

ROW PATTERNS
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Durham, NC

Opening Remarks

Good morning, I'm Kevin Gaskins, cotton market manager for BASF Agricultural Products. On behalf of BASF and the National Cotton Council, thanks for joining us today for the Cotton Physiology Workshop.

The theme of this year's Beltwide, as I'm sure you have already noticed, is "In Tune With Technology." In light of that theme, I can't think of a more fitting part of the program for BASF to be involved with than the Cotton Physiology Workshop.

Understanding cotton physiology -- how cotton grows and develops -- will be essential if you expect to use all the new technologies that you'll be hearing about during these Beltwide Conferences. Technology in and of itself is of little use in the field if we don't know how to use it properly.

BASF has a long history of being "In Tune With Technology." This marks the sixth year we have sponsored the Cotton Physiology Education Program through the National Cotton Foundation. We're proud to be at the forefront of the industry efforts to upgrade cotton production standards.

I guess it's fair to admit that one of the reasons we initially became involved with supporting the Cotton Physiology Education Program is because we have a vested interest in your understanding of this subject. When PIX plant regulator was introduced to the cotton industry over 10 years ago it was a technology-driven product.

Never before had cotton producers possessed a "tool" that allowed them to manage the crop for optimum growth. At that time the word technology was not bantered about as much as it is now, but I think it's accurate to say that PIX plant regulator was, and still is, one of the cotton producer's most valuable technology tools.

I'm proud to say that BASF continues its commitment to the cotton industry. For the third year, we have earmarked a percentage of PIX sales to support the Cotton Physiology Education Program through the Cotton Foundation. Each time you use PIX, you can take pride in the fact that the cotton industry is being supported. We believe this is money well invested.

The Cotton Physiology, or CPEP, program has helped many of you improve your cotton production management skills and better understand the technology involved with improved cotton production.

BASF is proud of its investment in the cotton industry, and in extending the PIX brand with new formulations. PIX DF was introduced last year with great success. PIX Concentrate in the SOLITAIRE system and the PIX SYSTEM 2000 are returnable bulk containers. Both are examples of the commitment BASF has made to helping cotton growers by continually upgrading the quality of products and packaging.

BASF is the leader in cotton plant regulator technology. In the future growers can look forward to the introduction of more packaging and formulation innovations that will benefit everyone.

An example of this technology effort that BASF is committed to is a new production system we are introducing at this Beltwide. It's called Ultra-Narrow-Row Cotton, or UNRC. Just as PIX advanced the technology of cotton production, Ultra-Narrow-Row Cotton holds many of the same promises.

I'm sure most of you are familiar with narrow row cotton, which is typically planted in 30-inch rows. Ultra-Narrow-Row Cotton takes this concept a step further -- cotton is grown in 10-inch row spacings. You'll hear more about the Ultra-Narrow-Row Cotton system from various speakers today and throughout the conference.

On behalf of BASF, I thank you for your continued support. I hope you all have a "learning" session as we kick off the Cotton Physiology Seminar.

Dr. David Guthrie, former manager of the Cotton Physiology Education, or CPEP, program will be up here to make a presentation in a few minutes. Dave recently joined Stoneville Pedigree Seeds as director of technical services. I'd like to take this opportunity to publicly thank Dave for his fine efforts as manager of the Cotton Physiology Education Program. Good luck in your new position.

Our first speaker this morning is someone very familiar to cotton growers. Dr. Tom Kerby is vice president of technical services with Delta and Pine Land Company. To kick-off today's cotton physiology seminar please welcome Dr. Tom Kerby.....