TV Commercial Brings Back “The Fabric of Our Lives”

Have you seen the new television commercial that brings back the highly-recognized tag line and theme song: “The touch, the feel of cotton, The Fabric of Our Lives?”

The TV spot, which made its debut during last year’s Macy’s Thanksgiving Parade, has also been heavily broadcast throughout 2008. The spot was designed to remind consumers that cotton is, indeed, natural and an environmental-friendly choice when purchasing fiber-made products.

The TV commercial includes a variation of the well-known Seal of Cotton trademark that incorporates the word “Natural” – an approach that is indicative of the organization’s ongoing commitment to reduce the cotton industry’s environmental footprint and educate consumers that cotton is a natural fiber.

Cotton Assessment Referendum Vote Set

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From the current assessment of 80 cents per bale, grower dues are paid to accrue membership benefits from the NCCPA, Southern Cotton Growers, and National Cotton Council. Remember to vote at your local FSA office during the last week of March to extend the referendum and keep cotton growing profitable in North Carolina through 2015.

Mark Your Calendar Now for 58th Annual Meeting on Jan. 13

The North Carolina Cotton Producers Association will hold its 58th Annual Meeting on Tuesday, Jan. 13 in Rocky Mount. The venue will once again be the Gateway Conference Center off U.S. 64 and Winstead Rd. next to the Doubletree Hotel.

Registration begins at 9:30 a.m. and the meeting at 10:00 a.m. This year, the Annual Meeting will be shorter, adjourning after lunch. This meeting will open with a greeting from Ag Commissioner Steve Troxler.

NC State Cotton Team members Keith Edmisten, Jack Bacheler and Alan York will highlight the results of their 2008 research on cotton production practices, insect and weed control.

Once again, a lucky cotton grower will walk away with a $500 U.S. Savings Bond. There will also be the annual raffle of a bale of cotton provided by the Carolina Cotton Growers Cooperative.

North Carolina Cotton Producers Association

National Cotton Council of America

Southern Cotton Growers, Inc.

NC cotton leader Marshall Grant has received Order of the Long Leaf Pine Award from NC Governor Mike Easley.

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Max Denning, Vice President
Gary Reppa, Secretary
Taylor Slate, Treasurer
David Dunlow, Past President
David Grant

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Dwayne Baker
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Robert Buckles
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Penny McLaurn
Ken Page
Coash Paston, III
Mike Quinn
Grant Station
Brandon Warren
Billy Williams
Jimmy Wilson

2008-9 NC COTTON PRODUCERS ASSOCIATION LEADERSHIP

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www.nccotton.org

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Upcoming Cotton Industry Meetings
Jan. 5-8 Beltwide Cotton Conference
Marriott Rivercenter/Riverwalk - San Antonio, TX
Jan. 13 NC Cotton Producers Assn., Annual Meeting
Gateway Conference Ctr, Rocky Mount, NC
Jan. 14-17 Southern Cotton Growers Annual Meeting
Sandestin Golf and Beach Resort, Destin, FL
2008 NC Cotton Field Day Yields Management Options for Growers

Several hundred growers and allied cotton industry personnel saw and heard the latest cotton research being carried out by NC State Cotton Team members at the bi-annual NC Cotton Field Day held at the Upper Coastal Plain Research Center.

Insect Management
Jack Bachelor – NCSU Entomology

The cotton insect stop was devoted to thrips and stink bug control. Although western flower thrips are extremely difficult to control with foliar insecticides, their numbers and damage were less following Temik vs. seed treatments plus an Orthene spray. Also, the need to spray for cotton aphids and spider mites was higher following seed treatments. Thrips problems were minimized by using a seed treatment plus a full rate of Temik (expensive), and by planting cotton between May 8 and 15. Because this research has demonstrated that cotton is post vulnerable to stink bug damage during weeks 3 to 5 or 6 of blooming, thresholds can be higher before and after this period, and scouting efforts can be targeted to this time of the bloom period.

Weed Control
Alan York & Jared Whitaker - NCSU Crop Science

This stop featured herbicide resistance in horseweed and Palmer amaranth, including the biology of these species as it relates to management and the research leading to the current management recommendations. Several research trials focusing on Palmer amaranth control in cotton strip-till-into a desiccated wheat cover crop were on display to demonstrate components of management programs and the integration of those components. The research included Valor and Reflex as components of early burn-down programs, comparing a number of pre-emergence herbicides applied alone and in various combinations, and comparing residual lay-by herbicides.

Soil Compaction
Alan Meijer - NCSU Soil Science

Another tour stop highlighted a study examining the effect of traffic patterns on soil compaction. Results of the study show that up to 85% of a field’s surface area is trafficked in one growing season. Also, up to 90% of the soil compaction occurs in the first pass. Limiting traffic to as few alleys as possible is the best management practice for avoiding compaction.

Cotton Defoliation
Keith Edmisten & Guy Collins - NCSU Crop Science

At this stop, plots treated with various defoliants were presented and participants discussed their concerns related to defoliation timing, control of potential re-growth, and boll opening.

Cotton Fertility Options
Carl Crozier – NCSU Soil Science

In first of a 3-year study, cotton plots at both the Upper Coastal Plain and Tidewater Research stations resulted in plant stands and yields that were better with strip-till than with conventional tillage. The most consistent positive yield responses were obtained from a layer manure source, but broiler litter and composted layer manure also increased yields in some treatments. Ongoing studies will measure soil phosphorus, zinc, and copper accumulation, as well as the residual effect of manures on the 2012 year crop in 2009.

New Cotton Tissue Sampling Protocol
Brenda Cleveland, Keith Edmisten & Seth Holt - NCD&CS Agronomic Div & NCSU Crop Science

This joint NCD&CS and NCSU study is aimed at developing protocol for monitoring nutritional status of cotton tissue samples to assist the growers with optimum fertilizer management, especially in times of rising fertilizer prices. The study will help determine the optimum ranges for nutrient concentrations in the petioles during the generative growth stage of cotton. Typically only nitrogen, phosphorus and potassium are monitored in the petioles, but the study will also gather data on eight other essential plant nutrients. The analysis will also indicate plant response to environmental stresses during the monitoring period.

Agriculture Commissioner Steve Troxler recently presented the Order of the Long Leaf Pine Award to Marshall Grant of Garysburg. Marshall was recognized for his outstanding service to agriculture, Northampton County cotton grower and leader Marshall Grant recently received the Order of the Long Leaf Pine from Governor Mike Easley. The Order of the Long Leaf Pine is presented to individuals who have a proven record of extraordinary service to the state, contributed to their communities, shown extra effort in their careers, and provided many years of service to their organizations and the public.

Marshall was cited for his leadership in forming the Boll Weevil Eradication Program, which has been credited for allowing cotton production to regain a major agricultural role in NC and Southeastern agriculture. An NC State University graduate, Marshall is a member of Gamma Sigma Delta, and has been awarded NC State’s Distinguished Service Award. Over the years, a number of NC farm organizations have also benefited from Marshall’s leadership. Most notably, he served as chairman or member of the NC Farm Services Agency Committee from 1980-2007.

The Boll Weevil Eradication Foundation Committee, which oversees boll weevil eradication programs from NC to Texas, has been chaired for many, many years by Marshall Grant, who recently retired. Marshall’s son, David has been named to serve on the board in his father’s place.
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**Marshall Grant Receives Order of the Long Pine Leaf Award**

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