

Cotton Incorporated Overview

J. Berrye Worsham
President & CEO



Who is Cotton Incorporated?

- Cotton Incorporated, established in 1970, is the sole contractor of the Cotton Board. We develop and implement the research and promotional activities on behalf of cotton. Our mission is to *increase the demand for and profitability of cotton through research and promotional activities.*

Cotton Incorporated

- 145 full-time employees
- World HQ: Cary, North Carolina
- Offices: Cary (HQ), New York, Hong Kong, Shanghai, Osaka, and Mexico City

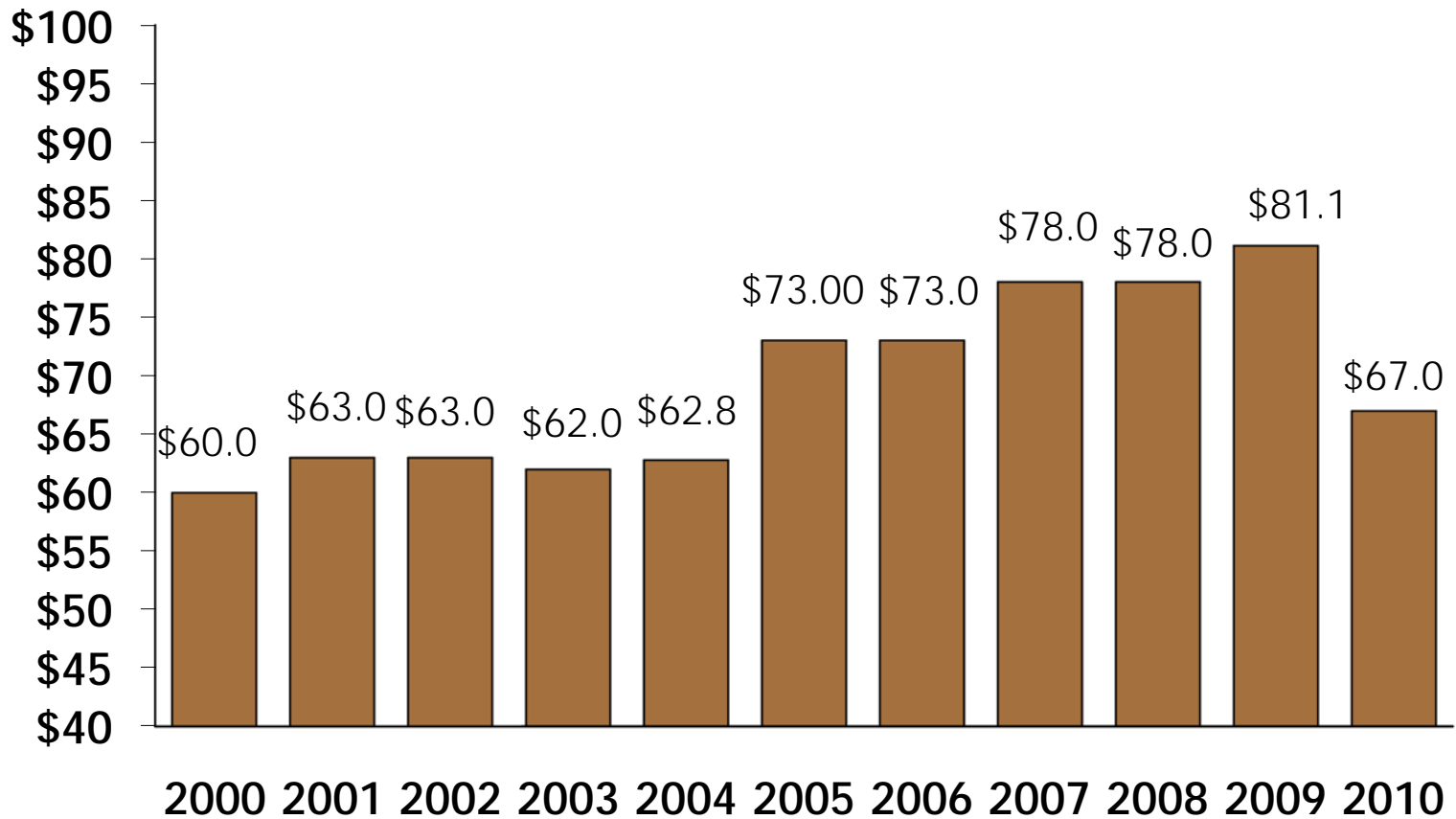


Cotton Incorporated

- Board of Directors Elected by Certifying Producer Organizations
- Representation based on State's cotton production (5-year moving average)
- 63 Directors and 63 Alternates for 2009
- 3-Year Terms

