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Report to Members

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The Council’s Mission

The National Cotton Council (NCC) of America’s mission is to ensure the ability of all U.S. cotton industry segments to compete effectively and profitably in the raw cotton, oilseed and manufactured product markets at home and abroad.

The NCC serves as the central forum for consensus building among seven industry segments - producers, ginners, warehouseers, merchants, cottonseed crushers, cooperatives and textile manufacturers. The organization is the unifying force in working with the government to ensure that cotton’s interests are considered.

The NCC’s mission and objectives are carried out with the help of democratically developed policy. Annual policymaking is initiated through recommendations generated by the NCC’s six program committees – Farm Program and Economic Policy, International Trade Policy, Public Relations and International Market Development, Research and Education, Packaging and Distribution and Health, Safety and Environmental Quality.

Committee recommendations are refined and approved by the NCC’s 35-member board of directors. The resulting resolutions must be adopted by the NCC’s delegates voting at the annual meeting.

This report describes major activities carried out in 2001 in support of resolutions adopted in January of that year. Included are activities of the NCC’s export promotion organization, Cotton Council International, and The Cotton Foundation.

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Joint Message From the Chairman and

An already poor U.S. cotton business climate worsened in 2001.

Cotton prices at the farm level were hammered by a sluggish world economy, a strong dollar, China's internal cotton policy, a world glut of man-made fibers, too much world-wide textile capacity, more than enough retail counter space and over-production and weak prices for alternative crops.

A healthy increase in U.S. raw cotton exports provided only mild support for prices. U.S. mill use, on the other hand, experienced a pronounced downturn. U.S. textile plant closings were the highest in any comparable time in history. U.S. mill use fell below 8 million bales, failing to get an expected and much needed boost from Caribbean Basin Trade Partnership Act implementation.

The National Cotton Council sought help from Congress and the Administration to combat the effects of the strong dollar, including an extended loss carryback for the U.S. textile sector, loan guarantees, elimination of the alternative minimum tax and elimination of the 1.25-cent Step 2 threshold. Most of these relief measures were expected to be included in economic stimulus legislation or new farm law passed by Congress early in 2002.

Congress responded to the NCC's push for agricultural assistance by authorizing \$5.5 billion in emergency economic assistance for the 2001 crop. Of this, \$4.7 billion was dedicated to program commodities, including \$85 million in supplemental cottonseed assistance. The cottonseed payments were based on the 2000 crop applications in order to facilitate distribution before the October 1 deadline. Working out of this repressive economic cycle may require some time, but the U.S. cotton industry will seek to maintain its strong partnership with the federal government, especially in the crucially important areas of agricultural and trade policy.

Progress on crafting new farm legislation offered some optimism for the future. Even before the year



James E. Echols
Chairman
National Cotton Council of America

began, the NCC was formulating its policy objectives. The industry was persistent in getting lawmakers to recognize that its foreign counterparts heavily subsidize agriculture and contribute to a supply/demand imbalance. NCC members' mobilization on Action Requests, for example, helped defeat two amendments that would have weakened a House bill that included most of NCC's farm policy recommendations. House action was timely despite the events of September 11, and the industry is grateful to Agriculture Committee Chairman

Larry Combest (R-TX), committee members and their staff for the determined and successful effort to craft and pass this important legislation.

The Senate, influenced somewhat by the Administration's reluctance to move ahead on farm legislation, got a later start on the farm bill. Despite urging from the NCC and other commodity and farm organizations, the Senate was not able to pass a bill before the December adjournment.

True to its mission, the NCC sought solutions on other issues that threaten profitability. The NCC's Quality Task Force encouraged research to ensure growers have access to varieties that produce abundant, high quality fiber and that textile mills have access to fibers with a broad range of qualities that coincide with their diverse needs to tailor textile products for a wide array of end products. Special attention was focused on producing and ginning for acceptable uniformity and reduced levels of fine leaf trash.

Adoption of biotech cotton over the past few years has been rapid and widespread across the Cotton Belt. Dialogue between producer leadership and those firms developing and supplying transgenic and conventional products was increased to ensure that yield and quality needs are met. Meanwhile, work continued to ensure that biotech products are not subjected to unfair treatment in the market, especially the international trade arena.

the President/Chief Executive Officer

The NCC worked diligently with EPA and Monsanto to get multi-year re-registration of Bt cotton with refugia options intact. The NCC also is committed to ongoing educational programs to inform growers of refugia requirements as they relate to the importance of resistance management and preserving that important technology.

Support of The Cotton Foundation remains solid. This year the institution, through corporate support, was able to commit more than \$900,000 toward 64 cotton research and education projects and nearly \$1.2 million toward special projects.

