

Consolidated Notes from Cotton Sector Workshop

August 30, 2016

Identify Kansas' advantages.

- Role of cotton as a water management crop alternative.
- Kansas doesn't experience some of the insect pressure and other pests that are common in southern states.
- Workforce — add to diversification
- Climate/heat units in southwest Kansas
- Flexible water right system
- Need for rotational crops — incorporating cotton in a rotation improves weed resistance. In many other cotton-growing states cotton is the sole crop and not part of a rotational system therefore it is important that cotton growers in Kansas are partners with other commodity organizations

What does growth look like to you? What should our industry goals be?

- Double acres in 10 years.
- Kansas ranked in the top 5 nationally for cotton production
- Increase annual number of bale production in Kansas to 1.5 million.

Identify barriers to growth.

- 2,4-D loss — need to educate on the damage and loss resulting from 2,4-D drift
- Resistance to change, neighbor resistance
- Cotton not included as Farm Bill Title I commodity
- EPA
- Availability of seed
- Location to processing plants — if you are not located near a gin, it's difficult to successfully produce cotton
- Availability of cotton harvesting equipment — individuals are reluctant to invest in specialized equipment
- Production cost
- Scattered production

Identify untapped opportunities and ideas for growth.

- Additional consumer education and awareness.
- Increase availability of 2,4-D formulations and tolerant cotton.
- Synergies with other Ag trade and the Cotton Council International.
- Partner with other industries that face similar challenges such as grapes (2,4-D)
- Northward progression of acres — with shifting climate patterns additional areas of Kansas may have the heat units desirable for growing cotton. Some cotton has been grown in

counties as far north as Nebraska with varied success. Some have experience 2,4-D damage and some experienced hail damage

What do we do next? What's our action plan?

- Increasing consumer awareness
 - Promotion among crop farmers about cotton growing, water use and other benefits after 2,4-D formulations and cotton tolerant varieties are widely available
 - Launch education website from Kansas Cotton Association
 - Promote cotton awareness to consumers, encourage more consumer to choose cotton over polyester and other non-cotton fibers
- 2,4-D action items
 - Streamline process for enrolling acres in Driftwatch program so that a local gin or co-op could directly designate the acres for enrollment
 - Provide letters from KDA and others to Dow promoting seed availability in Kansas
 - Educate on the distinction between 2,4-D tolerance and dicamba tolerance to ensure 2,4-D tolerant varieties are selected for growth in Kansas
 - Ensure 2,4-D formulations are affordable and accessible
 - Create and implement campaign for neighbors to educate on the role of 2,4-D tolerant cotton varieties and reduce neighbor-to-neighbor concerns about cotton acreage near other commodities
- Farm Bill
 - Coordinate with USDA Secretary to designate cotton as an “other oilseed”
 - Continue to coordinate with Congressional delegation to restore cotton as a Title I