit your question

About Cotton Sustainability

Responsible Economic Development
The cotton industry makes sustainability equal profitability.

U.S. Cotton
Cotton made in the United States is the most sustainable cotton.

Cotton vs. Other Fibers
Cotton stands out against other fibers such as silk and wool.

NEW!: A World of Ideas
Technologies for Sustainable Cotton Textile Manufacturing.

New Manufacturing
Innovations make manufacturing efficient and effective.

NEW!: Life Cycle Inventory Data for Cotton
Read a detailed summary of cotton's life cycle inventory, as it relates to land, water, environment, energy, greenhouse gas emissions and adjacent ecosystems.
Key Program Objectives

Global Presence for Cotton

- Effective Consumer Reach
- Producer Profitability
- Industry Training & Education
- New Products and Processes
Key Program Objectives

Global Presence for Cotton

- Major events & conferences
- Account meetings
- Trade shows
- Technical bulletins
- Trade advertising
- EFS Marketing
- Fashion Forecasts
COTTON TEXTILE PROCESSING:
Sustainable Solutions for a Better Future (Hong Kong)
• 76 Tradeshows, conferences, events and tours
• 401,219+ Attendees/participants
• 187+ Follow-Up Opportunities
Gene logical engineers at a field trial in Texas. 2. A new lab technique keeps pests from forming a protein in the cottonseed. 3. Leaves will contain the toxins to protect against bugs.

Edible Cotton: Genetic engineers have removed a powerful toxin from cottonseed, which is rich in protein.

It's as true in today's world as it was in the antibiotic South before. The plant has been cultivated for its fiber for over 3000 years, and today it's grown by more than 20 million farmers in 80 countries. But while cotton accounts for nearly 40% of the fiber used worldwide to make clothing, there's one thing the plant has never been able to do well: feed people. Cottonseed is a rich source of protein — the current cotton crop produces enough seeds to meet the daily requirements of half a billion people a year. But the seeds can be consumed only after an extensive refining process removes the gossypol, a toxic chemical that helps protect the plant from insect and microbial infestation. "People, pigs, chickens — none of us can stomach gossypol," says Karen Dale, vice president of agricultural research for the industry group Cotton Inc. Only cows and other ruminants can handle it. Remove the gossypol, however, and you'll have a cheap and abundant form of protein for everyone. But get rid of all the gossypol, as plant breeders did in the 1960s, and insects will devour the defenseless cotton. Enter Kerri Rhathore, a professor at Texas A&M University, who found a way around the problem through genetic engineering. In new field trials, Rathore's team demonstrated that it can turn off the genes that stimulate the production of gossypol in the cottonseed while the rest of the plant keeps its natural defenses. "This research potentially opens the door to utilizing safely the more than 40 million tons of cottonseed produced annually as a large, valuable protein source," says Norman Borlenghi, an American agronomist who was the Nobel Peace Prize in 1961 for developing high-yield wheat varieties that have helped increase the world's food supply.

Rathore used a new technique, called NTA interference, to construct a genetic sequence that blocked the gossypol-producing enzyme in the seeds only. After succeeding in the lab, he began a test in a greenhouse to see if the genetically modified cotton plant would survive and pass on its new trait. Rathore's just-published data show that the modified cotton appears to be normal in every way other than the fact that it has instantly edible seeds. "What works in the greenhouse should hold true in the fields," he says.

Genetically modified cottonseeds will need government approval before they hit the grocery shelves, and they're more likely to be used first to supplement fish or animal feed. But with the global population number on the rise and farmland limited, the planet can use free protein. And you might even like it. "It's not bad," says Rathore, who has popped a few seeds. "Tastes like chickpeas."
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