Cotton Council International was very aggressive in finding ways to get more U.S. raw cotton and manufactured cotton goods exported. This goal has never been more important, as U.S. mill use is expected to remain under pressure for the foreseeable future, creating a greater reliance on export sales. On the plus side, trade potential was enhanced by new legislation that contained solid increases for the Market Access Program and the Foreign Market Development Cooperator Program for the future.

The challenge to stay on course and restore U.S. cotton's economic health is formidable. We must reinforce our resolve to educate elected officials on the importance of a commercially viable production agriculture sector and a healthy domestic textile industry because the U.S. cotton industry is facing some of the stiffest international and domestic competition in history.

The industry will continue to rely on federal assistance until world supply and demand are in better balance and U.S. agriculture is undergirded with sound trade policy. U.S. cotton also needs markets abroad to open up for corn, wheat, rice and beans. Not only would those commodities benefit from increased worldwide trading, but competition for acreage would help prices to rise.

The entire industry joined our nation in mourning



Gaylon B. Booker
President/Chief Executive Officer
National Cotton Council of America

after the September 11 attack on America. Each of us responded to this evil act by supporting our country and our New York and Washington, DC, neighbors during this crisis. Evidence of renewed patriotism was seen with flags flying from cranes, from bridges, from farm equipment - drawing our country together. The September 11 events highlight the interconnectedness of world events, politics and economies. National priorities were suddenly reshuffled and policymakers had to be reminded that new farm law and an

economic stimulus package deserved to be ranked high, along with national security on the Congressional agenda.

Early in 2002, a high-level NCC study committee began looking at the NCC's future role with the objective of ensuring that industry resources are focused on the very highest priorities. Fortunately, NCC membership, despite an unprecedented rate of textile plant closings and unusually low profitability in other segments, is at a historical high. We believe this continuing strong support, coupled with unity and visionary leadership, will enable the NCC to guide the industry through this economic crisis and into a more prosperous period.

A handwritten signature in blue ink, reading "James E. Echols".

James E. Echols
Chairman
National Cotton Council of America

A handwritten signature in blue ink, reading "Gaylon B. Booker".

Gaylon B. Booker
President/Chief Executive Officer
National Cotton Council of America

Legislative Affairs

Agriculture Spending

In January, the National Cotton Council (NCC) urged prompt USDA implementation of the 2000 crop disaster assistance program. Payments from the \$5.5 million emergency assistance package began March 16. USDA's Farm Service Agency also implemented a Quality Loss Program for situations where 2000 crop disaster payments did not adequately reflect quality losses.

In February, the NCC joined with 22 other farm organizations in seeking economic assistance for the 2001 crop. House Agriculture Committee Chairman Larry Combest (R-TX) and Senate Agriculture Chairman Richard Lugar (R-IN) were urged to press their respective budget committees to provide the additional funding authority needed for assistance equal to or greater than that provided for the 2000 crop.

The NCC later submitted 2002 appropriations priorities, including at least \$9 billion for 2001 crop emergency economic assistance and adequate funding for boll weevil eradication, pink bollworm programs and international market development. Other funding sought in letters to House and Senate Agriculture Appropriations subcommittees included money for aflatoxin and ginning research, a ginning specialist and precision agriculture and agricultural genetic activities.

Regarding the longer term, NCC Chairman James Echols sent a letter to members of the respective Budget committees urging allocation of an additional \$12 billion per year beginning in 2002 to enable the Agriculture committees to enhance farm policy. The final FY01 budget agreement provided an additional \$5.5 billion; \$7.35 billion for FY02; and \$66.15 billion for the fiscal years 2003-2011.

USDA distributed supplemental 2000 cottonseed assistance payments in advance of the September 7, 2001, target. The payment rate was \$13.01 per ton, and payments were made to ginneries based on applications they made earlier in the year under the Agricultural Risk Protection Act of 2000.

New Farm Law

In preparation for farm bill hearings, a special NCC leadership committee confirmed policy options for new farm law early in the year, and the NCC worked with other agricultural groups on developing a farm policy consensus that could be reported to Congress.

NCC Executive Committee Chairman Robert McLendon – who had been named to the Bush Administration's Agriculture Advisory Transition Team – asked the House Agriculture Committee to supplement existing Agriculture Market and Transition Act payments with additional marketing loss payments and mitigate the impact of limitations on supplemental payments. He urged continuation of cotton's three-step competitiveness provisions and the marketing loan program, including marketing certificates. He advocated the NCC's position that a combination of tools familiar to Congress and U.S. farmers could improve support for agriculture and at the same time be cost effective and meet Congressional budget guidelines. The NCC met the rigorous standard of Committee Chairman Combest (R-TX) by delivering a comprehensive testimony that included comparable measures of support for commodities other than cotton and scoring of expected program costs over 10 years against the



NCC Chairman James Echols was U.S. cotton's primary spokesperson during 2001 – communicating farm/trade policy and other recommendations aimed at restoring industry profitability.

