



# ARIZONA COTTON GROWERS

Adam Hatley, President | Jadee Rohner, Executive Director

## MONTHLY NEWSLETTER

### NOVEMBER 2024



### BASF FIELD DAY

10:30 am - 1:00 pm

**NOVEMBER 7, 2024**

2024 Cotton Field Day | Eloy, AZ



Directions



## INDUSTRY INFORMATION

### THE FABRIC OF NOW

CHRISTI SHORT

Az Regional  
Communications Manager  
Cotton Board



### ARIZONA CAC CAMPAIGN

MICHAEL BROOKS

PAC Committee Chairman  
CAC State Chairman  
Arizona Cotton Growers Assoc.



## UPCOMING DATES

NOV. 5: ELECTION DAY

NOV. 7: BASF FIELD DAY

NOV. 19: COTTON & COFFEE ZOOM-7:30AM CN-

NOV. 19: AZ FARM BUREAU ANNUAL MEETING

NOV. 20: 14TH ANNUAL CENTRAL ARIZONA FARMER FIELD DAY

NOV. 28: THANKSGIVING DAY



## NOTICES

TRUST PROTOCOL ANNUAL REPORT SHOWS RECORD GROWTH



## THE FABRIC OF NOW

One of the core functions of Cotton Incorporated, through the Cotton Research and Promotion Program, is increasing consumer demand for cotton through consumer marketing activities. This year, Cotton Incorporated launched a new advertising campaign- The Fabric of Now. The Fabric of Now is an always-on, modern marketing platform that lives within The Fabric of Our Lives®—a bold leap into the future of connecting cotton with consumers. The new era of cotton marketing kicked off in late spring with a series of commercials that ran on TV, streaming and digital channels. These videos interrupt life's busyness and give our audience that moment to slow down and be intentional.



The first two commercials, Phone Free Friday and Sleeping In, illustrate that cotton is made for real life, enjoying time with friends, relaxing, and living large. Cotton Incorporated targets consumers on social media with contextual, shoppable moments. Cotton Incorporated's Consumer Marketing target audience was identified to align with the new always-on marketing approach. Today, the audience is defined as "fashion females" ages 18 to 34. This audience wants to purchase natural, quality products, and they are influential in their own circles; meaning they share online reviews and tell their friends about products they love. You can view these new campaign pieces at:

<https://www.youtube.com/@CottonFabricOfMyLife/videos>

## HOW CAN YOU CONNECT WITH THE RESEARCH AND PROMOTION PROGRAM?

**2025 COTTON INCORPORATED  
PRODUCER TOUR PROGRAM**

**February 2-4, 2025**

**March 16-18, 2025**

**June 22-24, 2025 (Women's Tour)**

**Cotton  
Sustainability  
Update**



**COTTON & COFFEE**



**19 November 2024  
7:30 AM CENTRAL  
VIA ZOOM**



Speaker

**Dr. Jesse Daystar  
Cotton Incorporated**

Register Today!  
[cottonboard.org/cotton-coffee](https://cottonboard.org/cotton-coffee)

For more information on the Research and Promotion Program, or to register for a Producer Tour or Cotton & Coffee, reach out to Arizona's Regional Communications Manager at the Cotton Board.

**Christi Short, [cshort@cottonboard.org](mailto:cshort@cottonboard.org) | (469) 951-6161**



*Click here to discover opportunities for Newsletter Sponsorship reaching 375 individuals with 70% open rate and 51% engagement with hyperlinks.*



## ARIZONA CAC CAMPAIGN

ACGA is working alongside the 16 other cotton producing states to maintain a strong sustainable National Political Action Committee (PAC) known as NCC's Committee for the Advancement of Cotton (CAC).

Our CAC State Chairman, Michael Brooks, has launched a letter campaign to assist our state reach our \$13,000 goal. Hoping to end strong, the current contributions collected is \$11,027, with only have two months remaining.