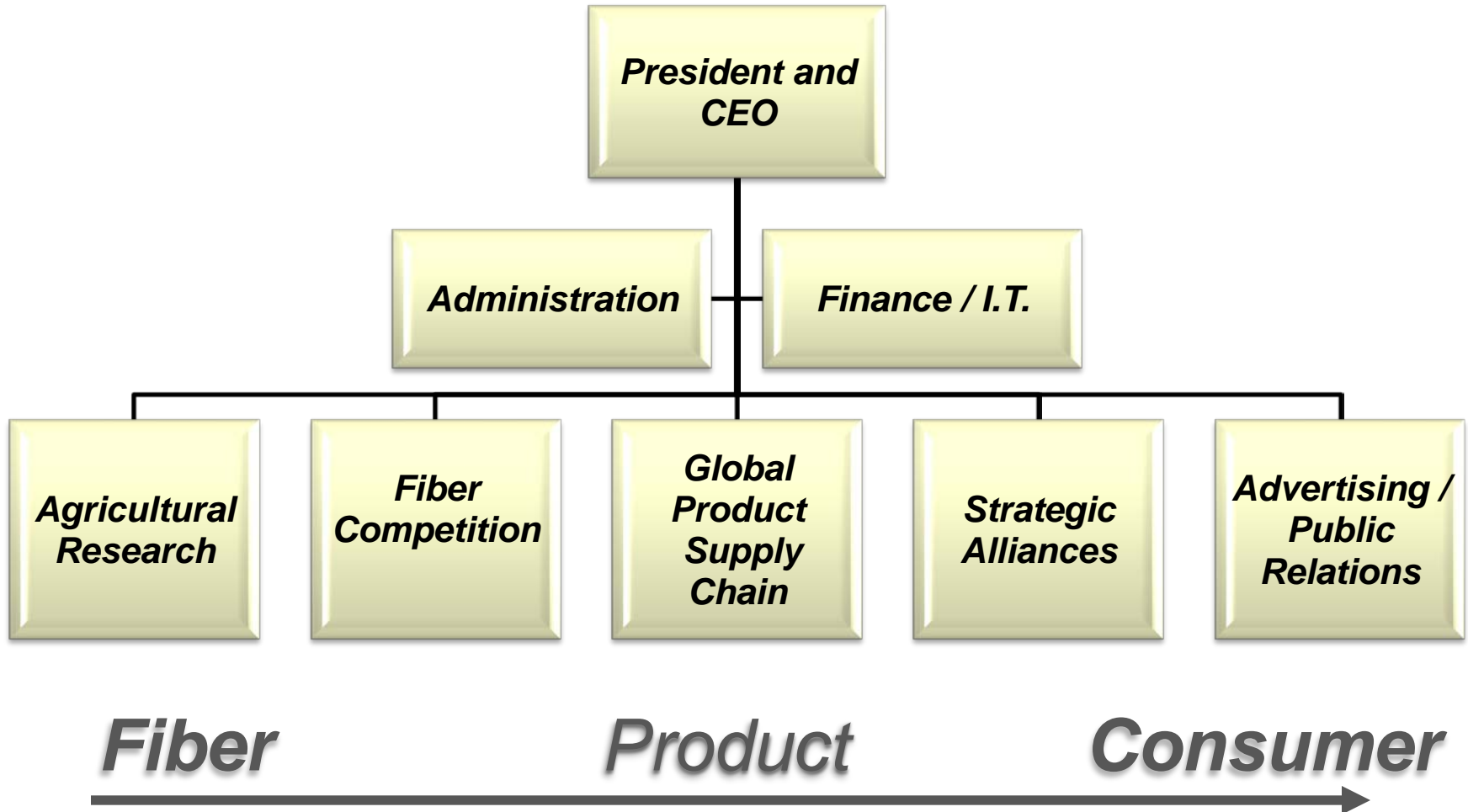


Total Cotton Incorporated Budget*

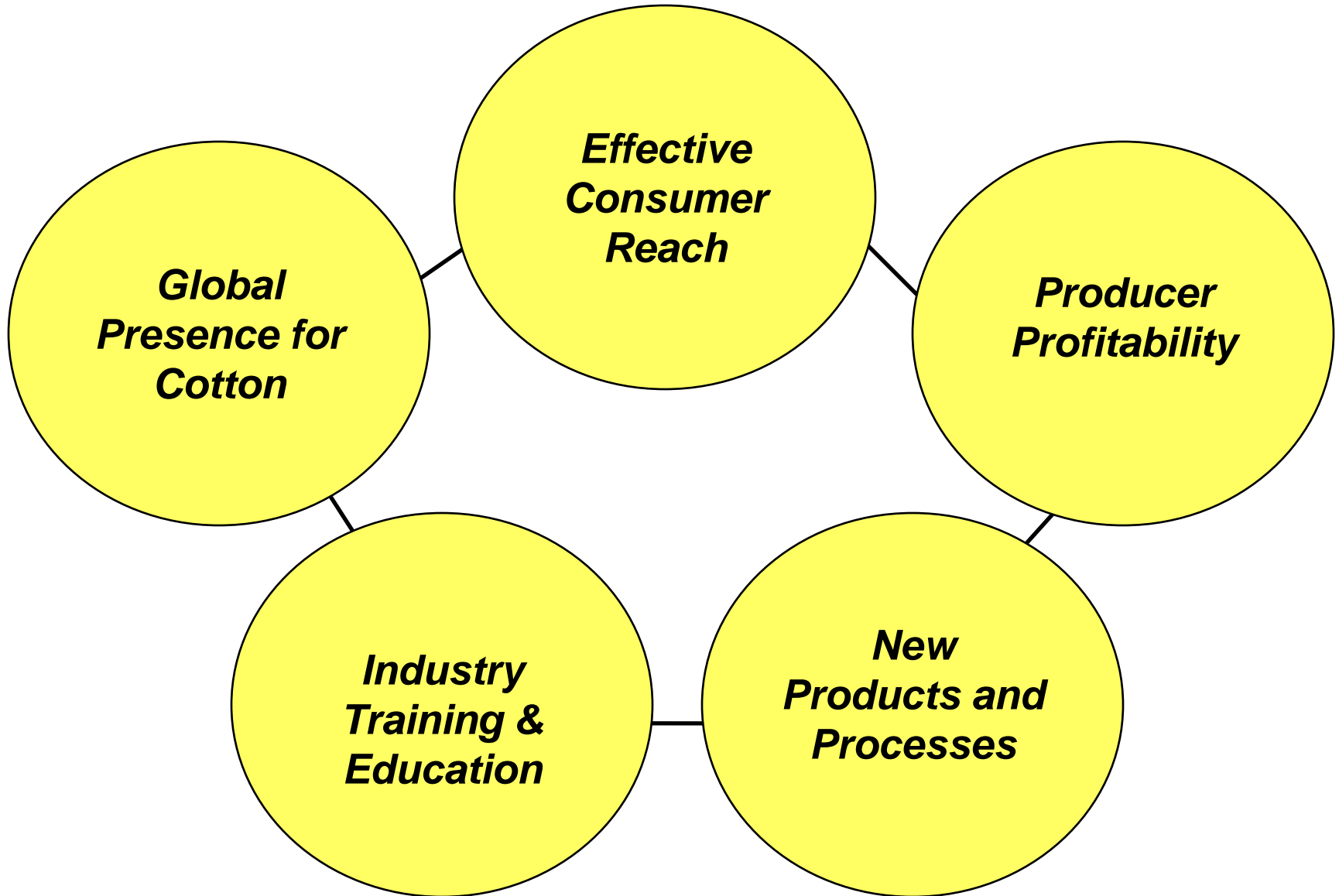


Includes supplemental budgets

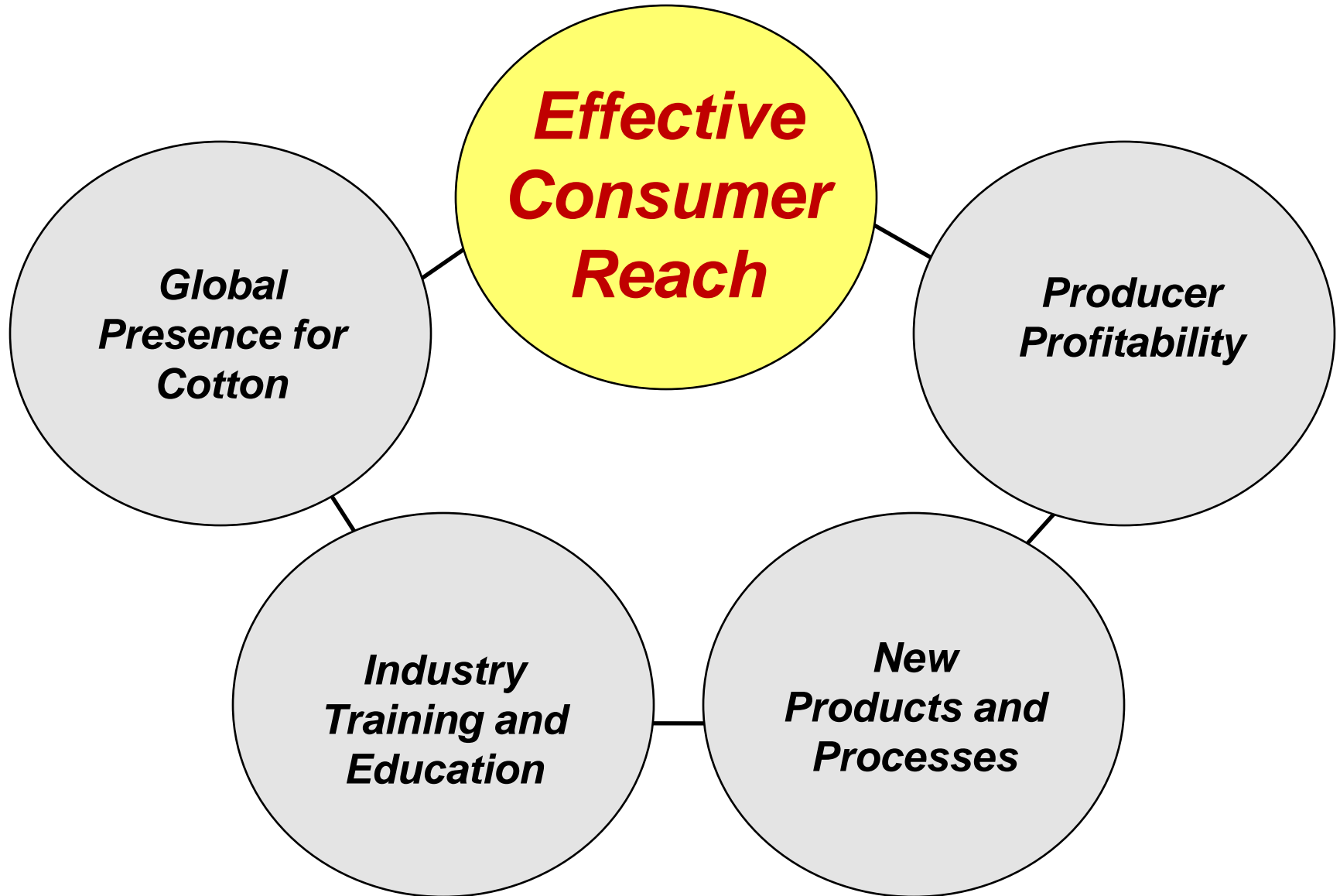
Cotton Incorporated Structure



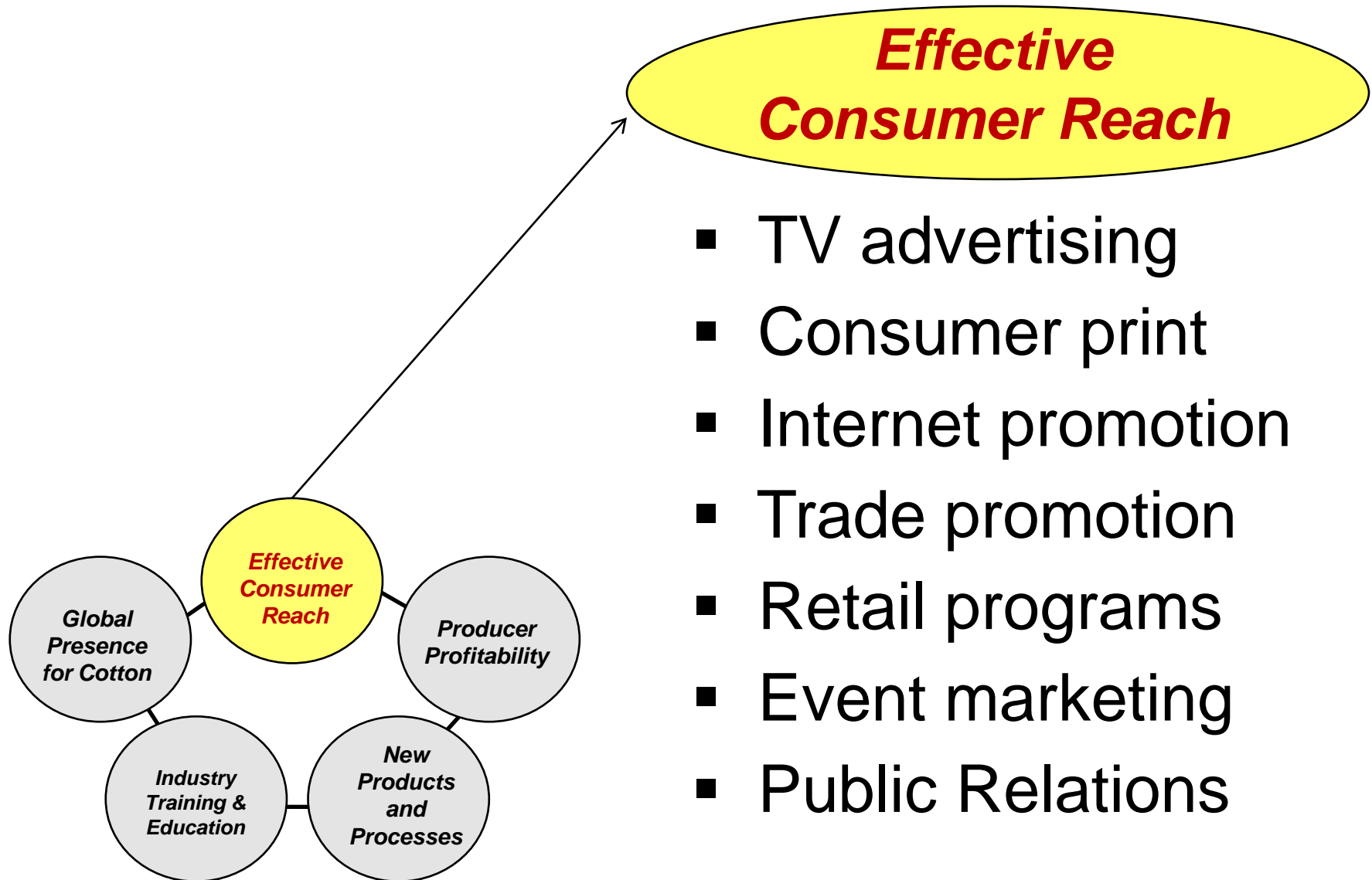
Key Program Objectives



Key Program Objectives



Key Program Objectives



Zoey Deschanel



Miranda Lambert



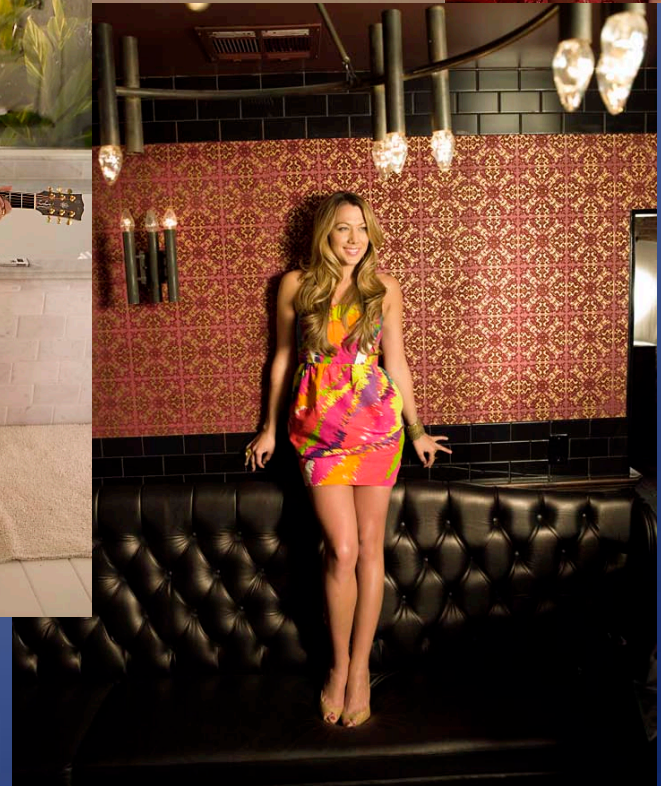
Jazmine Sullivan



Leona Lewis



Colbie Caillat



THE FABRIC OF OUR LIVES® NATIONAL MALL CAMPAIGN



Streets at Southpoint, Durham, NC

COTTON. FROM BLUE TO GREEN.®

DENIM DRIVE

**National Geographic Kids Partnership:
Setting the Guinness World Record**



Event at Union Station, Washington, DC on August 12, 2009



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Check back soon for the winner of the
"My Shopping Confession Is..."
video contest

\$1,000
Spring Into
Fashion Wardrobe

Fashion Fabric Glossary



Are you on the list?

Sign up for emails with hot news on what's up and what's next.