Congressional Budget Office's baseline. The testimony by Robert McLendon demonstrated that a combination of decoupled fixed and counter-cyclical payments used in conjunction with marketing loans could provide U.S. producers of program commodities effective income support.

The Georgia producer also urged the elimination of payment limits or, at a minimum, retaining the three-entity rule along with separate limits for each payment and provisions for Commodity Credit Corporation loan redemptions with marketing certificates.

The NCC also consistently conveyed to lawmakers the seriousness of farmers' economic environment and the urgency for swift passage of new federal farm law. That message was included in meetings with Secretary of Agriculture Ann Veneman in which the NCC addressed an Administration contention that the House farm bill was not in concert with U.S. trade objectives under the World Trade Organization (WTO). The NCC noted that the House bill provides authority for benefits to be reconciled with WTO commitments and emphasized U.S. cotton's dire need both for an improved income safety net and to open markets abroad to U.S. agricultural and textile products.



Sen. Kay Bailey Hutchison (R-TX) heard U.S. cotton's needs from a West Texas contingent of NCC producer members visiting Washington, DC, from left: Jerry Harris, Travis Mires, president of Lamesa Cotton Growers; Otis Lee Johnson; Rickey Bearden; and Brad Vaughn.

In July, NCC Director Mark Williams told the House Agriculture Committee that the NCC supported many of that panel's farm bill concepts. The Texas producer also urged the committee to include a cotton-seed assistance program and to eliminate the 1.25-cent Step 2 threshold.

Background documents and letters of support for H.R. 2646 were provided to House Cotton Belt representatives in September. The House-passed \$170 billion, 10-year Farm Security Act of 2001 reflected most cotton industry priorities and avoided major

funding shifts from commodity programs to conservation. The NCC had testified in favor of well-funded commodity programs that provide farmers with the means to carry out sound conservation practices.

The industry's farm bill recommendations, including one to eliminate the 1.25-cent Step 2 threshold, were presented to the Senate Agriculture Committee by NCC Chairman Echols.

NCC initially expressed concerns that a proposal by Chairman Tom Harkin (D-IA) would be detrimental to virtually all commercial-sized farming

operations. A modified version of that proposal, which eventually was passed by the Senate Agriculture Committee, contained most of the NCC's priorities. Those include retention of a marketing loan with redemptions keyed to the prevailing world market price; retention of cotton's three-step competitiveness program; a procedure for computing base acres that does not penalize growers who have opted to use the Federal Agriculture Improvement and Reform Act's flexibility provisions to under-plant their crop bases; payment eligibility provisions that enable commercially viable family farming operations to benefit from farm program participation; and a safety net that helps producers better manage income and risk. Prior to presentation to the full Senate, the legislation was modified to eliminate the 1.25-cents Step 2 threshold through July 31, 2003. During Senate debate, an alternative plan authored by Senators Thad Cochran (R-MS) and Pat Roberts (R-KS) and endorsed by the Administration was offered, as was a Tim Hutchinson (R-AR)/Jeff Sessions (R-AL) bill. Both of these alternatives included a majority of cotton's policy priorities, but both failed.

Late into 2001, the NCC pressed Senate leaders to pass new farm legislation in that calendar year, but the Senate adjourned without approving a measure.

In other key legislative matters, the NCC:

- ◆ joined the American Textile Manufacturers Institute (ATMI) in urging the House Ways and Means Committee to include a provision in an economic stimulus package that would provide the textile industry a 10-year carryback for net operating losses and other measures to improve capital availability to the textile sector.
- ◆ stressed to the Administration the need for an affordable and abundant energy supply for farmers and a balanced energy policy that advances agricultural and energy security by ensuring adequate energy supplies at reasonable prices.
- ◆ joined 43 other agriculture groups in a letter to the House and Senate urging support for immigration reform legislation, specifically urging support for versions of the Wage Equity Act introduced by Rep. Sanford Bishop (D-GA) and Sen. Zell Miller (D-GA). The letter also urged support for Sen. Larry Craig's (R-ID) AgJOBS legislation, which provides for additional reforms in the H-2A program and an adjustment in immigration status for certain agricultural workers.

Crop Insurance

Industry leadership emphasized quality control for insurance products created as a result of the Crop Insurance Reform Act passage. The NCC worked with the Risk Management Agency (RMA) and the Farm Services Agency and joined with private reinsured crop insurance companies to improve program integrity.

In response to yield and quality losses from heavy pre-harvest rains in some areas, NCC staff developed and posted multi-peril crop insurance calculations on its Web site. Members also were given Web access to recommendations for harvesting open bolls exposed to excessive moisture.

Concern was conveyed to USDA about a RMA proposal to update cotton crop insurance T-yields. The NCC said the RMA's recommendations would create a significant hardship for some cotton growers and hinder their ability to obtain financing for the 2002 crop. The NCC recommended that the RMA apply new T-yields only in a prospective manner – for the 2002 crop and beyond and replace existing T-yields in individual actual production history databases.

