



COTTON  CULTIVATED

COTTON AG DATA, RESOURCES AND TRENDS

Welcome to your one-stop destination for cotton resources. Here you'll find up-to-date, region-specific information from our extensive Cotton Incorporated research library, universities and other top sources.

Search our site and other resources



What Growers Expect from New Product Introductions and Claims

November 3, 2016



Cotton Incorporated





PERFORMANCE MARKETING

PERFORMANCE MARKETING

MOISTURE MANAGEMENT



Keeps you dry
58%



Comfortable
54%



Breathable
41%

THERMAL COOLING



Breathable
61%



Keeps you cool
56%



Comfortable
47%

THERMAL WARMING



Keeps you warm
64%



Insulated
52%



Comfortable
51%



PERFORMANCE EDUCATION

HOW U.S. CONSUMERS WANT TO BE EDUCATED ON PERFORMANCE PROPERTIES



HANG TAGS

50%



PRODUCT PAGES

31%



SALES TEAM

21%



STORE SIGNAGE

20%



ONLINE VIDEOS

8%



Agricultural Data Sources

- **Multi Commodity Input**
 - corn, soy, wheat, sorghum and cotton
- **Producer surveys**
 - 2011 and 2015 Producer Priority Surveys
 - 2008 and 2015 Producer Information Survey
- **Producer outreach**
 - What works and does not
- **Producer decisions summary**

Please rank the following recommendation sources with regards to influencing an early adoptor's decision regarding a new technology?

	soybeans	cotton	corn	wheat	sorghum
Neighboring farmers	1	1		4	2
Company tech expert	2	6		1	
The farmer's consultant	4	2	1	2	3
Extension Specialist	3	3		6	4
Well known consultant	8	4		3	1
Company sales staff	5	7		5	5
Magazine article regarding a producer leader	6	5		7	6
Web-based information	7	8		8	7
other			on-farm data		

Please rank the following statistical designs with regards to influencing an early adopter grower?

	soybeans	cotton	corn	wheat	sorghum
Large plot replicated trials	2	1		1	3
Large plot strip trials	1	2	1	3	2
Yields from treated & non-treated split fields	3	4		2	1
Small plot replicated trials	4	3		4	4
other	Their own on-farm comparisons				

For grain harvesters, accuracy is >99%

What statistical metrics do early adopter growers recognize and trust in evaluating data?

	soybeans	cotton	corn	wheat	sorghum
LSD	1	1			
CV	2		1	1	
p value	4				1
Duncan's multiple range					
other (Means +/- Std. Deviation)	3				

What level of statistics and evidence will be necessary to convince growers to try biological products on their farm?

soybeans	cotton	corn	wheat	sorghum
<p>These products will need to provide sufficient performance improvement to be competitive with existing synthetic products for growers to accept. Won't be willing to invest in these products if control is less. Simple side-by-side comparisons with means compared using some standard statistical measure will be sufficient.</p>	<p>High level of transparency need. Small plot University trials and well designed on-farm trials employing spatial statistics. Hard to overcome "snake oil" perception</p>	<p>They will need more data and on-field trials.</p>	<p>Performance on-farm, large areas. Application across multiple fields in strips (half planter). Measured by combine monitor.</p>	<p>Farmers are skeptical of biological products. Large scale statistics will help convince.</p>

Should product suppliers lower their performance thresholds for biological products to assure greater market options to synthetics?

soybeans	cotton	corn	wheat	sorghum
<p>NO. I don't think this is appropriate. If performance thresholds can't be met, then it is doubtful these products will be accepted.</p>	<p>NO. Unless the only synthetic alternative is high risk for humans or the environment.</p>	<p>Don't know.</p>	<p>YES. Value may be so thin that costs may not be covered. May need direct marketing model to reduce marketing costs</p>	<p>NO.</p>

Agricultural Data Sources

- **Multi Commodity Input**
 - corn, soy, wheat, sorghum and cotton
- **Producer surveys**
 - 2011 and 2015 Producer Priority Surveys
 - 2008 and 2015 Producer Information Survey
- **Producer outreach**
 - What works and does not
- **Producer decisions summary**

2015 Cotton Grower Survey

- Survey objectives
 - Gather grower concerns for research prioritization
 - Collect primary data for 2015 Global Cotton LCA
 - Support Sustainability claims
 - Benchmark against 2008 and 2011 Surveys
- Electronic survey from April 1 to June 30, 2015

LAST CHANCE!