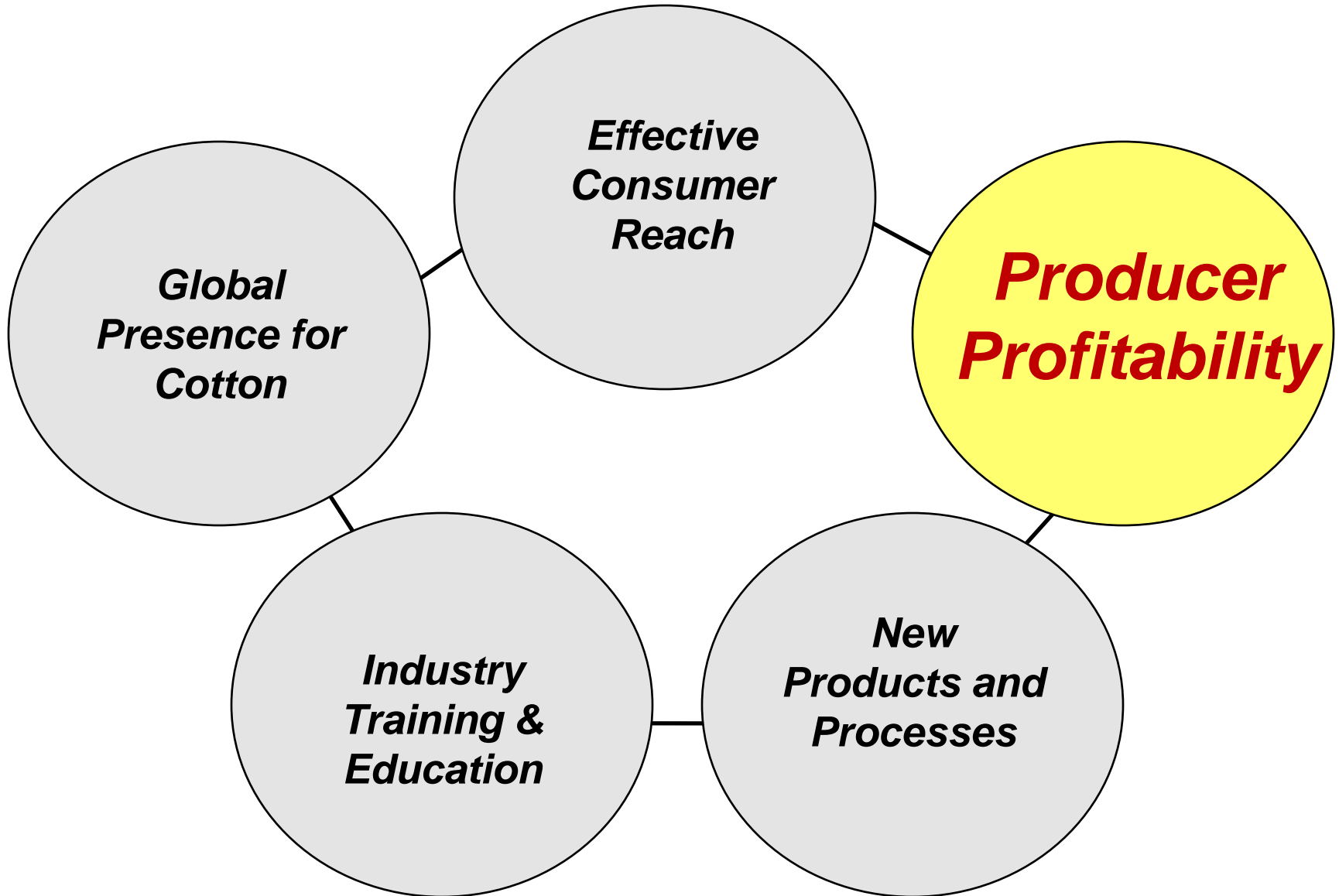
Simple Reasons People Love Cotton Sheets, Bath Towels, Blue Jeans and More – People use cotton in all facets of their lives, from luxurious cotton sheets and bath towels to comfortable blue jeans. People love this fabric, but why?

Cotton is natural. It is durable, versatile, comfortable, looks great and is environmentally friendly. But that is really just the tip of the iceberg.

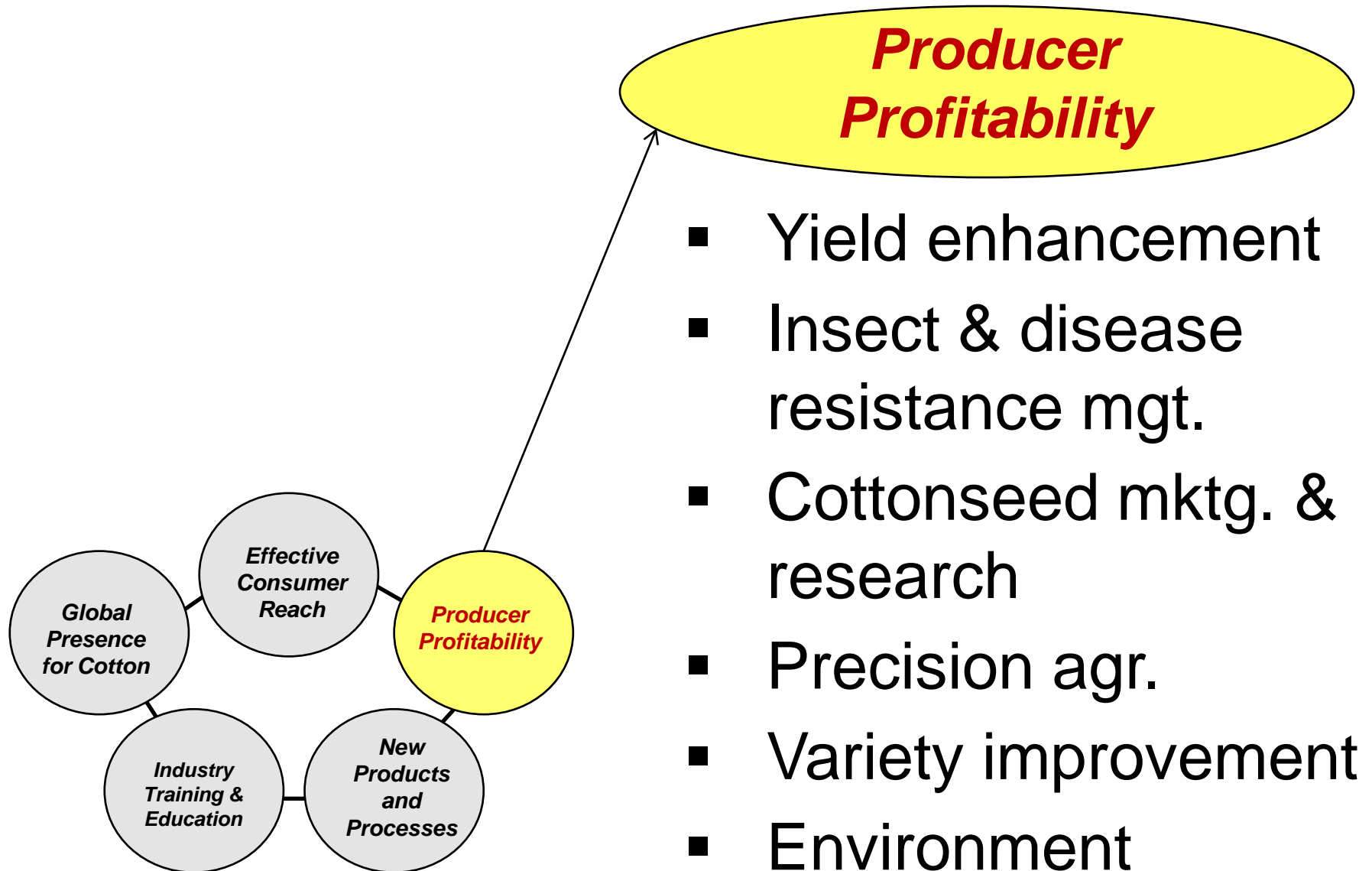
Visit www.cottoninc.com to find detailed answers to your questions about this wonderful fabric. You'll find articles on the latest cotton clothing styles and fashions, home decorating tips, and ideas on how cotton can enhance the quality of your life. Enjoy!