The American Cotton Producers assisted in a pilot project involving a new “cost of production” insurance product, likely to be launched in 2002 or 2003 and targeting Western producers.



A record U.S. cotton harvest in 2001 was blemished by chronic low prices, including October's decline that was the lowest average farm price for cotton since March 1975.

Trade

Throughout 2001, the NCC worked to raise Washington's sensitivity to the cotton textile sector's plight and the central role played by cotton textile imports.

An effective trading relationship with the Caribbean region was a primary component of the NCC's strategy to improve U.S. textiles' competitiveness. However, implementation of the Caribbean Basin Trade Preferences Act (CBTPA) was hampered by disagreements within the cotton, textile and apparel industries over regulations governing where qualifying fabric could be dyed and finished, among other issues. The NCC, the ATMI and the American Yarn Spinners Association worked with a broad group of interested associations and companies to develop a plan to move CBTPA implementation forward and improve the benefits related to that legislation.

While the NCC worked to achieve changes in CBTPA implementation, it sought to reign in the broad move in Washington to expand access to the U.S. textile market. With domestic mill use of cotton falling more than 25 percent and many textile manufacturers facing bankruptcy, the NCC and the ATMI delivered reports to Capitol Hill that highlighted the serious economic conditions facing this highly competitive manufacturing sector. A NCC analysis showed the urgent need for U.S. agricultural and trade policy to recognize the fundamental relationship between the U.S. textile and cotton production sectors. The report was circulated widely among key lawmakers and trade officials.

NCC Chairman Echols and International Trade Policy Committee Chairman Bobby Weil presented testimony to the Senate Agriculture Committee and a House Agriculture subcommittee, respectively, emphasizing the strong U.S. dollar's devastating impact on the U.S. textile sector and urging Congress to change U.S. trade policy in a manner that would aggressively fight this foreign competition.



NCC International Trade Policy Committee Chairman Bobby Weil told a House Agriculture subcommittee that the U.S. cotton industry was facing the stiffest international and domestic competition he could remember.



USDA's 2001-02 cotton export estimate of 9.8 million bales would be the highest in 75 years; even so, NCC expressed to USDA concerns about proposal for the GSM-102 program that could reduce U.S. exports by 500,000 bales annually.

NCC Executive Committee Chairman McLendon delivered a similar message to the Congressional Textile Caucus, emphasizing the devastating economic plight of the U.S. textile industry and the corresponding loss of U.S. jobs and demand for U.S. cotton. NCC policy recommendations stretched from elimination of the 1.25-cent threshold in the Step 2 program to aggressive measures to improve the availability of capital for textile companies.

Despite these initiatives, the House Ways and Means Committee began to move on several trade expansion fronts – passing legislation broadening preferences for sub-Saharan Africa and providing broad trade preferences for apparel produced in the Andean region of South America. Before year's end, that committee also passed Trade Promotion Authority (TPA) – a key part of President Bush's trade policy initiatives for 2001.

In each of these instances, the NCC worked to improve the impact of these bills on the U.S. textile industry. These efforts culminated with a series of concessions provided by the Bush Administration during full House consideration of TPA. Not only was the bill's language modified to raise the profile of textiles significantly, agreements were made with textile state lawmakers designed to ensure them that the CBTPA legislation would be corrected. These agreements, while short of NCC positions urging full trade reciprocity for textiles, were a clear sign that the industry's overall efforts to educate

Congress and the Administration on the situation confronting the U.S. textile industry were taking root.

Although the Andean Trade Preferences Legislation that passed the House in 2001 is too broad and TPA is not yet completely acceptable to the industry, the improvements in TPA were helpful and the Senate appeared reluctant to move on such a broad Andean package.

The attack on America that occurred on September 11 and the resulting development of a coalition to fight terrorism found the NCC and the ATMI working to ensure that the Administration did not grant trade concessions to Pakistan that would further damage the U.S. textile industry.

The decline in U.S. mill use meant that a renewed emphasis on exports was crucial to the industry. Yet, throughout the year the NCC battled proposals made in the Organization of Economic Cooperation and Development that would put limits on the operation of the U.S. export credit and export credit guarantee programs and severely impact their effectiveness in assisting U.S. cotton exports. The NCC voiced its concerns directly to the new U.S. Trade Representative, Robert Zoellick, and to the Secretary of Agriculture.

The integration of China into the WTO brought a specific set of challenges to the NCC's agenda. First, the industry worked closely with U.S. officials as China attempted to claim developing country status in the WTO and thereby gain additional trade concessions. U.S. officials crafted an acceptable agreement that largely frustrated China's strategy. By year's end, the NCC had reviewed draft regulations proposed by China that would significantly open China's market to raw cotton imports. The NCC joined with U.S. government officials in critiquing those regulations and monitoring China's implementation of its agreements. Despite this close cooperation, the U.S. textile industry will face new, increased competition from textile exports from China during 2002.