TAKE THE NATURAL RESOURCES SURVEY

RESPOND BY JUNE 30

FREE COTTON T-SHIRT

As a U.S. cotton grower, you are committed and invested in responsible cotton production. Please help Cotton Incorporated promote the investments and the great strides U.S. farmers like you have made in environmental stewardship by completing the Natural Resources Survey.

Your participation in the Survey is important to the success of the Cotton Research and Promotion Program conducted on your behalf. Your data will be included in the national average and your responses will be anonymous. Please, take the time to respond to the questions that only you, the producer, can answer.

cotton

HELP US PROMOTE YOUR COTTON: WWW.COTTONINC.COM/AGSURVEY

COTTON LEADS

2015 Data Integrity

- 925 electronic responses
- 818,504 upland cotton acres (approx. 10% of cotton acres)
- R^2 between planted acres & respondents acres was 0.90
- 65% requested custom analysis & provided their contact
- Question 25 focused on producer priorities
 - Randomly presented 27 concerns selected from 2011 survey along with new concerns
 - Included two “obvious” answers to test whether respondents read the questions
 - 22 of the concerns were rated by growers as high priority (major + moderate > 65%)
 - 3 were rate low (not an issue > 65%)



Top 12 Producer Priorities

Q25. How would you rate the following cotton production concerns or challenges on your farm?	Major	Moderate	Not an Issue	2011 Rank	2015 Rank
Cotton production input costs	81%	16%	3%	1	1
Weed resistance to herbicides	69%	25%	6%	5	2
Weed control	64%	31%	5%	4	3
Cottonseed value	51%	40%	8%	7	4
Spread of plant disease and weeds	42%	43%	14%	New	5
Seedling vigor and stand establishment	42%	40%	18%	6	6
Consumer attitudes about Ag's impact on the environment	40%	38%	22%	31	7
Cotton's tolerance to heat and drought	39%	48%	13%	3	8
Efficient use of fertilizer	37%	43%	20%	19	9
Adequate water supply	37%	35%	28%	15	10
Variety selection	34%	43%	23%	2	11
Plant bug control	32%	44%	24%	9	12