2002: 237,662 Visitors

Key Program Objectives



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AGRICULTURAL RESEARCH INITIATIVES

- Variety Improvement
- Cottonseed Value Improvement
- Production Efficiencies
 - Lint Cleaning
 - Nitrogen Research
 - Harvest Studies
 - Risk Management
 - Precision Ag.
 - Insect / Weed Mgt.
 - Sustainability

Agriculture Research Cooperating Institutions

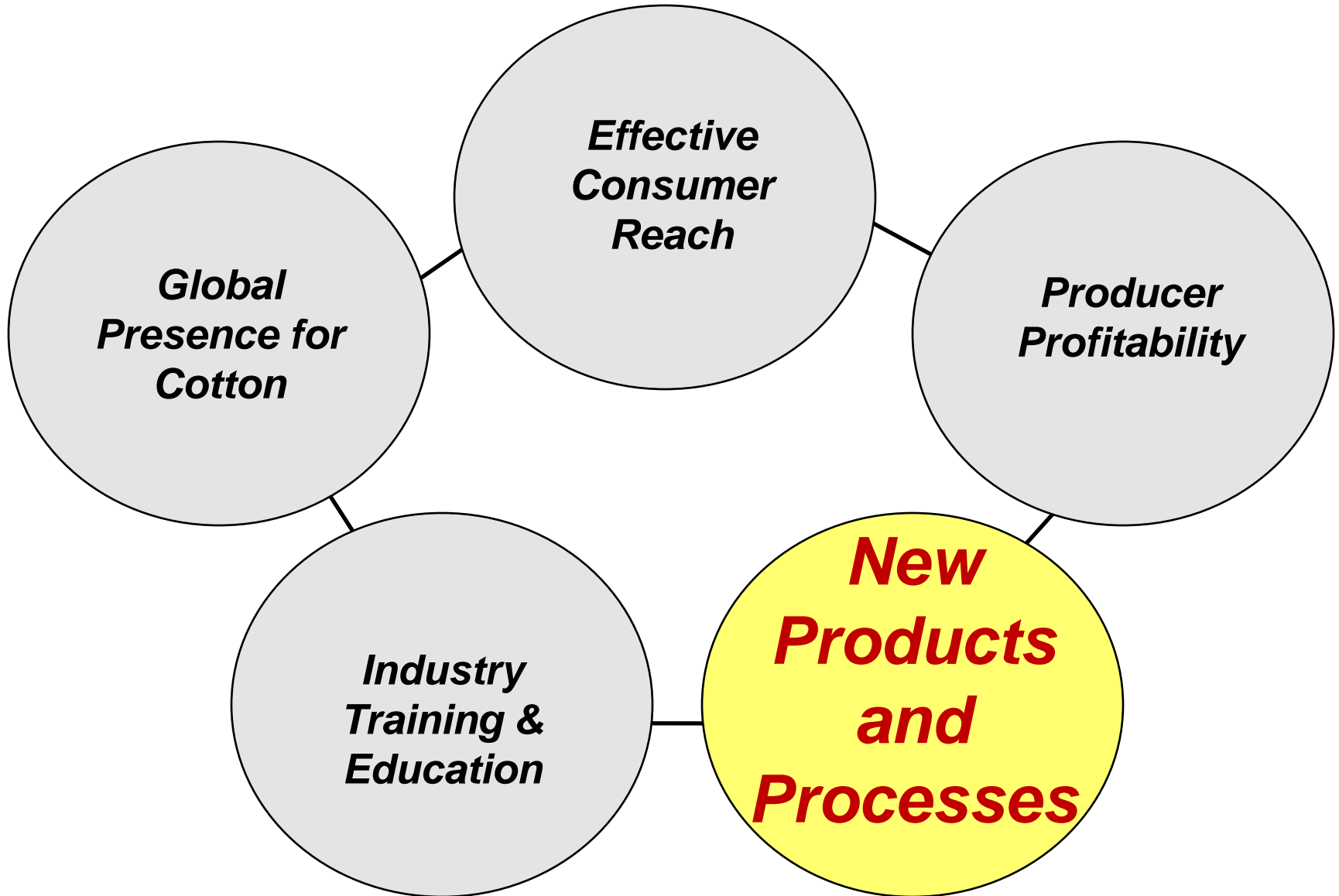


Quality Research:

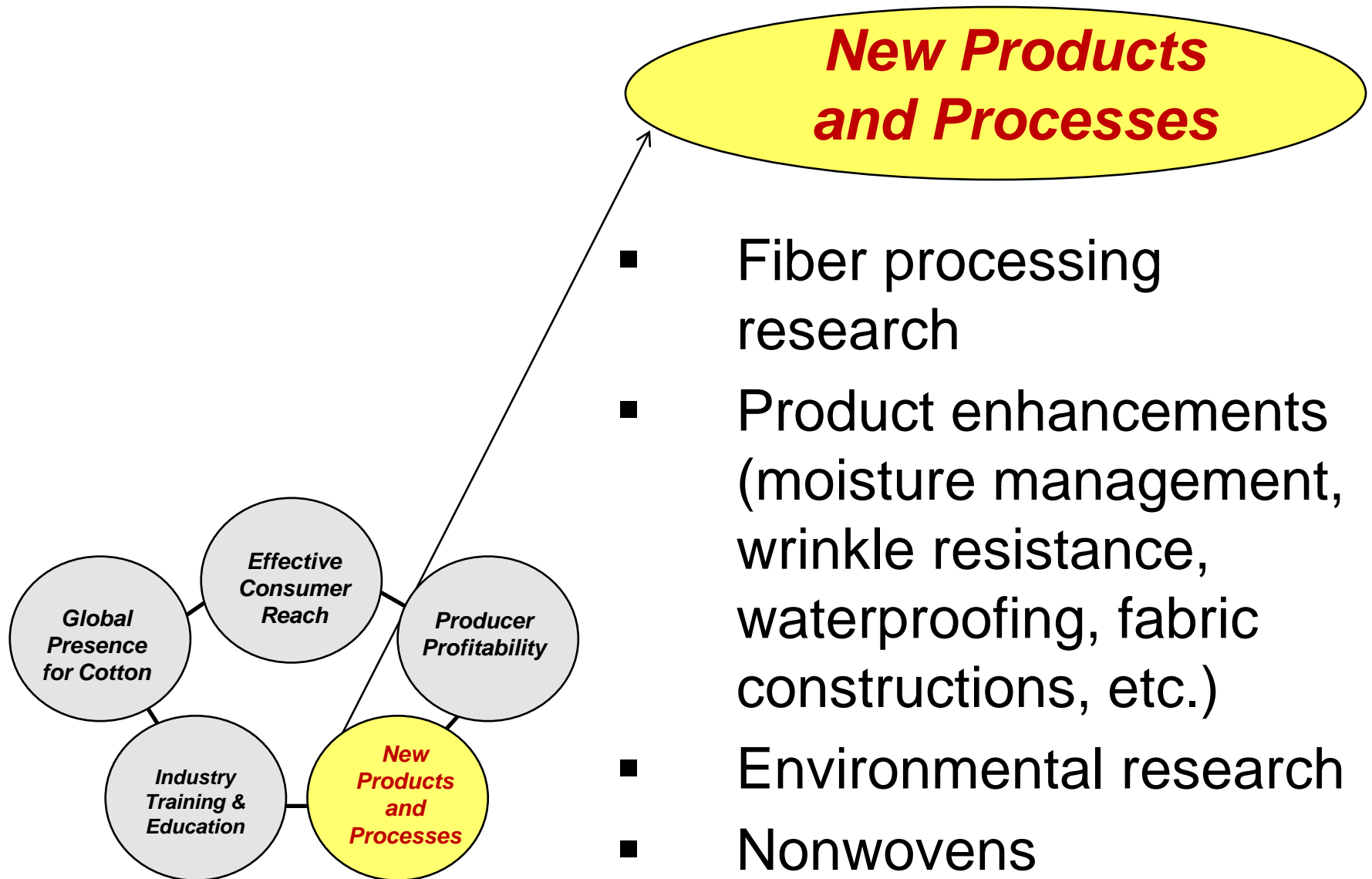
Measurements for Fiber Improvement

- Improve Breeder Sample Protocols and Testing
- Develop Better Reference Method for Measuring Moisture Content in Cotton Samples
- Develop Improved Fiber Length & Maturity Measurements