The year witnessed a virtual explosion of trade expansion activity. A bilateral trade agreement was implemented with Vietnam, normalizing trade relations with this significant textile-producing country; a free trade agreement with Jordan was fully implemented; and free trade negotiations either began or were continued with Chile, all of South America, Singapore and Australia.

In November, trade ministers from around the world finally agreed to start a full round of multilateral trade negotiations under the WTO. A negotiating agenda was agreed upon with a goal of completion of negotiations in 2005. Although agricultural trade negotiations had been ongoing for almost two years, the official "launch" of a full trade round will provide significant impetus to the talks. While the agenda contains goals that could result in increased market opportunities for agricultural exports, it also contains provisions tending to limit the use of domestic agricultural subsidies. In addition, the final text reflects the efforts of many textile exporting countries to further distort rules governing international trade in textiles, despite the U.S. refusal to agree to speeding up the phase-out of U.S. quotas.



After the September 11 attack the NCC joined with other groups in seeking federal emergency financial support to rebuild the facility that housed the New York Board of Trade and New York Cotton Exchange.

Communications

Public Attitudes

The NCC joined with West Texas cotton interest organizations in a media briefing in Lubbock. Staff reviewed the industry's efforts in Congress to bring



Writers and broadcasters interview Memphis cotton merchant William B. Dunavant, Jr., about his cotton forecast at the 2002 Beltwide Cotton Conferences in Anaheim, CA.

immediate financial assistance to growers and shape farm policy. The NCC also developed farm policy position papers ahead of the House debate on new farm law. The papers, which noted

the NCC's opposition to some proposed amendments, were distributed to key news media and posted on the NCC's Web site.

The NCC developed and initiated Cotton Counts, a consumer awareness campaign aimed at improving attitudes toward the U.S. cotton industry. The objective is helping America's students and the general public better understand and appreciate the importance of agriculture, specifically cotton and the U.S. cotton industry's contributions to the nation. The National Cotton Women's Committee is spearheading the effort.



Improving public attitudes toward the U.S. cotton industry is the goal of the NCC's new Cotton Counts campaign.

Paralleling that effort is the NCC's World of Cotton. This educational project, launched on the NCC's Web site late in 2001, provides detailed information on cotton's production, processing and economic significance. It links these measures to maps of counties, Congressional districts and states.

The NCC remained active in the Council for Biotechnology Information and the Tomorrow's Bounty - Farmers for the Benefits of Biotechnology campaign. This included supplying data and support to convey biotechnology's importance as a tool with the potential for improving consumers' quality of life.

Information Services

The NCC's web site, www.cotton.org, was reorganized for easier navigation in July. Site visitation surged dramatically in the last quarter of 2001, reaching more than 25,000 visits per month.

The New features added to the site included a search engine to help with finding site pages and a print icon for printing less cluttered pages. Coinciding with the site redesign was more expedient posting of news and information, including the daily "Cotton Update" on the site's Member Services page.

The NCC's Cotton eNews email circulation increased significantly during the past year to meet members' desire for timely news updates. As a means to speed information to members and reduce mailing and processing costs, the NCC also began emailing its *Cotton's Week* newsletter to those members wishing to receive it that way. In December, the entire NCC membership was encouraged to use that option. The NCC's ultimate goal is to use email as the primary distribution method for most documents.

The web site was home for a wide array of public information, from news releases and special NCC reports to the World of Cotton data. The site's Member Services section featured special reports ranging from farm bill proposals to NCC economic analyses.



Jason Bean, a Missouri cotton producer, was interviewed about the benefits of transgenic cotton for a video that was used in the "Tomorrow's Bounty - Farmers for the Benefits of Biotechnology" information campaign.

Technical

Quality

Emphasis was placed on U.S. cotton quality and yield improvement. The NCC's Quality Task Force reviewed public cottonseed breeding programs to encourage more participation in localized breeding programs and ensure the maintenance of publicly developed strains as public property.

The Task Force will review the results from an investigation by NCC staff, USDA's Agriculture Marketing Service, seed companies and select growers into the factors that contributed to a higher-than-expected percentage of the 2001 crop with short staple length and high micronaire. They also have initiated research on fine leaf trash to determine its sources and effects on various textile processes.

American Cotton Producers leadership met with U.S. private seed companies to gain a better understanding of cotton varieties in the marketplace and the potential of varieties under development.

Flow

The Joint Cotton Industry Bale Packaging Committee requested that current educational programs be updated to reflect a bale thickness requirement of no greater than 33 inches. The panel urged the industry to move, where practical, to put recessed ties on all bales and approved an experimental test program for automatic wire tying and plastic strapping systems.

