

**GIN-BASED MARKETING**

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**Abstract**

Computer-implemented systems and methods for building a database of bales of cotton available for sale, and for electronic commerce of bales of cotton. A fiber quality measurement instrument located in a cotton gin provides fiber quality data substantially concurrently with the making up of cotton into individual bales. The fiber quality measurement instrument is connected through a communication network, such as the internet, for uploading fiber quality data to a database storage device. For electronic commerce, a search engine is connected via the communication network to interrogate the database to select bales having fiber qualities within specified ranges for a candidate buyer (US Patent Number: 7,257,543).