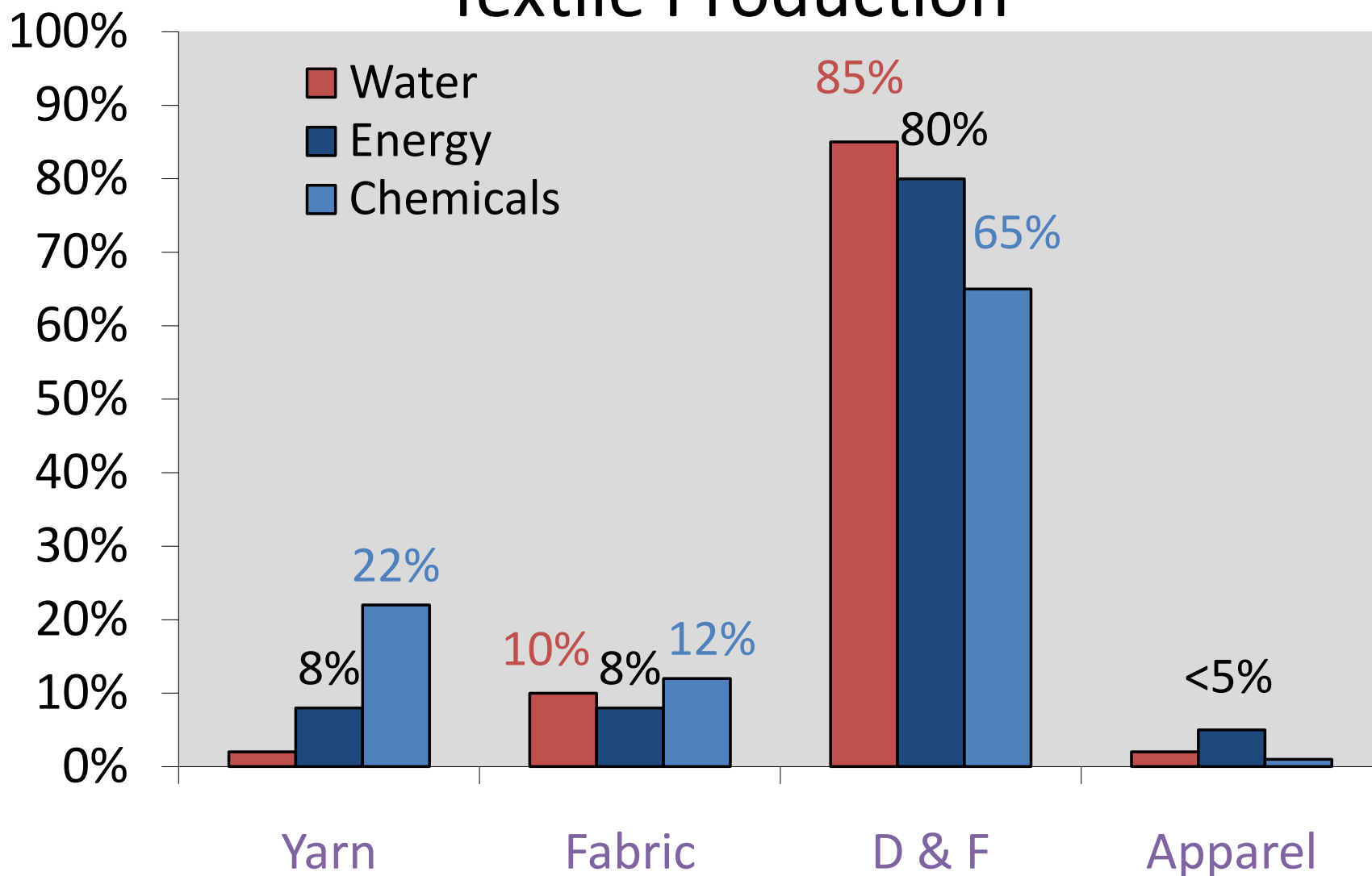
Key Program Objectives



Key Program Objectives



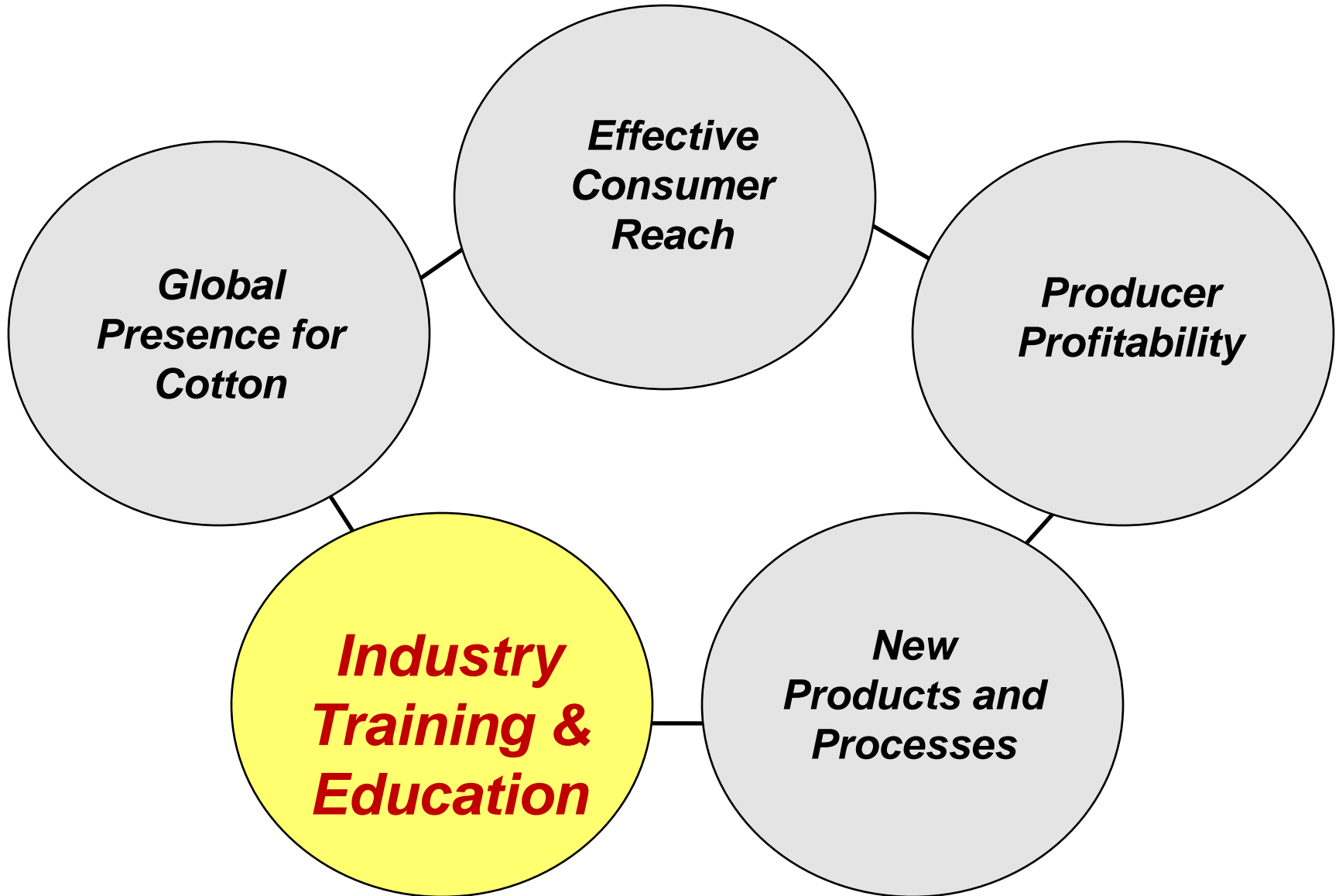
Water, Energy & Chemicals Use in Cotton Textile Production