Ginners were alerted by the NCC to a USDA action designed to decrease paperwork. USDA

asked ginners not to annually renew the "Cooperating Ginner's Bagging and Bales Certification and Agreement" but allow the document to stay in effect indefinitely until terminated in writing by the ginner or the Commodity Credit Corporation.

The NCC task force on electronic documents met with USDA to expedite a U.S. Warehouse Act implementation schedule. Proposed regulations will govern electronic warehouse receipts and other electronic documents involved in commodity transactions. USDA updated progress on developing a procedure to allow centralized electronic loan redemptions, even in cases where producers have signed Commodity Credit Corporation-605, authorizing another party to redeem loan cotton.

Working with USDA's Plant Quarantine officials, the NCC has successfully argued that bales ginned and packaged in U.S. commercial gins and covered in materials approved by the industry's packaging committee should be exempt from fumigation requirements for shipments to Peru. Fumigation is required by cotton-producing countries to assure boll weevil and pink boll worms are not accidentally introduced into their country. After a six-month trial, officials from Peru signed an agreement with USDA lifting mandatory fumigation. The NCC now seeks to extend

such agreements to other cotton-producing countries which import U.S. cotton.

Plant Protection

The NCC regularly consulted with Monsanto and EPA officials regarding refuge options on Bt cotton. This resulted in the EPA announcement that Bollgard would be registered for five more years with the 95/5 external unsprayed option to be re-evaluated after three years. The Bt registration came in a season in which U.S. cotton producers planted transgenic seed on 11.2 million acres, 69 percent of total cotton acreage. The NCC pledged to continue educational efforts on grower compliance of insect resistant management.

Ongoing dialogue was maintained with EPA on such products as Bidrin (dicofol) as the agency continued its risk reassessments of organophosphates under the Food Quality



From left, Hollis Isbell, chairman of the NCC's American Cotton Producers, and ACP members John Pucheu and Chuck Youngker viewed cotton breeding at Stoneville Pedigreed Seed Company as part of the ACP's dialogue with seed companies regarding cotton variety development.

Protection Act and re-registration of older products under the Federal Insecticide, Fungicide and Rodenticide Act. Led by the NCC's Environmental Task Force, opposition was lodged to an agreement reached between EPA and the Natural Resources Defense Council that would put an unreasonably quick timetable on EPA's review of crop protection products, including organophosphates and carbamates. The U.S. District Court for Northern California, though, upheld the consent decree that: 1) requires EPA to complete aggregate reassessments of all specific pesticides by certain dates, 2) assess by August 2002 the cumulative risks of all organophosphate insecticides and 3) determine whether carbamates, triazines and chloracetanilides can be grouped for cumulative assessments.

Strides were made toward eliminating one of cotton's most lethal pests as 10.9 million acres in nine states will come under the National Boll Weevil Eradication Program in 2002. Post eradication areas designated as "weevil-free" cover about 4.5 million acres in 10 states. The House and Senate approved a FY2002 Ag Appropriations Bill conference report that included \$77 million for the eradication program.

The NCC's Boll Weevil Action Committee reached agreement on a plan to allocate federal cost-sharing funds and voted to support development of a federal quarantine as a means to provide both state and national protection for eradicated areas against weevil re-introduction.

The \$1.8 million earmarked for pink bollworm eradication and control was an increase from the 2001 budget. The NCC's Pink Bollworm Action Committee, under the leadership of new chairman Bill Lovelady, Tornillo, TX, had sought increased support for USDA's Animal and Plant Health Inspection Service (APHIS) to begin sterile insect release in the pink bollworm eradication program now underway in



Texas' Trans Pecos/El Paso zone. The committee agreed to increase efforts to secure federal cost share funding to make sterile insects available no later than the 2003 season. Committee leadership and APHIS continue to make progress with their counterparts in Mexico on cooperative boll weevil and pink bollworm eradication programs in northern Mexico.

Research

The NCC joined the National Coalition for Food and Agricultural Research in efforts to increase federal funding of research on food, nutrition, agriculture, natural resources and fiber and to get more support for extension and education programs.

Jimmy Dodson, chairman of the NCC's Environmental Task Force, served on USDA's Advisory Committee on Agricultural Biotechnology. That group recommended that Agriculture Secretary Ann Veneman double funds for public plant breeding and germplasm collections.



The NCC's is seeking federal cost share funding to make sterile moths, which are kept in cold storage prior to being aerially released, available no later than the 2003 crop season to help in pink bollworm eradication.

Health/Safety

The NCC joined the American Apparel and Footwear Association and other organizations in a public service effort to remind families about safe sleepwear choices for children. This move came in advance of legislation – pushed by Shriners Hospitals and others – that was introduced to overturn Children's Sleepwear Flammability standards.