According to [Politico](#) "The halls of Congress have gone silent until November, but lawmakers know they'll be coming back to a hefty to-do list in the post-election lame duck session." During the lame duck session we will be looking for important legislation such as disaster funding/relief, government funding, the annual defense bill, Farm Bill, and the [FARM Act](#). It will be extremely important to have a strong PAC advocating for the cotton industry. [Click here for more information on how you can help Arizona reach our goal, and contribute to the Committee for the Advancement of Cotton.](#)



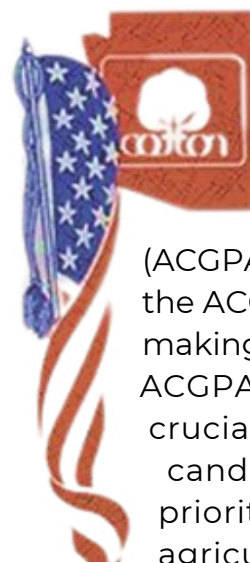
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<p><b>Fresno Office</b> 6465 N. Palm Ave., Suite 105 Fresno, CA 93704</p>	<p><b>Northern AZ Office</b> 1338 W. Forest Meadow Street, Suite 120 Flagstaff, AZ 86001</p>

**520-836-2988**      **amsins.com**



Included in the mailing, is an insert for the Arizona Cotton Growers Political Action Committee

(ACGPAC), sponsored by the ACGA. Please consider making a contribution to the ACGPAC, as your support is crucial for electing candidates who prioritize the needs of our agricultural community

and the principles of free enterprise. As the cotton industry continues to grapple with serious challenges such as water shortages, rising input costs, and bearish commodity prices, there is a pressing need for a robust political action campaign. By backing leaders who understand and advocate for our interests, we can effectively address these important challenges.

[Click here for more information.](#)



## U.S. COTTON TRUST PROTOCOL ACHIEVES RECORD GROWTH, REINFORCING COMMITMENT TO SUSTAINABLE PRACTICES AND TRACEABILITY



The U.S. Cotton Trust Protocol, a leading program for responsibly grown cotton, recently released their 2023/24 Annual Report, showcasing record grower participation and notable strides in environmental stewardship. The report highlights the program's progress in driving transparency and continuous improvement across the cotton supply chain, even amidst a challenging economic climate for growers.

### Key highlights from the 2023/24 Annual Report include:

- **Record Grower Enrollment:** Planted acreage enrolled in the Trust Protocol grew to 2.1 million acres, a 31% increase from the previous year, demonstrating a strong industry commitment to responsible production.
- **Tangible Environmental Gains:** Trust Protocol growers continued to outperform national averages, achieving a 14% improvement in yield and making significant reductions in water use (14%), energy use (27%), greenhouse gas emissions (21%), and soil loss (79%) compared to a 2015 baseline.
- **Climate Smart Cotton Program Expansion:** The program, designed to help growers adopt climate-smart practices, saw growth with 1,427 U.S. farming entities enrolled, including 282 from historically underserved communities.
- **Traceability Platform Advancements:** The Trust Protocol made noteworthy progress in scaling its Protocol Consumption Management Solution (PCMS), recording 1.2k shipments of cotton fiber (equivalent to 3.4 million bales of U.S. Cotton and 636,000 bales of Protocol Cotton).
- **Enhanced Governance and Collaboration:** The Trust Protocol expanded its Board of Directors to include greater international representation and joined the United Nations Fashion and Lifestyle Network, underscoring its commitment to global collaboration.

The 2023/24 Annual Report also details the Trust Protocol's efforts to enhance its data collection and analysis processes, expand its Climate Smart Cotton Program, and strengthen its traceability platform to meet the evolving needs of brands and retailers.

"This year's report highlights both the progress our growers have made and the operational improvements within the Trust Protocol," said Daren Abney, Executive Director of the U.S. Cotton Trust Protocol. "We've streamlined systems to make participation easier for all and introduced a new consumption-based membership model launching in 2025 to support companies of all sizes in responsible sourcing."

[The complete U.S. Cotton Trust Protocol 2023/24 Annual Report is available here.](#)