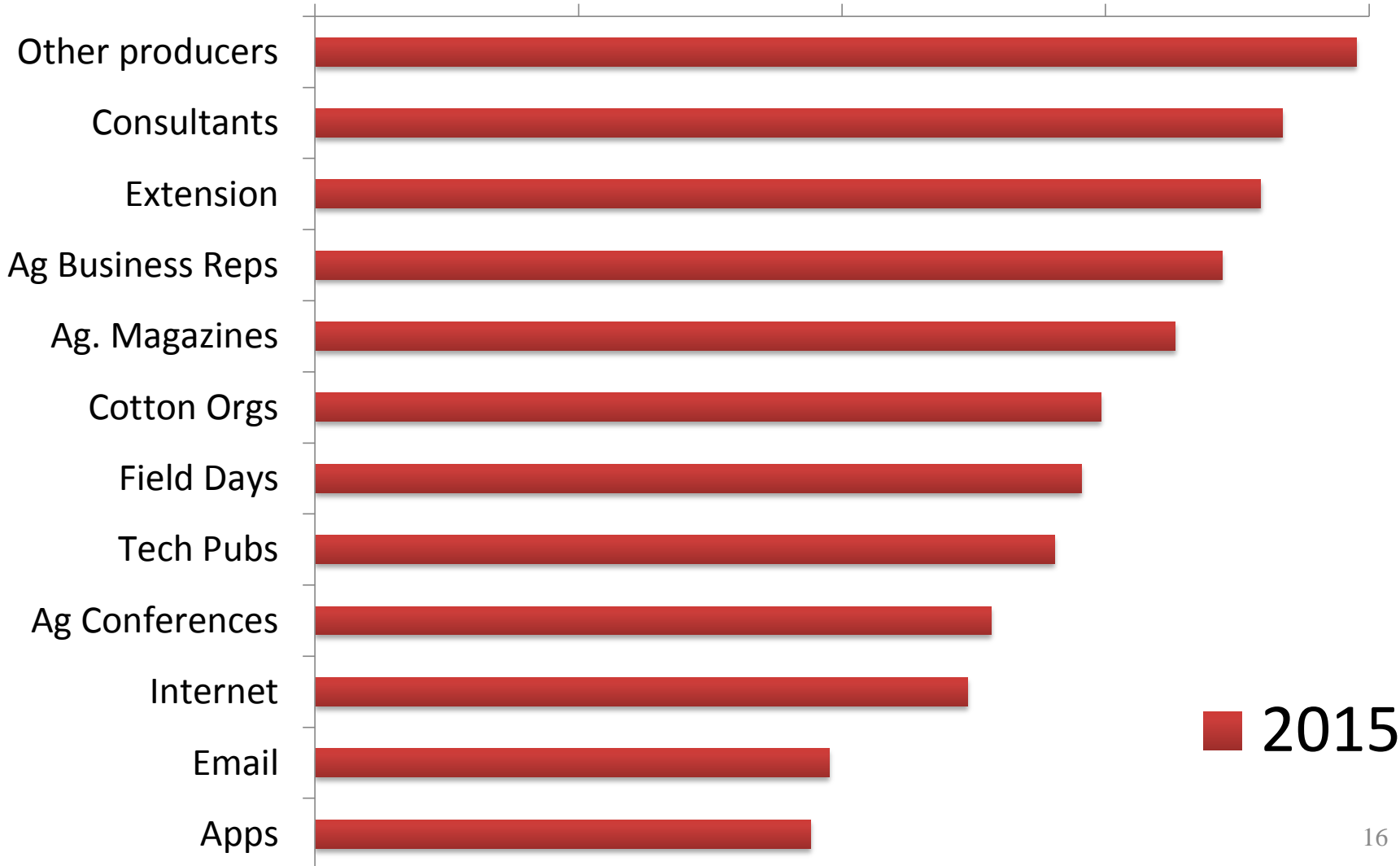
Middle 10 Producer Priorities

Q25. How would you rate the following cotton production concerns or challenges on your farm?	Major	Moderate	Not an Issue	2011 Rank	2015 Rank
Climate change - rainfall & temperature	30%	45%	24%	new	13
Lack of new crop protection products	29%	49%	22%	7	14
Pesticide drift	28%	55%	17%	new	15
Insect resistance to insecticides and Bt cotton	28%	44%	28%	19	16
Soil sampling and analysis for fertilization	27%	41%	33%	10	17
Monitoring cotton's plant growth	25%	49%	26%	16	18
Harvest aid materials and application timing	24%	48%	27%	11	19
Stink bug control	23%	47%	30%	12	20
Soil erosion	19%	52%	28%	new	21
Soil compaction	17%	57%	26%	new	22

Where do growers get production research information?

(Percent selecting Greatly or Moderately Important)