The NCC, ATMI and the Sleep Products Safety Council continued to sponsor research aimed at developing an effective open flame test for use in a mattress flammability standard. The Consumer Products Safety Commission issued rulemaking to develop a flammability standard to reduce the hazard of open flame ignition of mattresses and bedding.

During public forums held by the U.S. Department of Labor, the NCC asked the Occupational Safety and Health Administration (OSHA) to recognize the unique aspects of agriculture and seasonal and temporary jobs and exclude them from any approach that OSHA takes to address ergonomic injuries. The NCC suggested the most useful approach would be voluntary "best practices."

OSHA approved a rule that exempted textile manufacturers who use batch-washed cotton from all OSHA cotton dust standard provisions except medical surveillance. The recommendation came from the Task Force for Byssinosis Prevention of which the NCC is a member.

The NCC and the National Cottonseed Products Association

worked to get less severe solvent extraction rules for vegetable oil production. Two standards instead of one were approved for two sizes of cotton oil extraction mills and a three-year compliance period was set.

Environment

The NCC and other groups are working closely with EPA, which is expected to complete a required five-year review of the national ambient air standards by July 2002. That review could result in further standards changes.

In 2001, the Supreme Court rejected claims that EPA must consider costs in setting those standards and ruled that the Clean Air Act (CAA) does not unconstitutionally delegate that authority to the agency. The Court also remanded particulate matter and ozone standards back to the District of Columbia Court of Appeals to determine if EPA's reasoning was sound in setting those severe standards.

The Air Quality Task Force, with NCC staff participation, asked Agriculture Secretary Veneman to defer production agriculture from the CAA permitting program. The task force's resolution said the permitting requirements would be devastating to agriculture and the overall farm economy. It asked for the deferment until EPA, in conjunction with USDA, appropriately defined the applicability of the CAA requirements to agriculture.

NCC's legal challenge to EPA's non-point pollution source regulations resulted in the agency reviewing its entire approach to regulating agri-



Hands-on workshops for cotton producers at the 2002 Beltwide Cotton Conferences were the result of input from the Cotton Foundation-supported conferences' planning committee.

culture as a non-point water pollution source. This was an important first step in convincing EPA to take a rational, reasonable approach to regulating non-point water pollution sources. The NCC submitted comments supporting the delay of the effective date of EPA's non-point sources rule and encouraged producers to attend EPA's public sessions on the Total Maximum Daily Loads program.

The agency also published a new proposal for protecting endangered species from pesticides under the Endangered Species Act. The non-voluntary program, which would be enforced at the federal level, would have pesticide labels require product users to obtain, examine and follow county bulletins on endangered species.

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Cotton Council International

Cotton Council International (CCI) is the export promotion organization of the NCC. CCI's activities are guided by its Board of Directors and stem from resolutions of the NCC's Public Relations and International Market Development Committee.

CCI's COTTON USA Advantage program continued to strengthen strategic partnerships between U.S. suppliers and key overseas buyers of U.S. raw cotton and cotton products. The U.S. cotton industry, through CCI, provided information and marketing services that supported U.S. cotton and cotton product purchases globally.

Trade Servicing

Trade Servicing is the core of CCI's market development strategy.

A hallmark of this effort continued to be market development efforts in the Caribbean and Central America. Since the launch of CCI's Sourcing CBI Program, U.S. cotton product exports have increased from 678 million pounds to 902 million pounds. This program supports regional buyers and U.S. cotton textile mills in their effort to take full advantage of the Caribbean Basin Trade Preferences Act.

CCI's successful Sourcing CBI Summit in Florida brought together 300-plus representatives from cotton's apparel supply chain for the first time. That included 80 U.S. textile manufacturer representatives, 125 Caribbean fabric formers and garment manufacturers and 80 U.S. importers such as Liz Claiborne, Eddie Bauer, Gap, Levi's, Target and Wal-Mart. September 11 prevented CCI from



Hans G. Kretschmer,
President
El Paso, Texas

conducting a Sourcing USA Summit for U.S. cotton fiber in October. The Summit for some 350 of the leading cotton buyers, sellers and industry experts is re-scheduled for November 14-17, 2002, in Scottsdale, AZ.

As an example of CCI's GSM credit guarantee effort, USDA responded favorably to CCI's request to increase Korea's GSM-102 allocations for U.S. cotton from \$100 million to \$135 million for fiscal year 2001.

CCI First Vice-President William Dunavant, III, led a CCI delegation to India in an effort to strengthen that market as a new outlet for U.S. cotton. India recently became the second largest export market for U.S. cotton fiber.



Parkdale Mills was one of several U.S. textile manufacturing firms which increased its visibility and business contacts in the Caribbean Basin region by staffing an exhibit at CCI's Sourcing CBI Fair in the Dominican Republic.