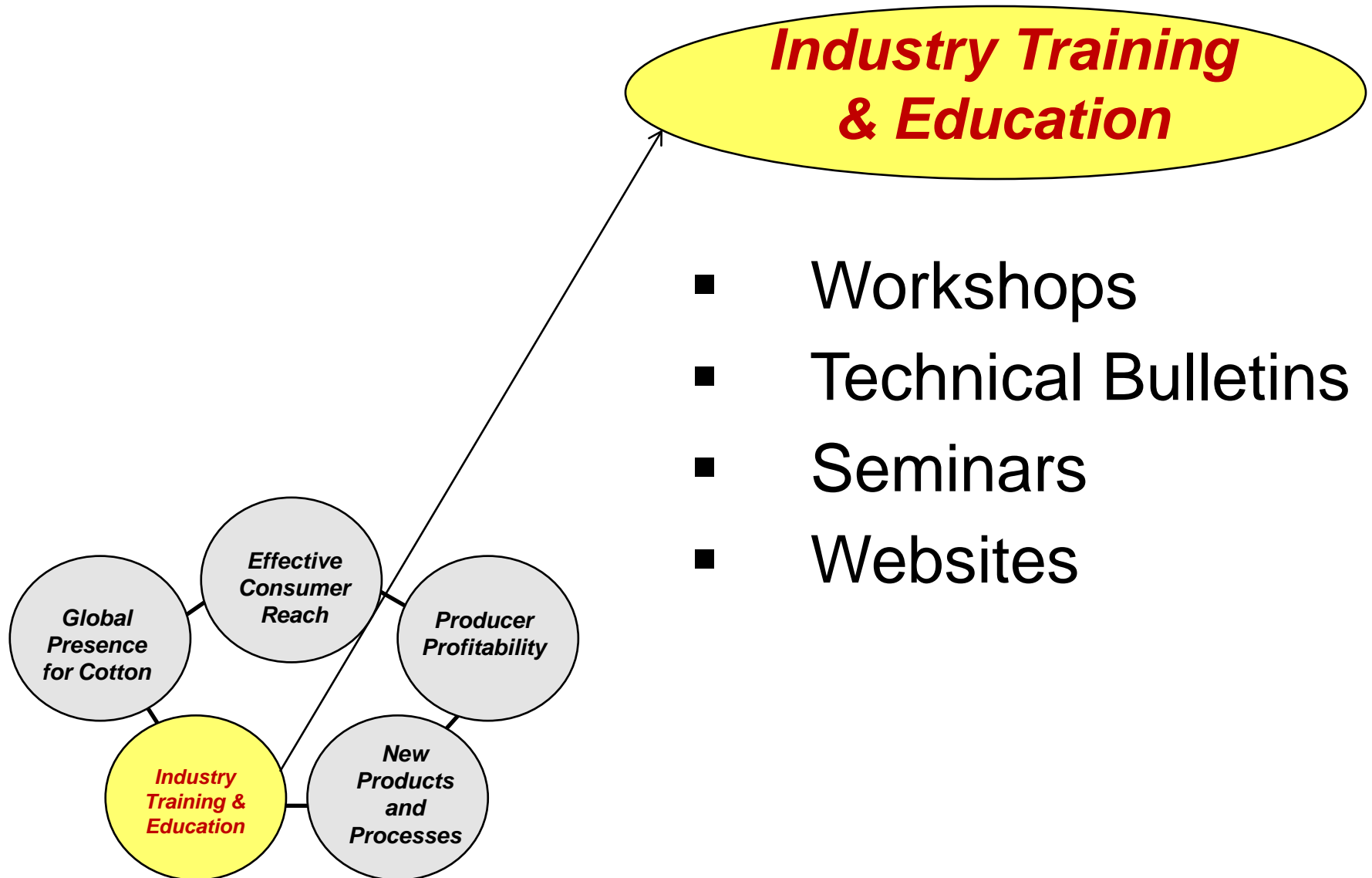
Foam Dyeing



Key Program Objectives



Key Program Objectives



Technical Workshops 2009

36 total workshops – 8 in Cary, 18 regional, 10 international



Los Angeles
Fabric Finishing workshop



New York
Color Standards and Measurements workshop



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cottontoday

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[A Global Solution for the Future](#)

[Cotton & Natural Resources](#)

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Cotton and Natural Resources



Soil



Water



Air Quality



Energy



Impact on Habitat &
Biodiversity



A Global Solution for the Future

The cotton industry envisions a future where environmentally sustainable production and manufacturing will thrive along with the businesses that depend on cotton as a source of income.

- [Read a message from J. Berry Worsham](#)
- [Learn more](#)

Ask the Sustainability Desk ▶

- Q** How has technology affected cotton's sustainability efforts?
- A** Modern technology has resulted in tremendous gains in production efficiency. It has allowed almost two times more cotton to be produced today worldwide than in the 1960s, on essentially the same amount of land. Find out more about how technology will continue to affect cotton in the future here.

[Read more ▶](#)

[Submit your question ▶](#)

About Cotton Sustainability ▶

Responsible Economic Development ▶

The cotton industry makes sustainability equal profitability.

U.S. Cotton ▶

Cotton made in the United States is the most sustainable cotton.

Cotton vs. Other Fibers ▶

Cotton stands out against other fibers such as silk and wool.

NEW! A World of Ideas ▶

Technologies for Sustainable Cotton Textile Manufacturing.

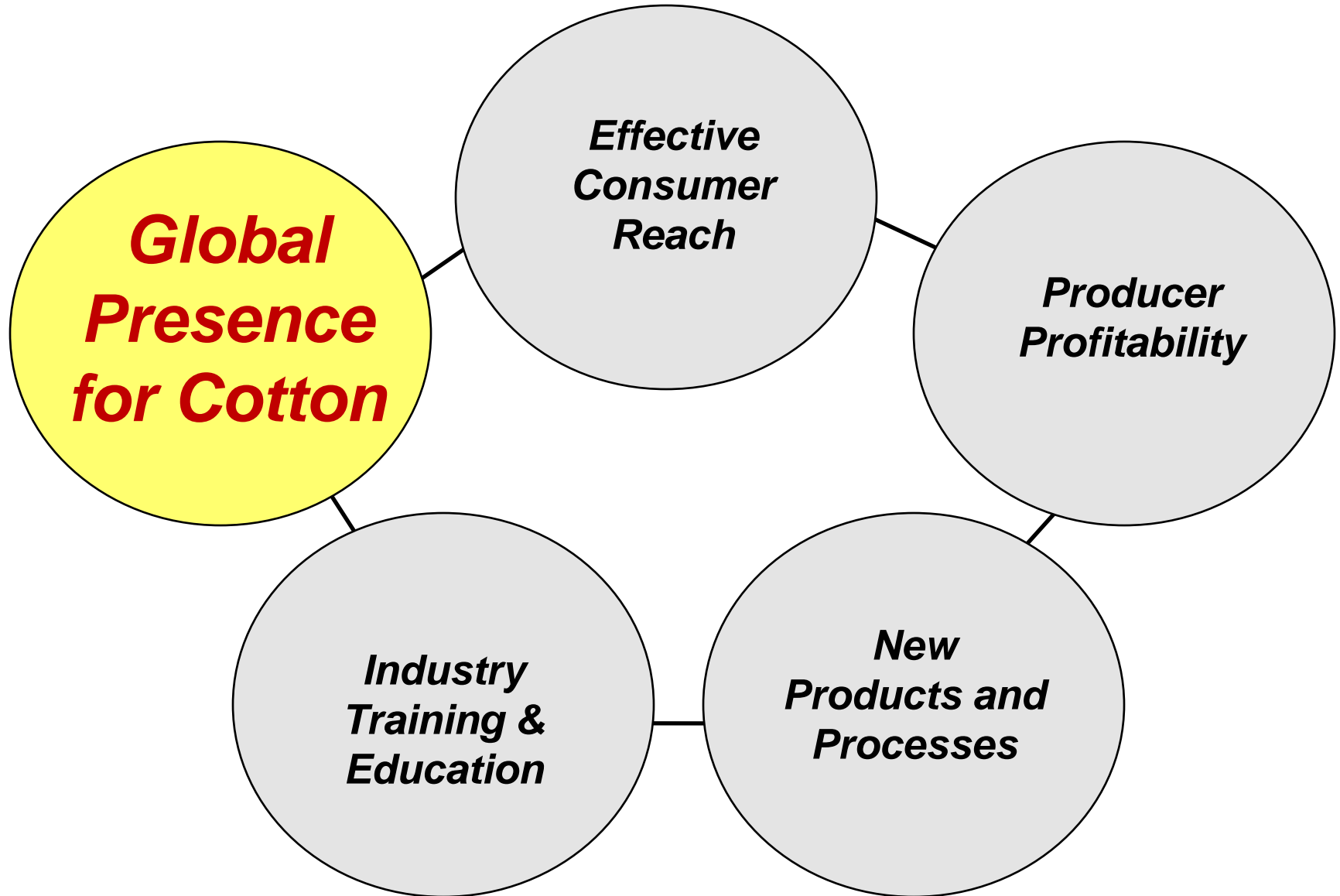
Manufacturing ▶

Innovations make manufacturing efficient and effective.