0% 20% 40% 60% 80%

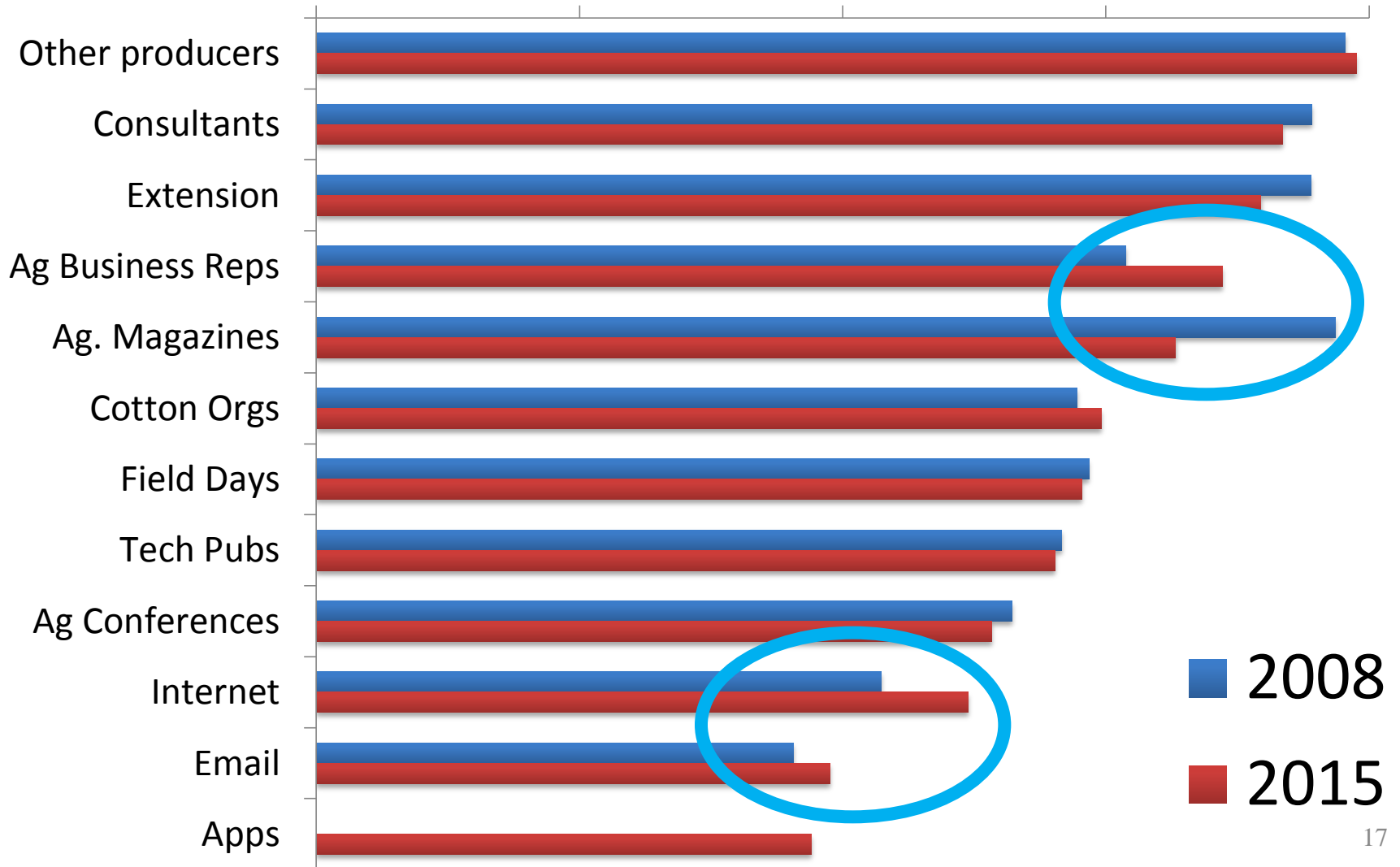


■ 2015

Where do growers get production research information?

(Percent selecting Greatly or Moderately Important)