Consumer Promotions

CCI's central focus is to increase consumer demand for U.S. cotton-rich apparel and home furnishings. CCI's Spring/Summer 2001 retail sales promotions sold \$132 million in COTTON USA Mark-labeled merchandise made with a majority of U.S. cotton.

Highlighting this past year's COTTON USA retail sales promotions was CCI's Lucky Draw event with promotion partner Ito Yokado, one of Japan's largest retailers. The promotion netted \$73 million in sales of U.S. cotton-rich products, well above the previous year's level.

CCI Taiwan's "Get Closer in Cotton" promotion featured 97 Mark licensee brands in Taiwan. The nationwide promotion generated some \$34 million in retail sales of products made with U.S. cotton. In Korea, the "COTTON USA Multi-Brands" retail sales promotion produced \$11 million in sales.

CCI's promotions of "COTTON USA Singwell Music" in Hong Kong and "COTTON USA Quest for Moving Spirits" in the Philippines were targeted to increase sales and awareness of Mark-labeled products. Retail promotions in Germany, the largest titled "COTTON USA – You Can Feel It," increased licensee sales by 17 percent.

CCI South America launched its new "COTTON USA What Are You Made Of" TV commercials and print advertisements in Colombia and Ecuador. In Colombia, combined with CCI's promotion "COTTON USA Top Music," sales increased 18 percent over the previous year.

Recognizing that the trade of U.S. cotton and cotton products generates economic activity, income and jobs worldwide, CCI and the U.S. cotton industry will remain at the forefront in building global demand. CCI achieves this by stimulating retail demand through the COTTON USA Mark licensing and promotion program, and by providing timely information and sales support in the interests of U.S. cotton fiber and its products worldwide.



From left, CCI staffers Will Bettendorf, Sunnie Chiou and Allen Terhaar joined CCI President Hans Kretschmer in discussing raw cotton trade with a group of Taiwanese cotton buyers during CCI's President's Tour to Europe and Asia.

The Cotton Foundation

The Cotton Foundation is a not-for-profit, 501(c) (3) organization that permits individuals and organizations not eligible for NCC membership to support the cotton industry's goals and objectives. The institution's mission is to provide vision and leadership to the U.S. cotton industry through research and education in support of the NCC and allied industries.

Cotton Foundation membership is solid with 73 agribusiness allies now supporting U.S. cotton's quest for profitability and efficiency.

High support levels and investment income enabled Foundation trustees to approve 35 general cotton research and education projects for 2001-02 funded at \$474,950 – a slight increase from the previous year. The projects covered work ranging from investigation of the use of conservation tillage and drip irrigation in crop management systems to supporting the development of improved flammability test data for cotton products.



James Dodson,
President
Robstown, Texas

Foundation special projects – those funded by member firms over and above their regular dues – continued at a high level of nearly \$1.2 million.

Multiple NCC-developed educational endeavors were launched in 2001.

Cotton Counts, supported by Aventis CropScience, is aimed at improving consumer attitudes toward the U.S. cotton industry. Carried out primarily by National Cotton Women's Committee volunteers, the campaign's objective is helping America's students and the general public better understand and appreciate the importance of cotton and the U.S. cotton industry's contributions to the nation.

U.S. cotton also is gaining public recognition through the World of Cotton. Funded by Syngenta, this project provides comprehensive data on U.S. cotton's economic significance. The information is accessible at the NCC's Web site.

Ongoing educational efforts were bolstered, too.

There are now six volumes in the Foundation reference book series. "History of Boll Weevil Eradication in the U.S. Through 1999" was published and a book on harvest management will be available in early 2002.

NCC's on-line *Journal of Cotton Science*, a peer-reviewed, refereed publication, received support via a Bayer Corporation grant. This is helping the publication strengthen its reputation as a leading source for new scientific discoveries and studies, and as such, improving U.S. cotton's competitiveness.



The Foundation is supporting the development of improved flammability test data for mattresses and other cotton products.

A Stoneville Pedigreed Seed Company grant is supporting Cotton Council International's COTTON USA Advantage program – an effort designed to help overseas consumers distinguish the unique qualities and services of U.S. cotton and U.S. cotton products.

The NCC's Cotton Risk Management Network, supported by Syngenta, now contains most daily cotton prices, and is available in the NCC Web site's Members Only section.

As reported in its mid-year 2001 annual report, The Foundation continues as a strong, technology-centered institution assisting the NCC in its profitability-focused mission.



World of Cotton, a new Foundation special project, provides detailed information on cotton's production, processing and economic significance, and is available on NCC's web site.



With publication of *Boll Weevil Eradication in the United States Through 1999*, The Cotton Foundation Reference Book Series now has six volumes.

COTTON FOUNDATION MEMBERSHIP 2001-02

Ag Leader
Ag Chem Equipment
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AutoFarm
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Vern Tyson (Manufacturer), Winston Salem, NC
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