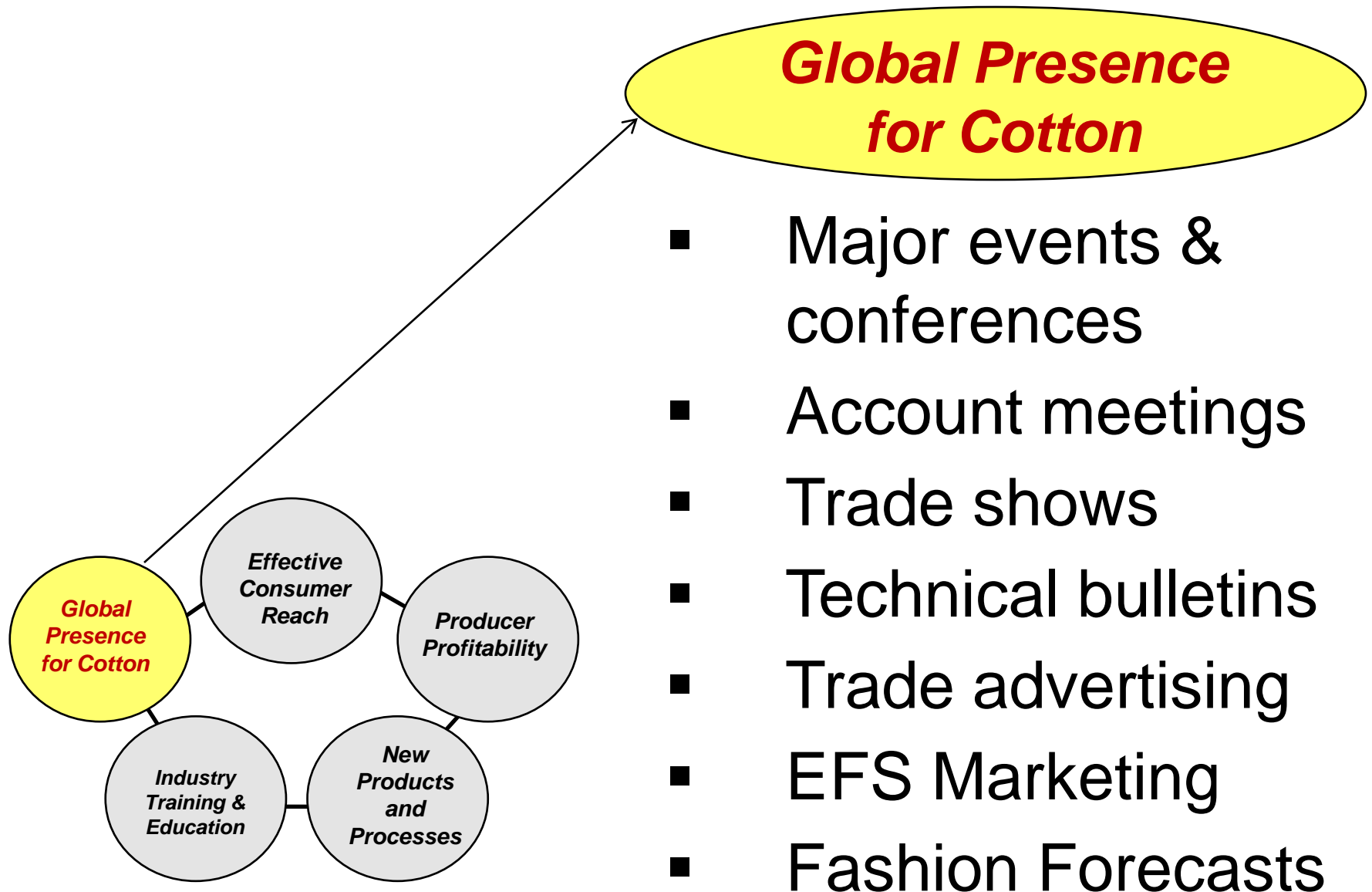
NEW! Life Cycle Inventory Data For Cotton ▶

Read a detailed summary of cotton's life cycle inventory, as it relates to land, water, environment, energy, greenhouse gas emissions and adjacent ecosystems.

Key Program Objectives



Key Program Objectives



Create A Global Presence for Cotton



COTTON TEXTILE PROCESSING : Sustainable Solutions for a Better Future (Hong Kong)





- 76 Tradeshows, conferences, events and tours

- 401,219+ Attendees/participants

- 187+ Follow-Up Opportunities

TIME

SEPTEMBER 14, 2009

HEALTH

Edible Cotton. Genetic engineers have removed a powerful toxin from cottonseed, which is rich in protein



1. Genetically modified cotton in a field trial in Texas
2. A new lab technique keeps toxin from forming in protein-laden seeds 3. Leaves still contain the toxin to protect against bugs



BY BRYAN WALSH

IT'S AS TRUE IN TODAY'S WORLD as it was in the antebellum South: cotton is king. The plant has been cultivated for its fiber for over 7,000 years, and today it's grown by more than 20 million farmers in some 80 countries. But while cotton accounts for nearly 40% of the fiber used worldwide to make clothing, there's one thing the plant has never been able to do well: feed people. Cottonseeds are a rich source of protein—the current cotton crop produces enough seeds to meet the daily requirements of half a billion people a year. But the seeds can be consumed only after an extensive refining process removes the gossypol, a toxic chemical that helps protect the plant from insect and microbe infestation. "People, pigs, chickens—none of us can stomach gossypol," says Kater Hake, vice president of agricultural research for the industry group Cotton Inc. Only cows and

other ruminants can handle it.

Remove the gossypol, however, and you'd have a cheap and abundant form of protein for everyone. But get rid of all the gossypol, as plant breeders did in the 1950s, and insects will devour the defenseless cotton. Enter Keerti Rathore, a professor at Texas A&M University, who found a way around the problem through genetic engineering. In new field-trial data, Rathore's team demonstrated that it can turn off the genes that stimulate the production of gossypol in the cottonseeds while the rest of the plant keeps its natural defenses. "This research potentially opens the door to utilizing safely the more than 40 million tons of cottonseed produced annually as a large, valuable protein source," says Norman Borlaug, an American agronomist who won the Nobel Peace Prize in 1970 for developing high-yield wheat varieties that have helped increase the world's food supply.

HULLELUJAH?

44 MILLION

Number of metric tons of cottonseed produced annually; a toxic compound keeps humans from eating it

23%

Percentage of cottonseed that is protein

500 MILLION

Number of people whose protein needs could be met with detoxified cottonseed at current cotton-production levels

Rathore used a new technique, called RNA interference, to construct a genetic sequence that blocked the gossypol-producing enzyme in the seeds only. After succeeding in the lab, he began a test in a greenhouse to see if the genetically modified cotton plant would survive and pass on its new trait. Rathore's just-compiled data show that the modified cotton appears to be normal in every way other than the fact that it has instantly edible seeds. "What works in the greenhouse should hold true in the fields," he says.

Genetically modified cottonseeds will need government approval before they hit grocery shelves, and they're more likely to be used first to supplement fish or animal feed. But with the global population still on the rise and farmland limited, the planet can use free protein. And you might even like it. "It's not bad," says Rathore, who has popped a few seeds. "Tastes like chickpeas." ■

- Time 3.4 million
- time.com 5.1 million

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