0% 20% 40% 60% 80%

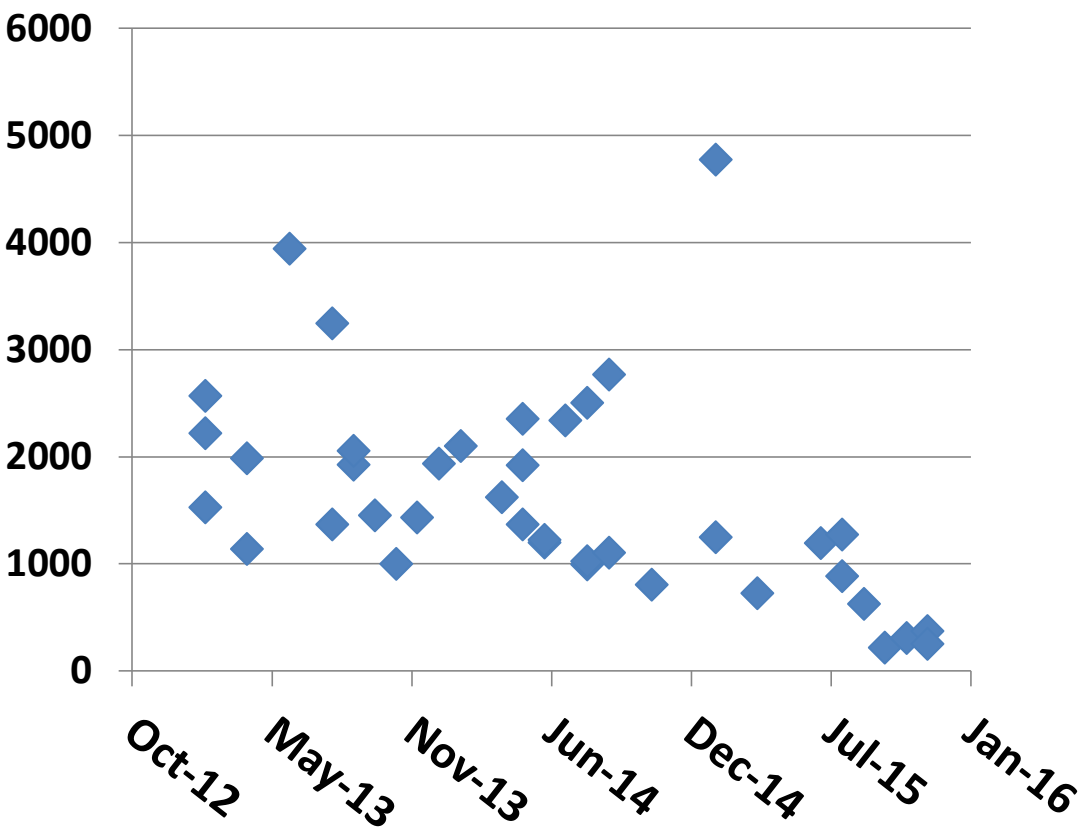


Agricultural Data Sources

- **Multi Commodity Input**
 - corn, soy, wheat, sorghum and cotton
- **Producer surveys**
 - 2011 and 2015 Producer Priority Surveys
 - 2008 and 2015 Producer Information Survey
- **Producer outreach**
 - What works
- **Producer decisions summary**



Total views



FOCUS ON COTTON

Enhancing the Health, Management, and Production of Cotton Crops



Educational Webcasts

RSS Feed

Latest Webcasts

- **Target Spot of Cotton - Six Years After First Report** - Robert C. Kemerait, Jr., University of Georgia, November 2016.
- **Impact of Leaf Pubescence on Fiber Quality** - Gaylon D. Morgan, Texas A&M University, October 2016.
- **Changing Bt Technologies and Bollworm Management in Bt Cotton** - David Kerns, Louisiana State University, October 2016.
- **Zero Tolerance: Designed for Seedbank Reduction** - Tom Barber, University of Arkansas, October 2016.
- **Utilizing Tissue and Petiole Sampling in Cotton Production** - Hunter Frame, Virginia Tech, September 2016.

Agricultural Data Sources

- **Multi Commodity Input**
 - corn, soy, wheat, sorghum and cotton
- **Producer surveys**
 - 2011 and 2015 Producer Priority Surveys
 - 2008 and 2015 Producer Information Survey
- **Producer outreach**
 - What works and does not
- **Producer decisions summary**

A photograph of a farmer in a dark blue t-shirt and jeans walking through a field of green crops, likely cotton, under a large, complex irrigation system. The system consists of multiple parallel metal pipes supported by a network of steel beams and vertical posts. The sky is blue with scattered white clouds. In the background, there are utility poles and a white building. The farmer is leaning forward, examining the plants.

How Does a Farmer Make Decisions

- Gathers current information
 - Limited sites soil inspection
 - Extensive plant evaluations & observations
 - Weather forecast

How Does a Farmer Make Decisions

A photograph of a farmer in a field of green plants. The farmer is wearing a light blue short-sleeved shirt, blue pants, and a white cap with a red circular logo. They are leaning forward, looking down at the plants. The field is filled with rows of green plants, and the soil is reddish-brown. The text "How Does a Farmer Make Decisions" is overlaid in large white font at the top of the image.

- Takes in current information
 - Scouting reports
 - Extension tweets



How Does a Farmer Make Decisions

- Visits trusted sources
 - Respected neighbors
 - Technical experts
 - *Focus on Cotton*

How Does a Farmer Make Decisions

- Puts in context of past actions & outcomes
 - What worked in the past in that field

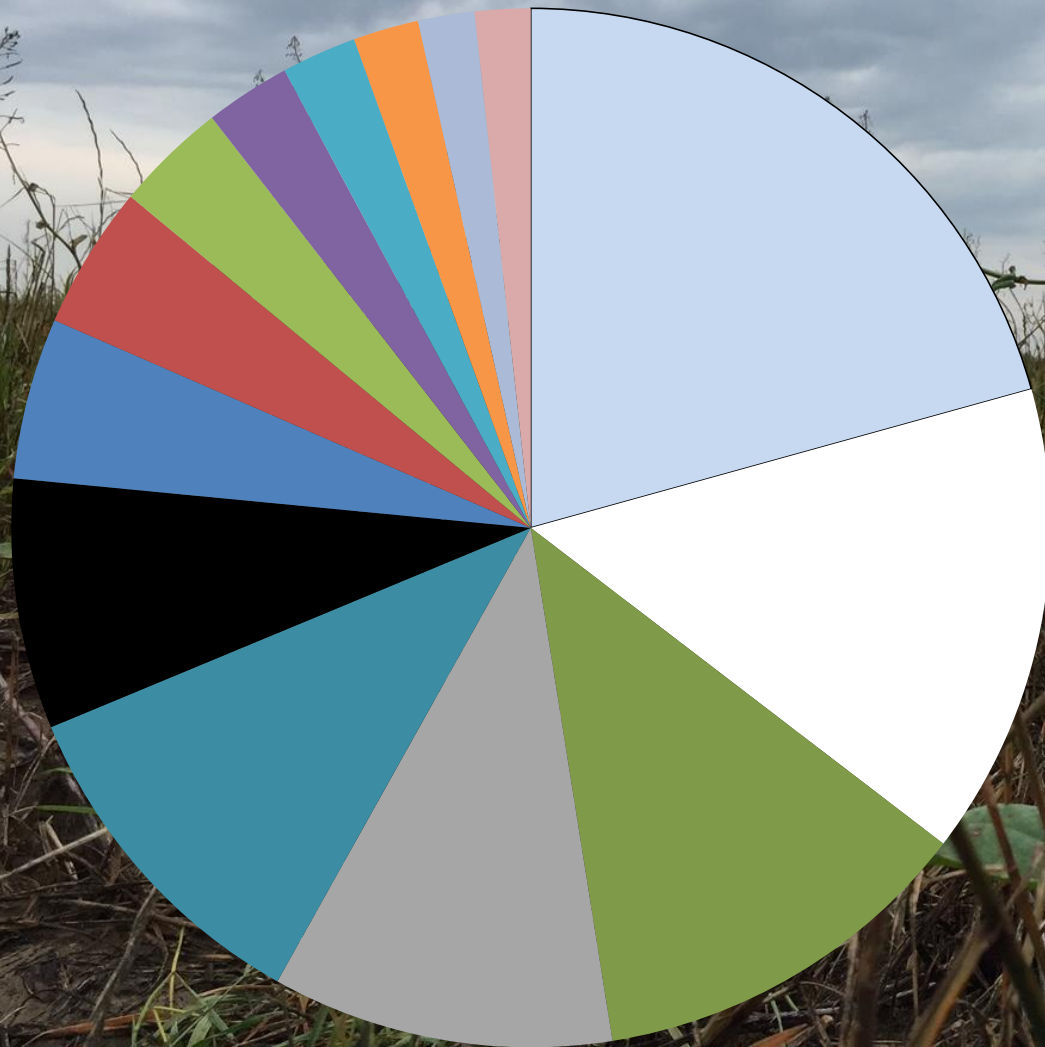


How Does a Farmer Make Decisions

- Often it is a family decision
 - Spouse
 - Multigenerational
 - Large and small family partnerships



How Does a Farmer Make Decisions



- irrigation
- ginning
- fertilization
- harvest
- rent
- seed
- weed control
- crop insurance
- equipment
- harvest aids
- insect control
- labor
- motor fuel
- interest



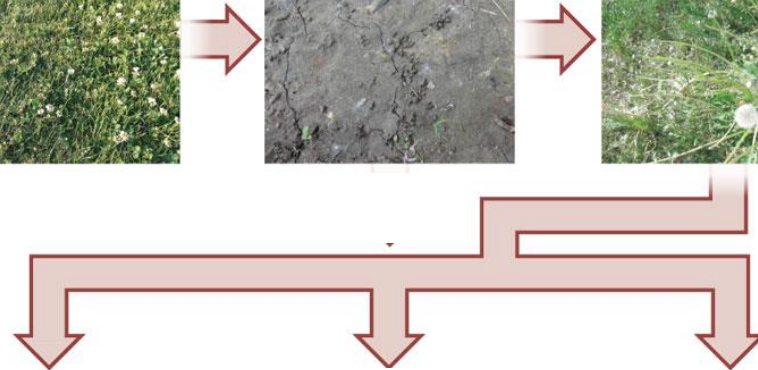
Healthy gut



add Cipro



C.diff. moves in



yogurt



vitamins



fecal transplant



frequent meals



stable temperature



diverse diet



healthy gut



**Help farmers get
here in just 5 years**

No-Till

Tilled Annually



28 years of corn/cotton rotation

Thank You

