



The Cotton Chronicle

1785 N. Fine Avenue, Fresno, CA 93727 • Telephone: (559) 252-0684 • Fax: (559) 252-0551

www.ccgga.org

August 2022

Volume 32, Issue 8

Industry Calendar

August 30
Supima Annual Meeting
Coalinga, CA

September 13
Research Funding Meeting
Fresno, CA

September 14
Board Meeting
Fresno, CA

September 22
Cotton Harvest Safety Training
Five Points, CA

CCGGA Staff

Roger A. Isom
President/CEO
roger@ccgga.org

Priscilla Rodriguez
Assistant Vice President
priscilla@ccgga.org

Christopher McGlothlin
Director of Technical Services
chris@ccgga.org

Shana Colby
Administrative Assistant
shana@ccgga.org

Association Co-Hosts Tour of Ag Operations for ARB Chair and Staff



The Association co-hosted the **Chair of California Air Resources Board, Liane Randolph**, and several staff for three days culminating in a tractor crushing event in Fresno. The group, included several Ag Associations from the **San Joaquin Valley Air Pollution Control District** staff, as well as **NRCS Representatives**. The tour began with a visit to WAPA member **The Almond Company**, where participants were able to see the electric yard trucks that the Association partnered with the Air District, CARB and Federal EPA to incentivize the purchase. They also visited a dairy, vineyard chipping operation, onion harvest and held a special meeting to discuss truck compliance issue. The final day, began with a tractor crushing event followed by a visit to **Terranova Ranches** to see the implementation of incentives in the form of replacement tractors, harvesters, and electric UTVs. **Association President/CEO Roger Isom** commented "this visit was unprecedented in the sense the amount of time that was spent and the number of staff that came to agriculture to learn and see first-hand how working with the industry produces far better results than against. We can't begin to thank the ARB for the effort they made in making this visit happen."

68th Supima Annual Meeting

TUESDAY, AUGUST 30, 2022

10:30 AM-12:00 PM - MEETING

12:00-1:00 PM - BUFFET LUNCHEON

Supima will host its 68th Annual Meeting at Harris Ranch Inn in Coalinga, California to provide our members and partners an update about Supima's current and future activities. The program will include insights on our promotional and licensing activities, along with an ELS market update and other pertinent news.

Please register by Fri., August 26th by emailing nancy@supima.com.

Order of Business:

- ◇ Treasurer's Report - Brad Reinhart, Secretary-Treasurer
- ◇ Chairman's Remarks - Kirk Gilkey, Chairman of the Board
- ◇ Nominations and Elections - Ted Sheely, Past Chairman
- ◇ Supima Cotton Market and Intrinsic Value - Marc Lewkowitz, President/CEO; Buxton Midyette, VP of Marketing & Promotions; and Jason Thompson, Brand Development Mgr.

Join us on Tuesday, August 30th!

Electric UTV Program Opened Again!

The San Joaquin Valley Air Pollution Control District (District) is pleased to announce the relaunching of the Zero-Emission Agricultural UTV Program on **Monday, August 1, 2022**. The Zero-Emission Agricultural UTV Voucher Program provides monetary incentives for the replacement of existing diesel or gasoline-powered UTVs and tractors with less than 25 horsepower with new, zero-emission UTVs to qualified individuals, businesses, educational institutions, and non-profit organizations in-



involved in a California agricultural operation as defined by The California Air Resources

Board. Funds are provided on a first come, first serve basis and applicants must obtain a signed voucher from the SJVAPCD prior to the purchase of new equipment. Program materials, including the application and program guidelines will be available on the District's website on August 1, 2022 www.valleyair.org/grants/utv.htm. The incentive amount for the replacement of the existing unit to purchase a new zero-emission UTV is up to 75% of the eligible cost of new equipment, with a maximum eligible funding amount of \$13,500. Applications will not be accepted prior to Monday, August 1, 2022.

For additional information or assistance, please contact:

San Joaquin Valley Air Pollution Control District

Grants & Incentives Department

1990 East Gettysburg Avenue

Fresno, CA 93726-0244

Phone: (559) 230-5800

Email: grants@valleyair.org

Website: www.valleyair.org/grants

Association Submits Comments Opposing Pesticide Application Notification

In a letter to the California Department of Pesticide Regulation (CDPR), the Association expressed serious concerns with the current proposed concepts for a Statewide Pesticide Application Notification System. Allowing anyone to sign up for any notification was the biggest concern expressed by the Association. Under the currently proposed plan, all an individual had to do is provide a valid address within a certain distance of where the pesticide application is going to occur and they would be notified, regardless of whether or not that individual lived at that address. This means the individual could live on the East Coast and still get notified of any application it signed up for. The Association is extremely concerned this could disrupt some pesticide applications by anti-pesticide activists, such as what has occurred in Monterey County, where they have had a somewhat similar pesticide application notification system in place. Multiple applications have been appealed and held up due to protests. This is

what the Association fears will happen with CDPR's proposed system.

Association Testifies Before California Department of Insurance

Association President/CEO Roger Isom testified today before the **California Department of Insurance (CDI)** on the issue of expanding the FAIR Program for insurance. The FAIR program is the "insurance of last resort" when operations cannot get coverage anywhere else. In recent years, many facilities have been unable to get insurance coverage for their property or stock insurance. This primarily a result of the historic wildfires in California chasing insurance carriers away from California, as well as losses in the agricultural industry as well. It has left many operations with limited coverage pieced together with multiple policies or in some cases without coverage on part or all of their property. This is unacceptable, and the Association has been working closely with CDI to find solutions to this crippling dilemma. As a result, **State Insurance Commissioner Ricardo Leva** worked with the FAIR Program to increase the commercial limit from \$3 million to over \$8 million in overall coverage. In his testimony today, Isom asked the Commissioner to seek increases as high as \$20 million. Obviously, this does would not cover all of the property and stock that many our members may have, it would be a significant increase and would help in the interim until more carriers come back to the California marketplace. The Association continues to put pressure on CDI and find solutions to help our members.

U.S. Cotton Trust Protocol Launches Three-Year Enrollment

U.S. Cotton Trust Protocol participating producers will find the new streamlined enrollment for the 2022-2024 crops easy and quick. Production data, which remains confidential, now can be more efficiently uploaded into



the Protocol platform, thus paving the way for a potential redistribution of program revenue. As before, crop consultants can be authorized to enter information and the John Deere Operations Center can pre-populate up to 40% of the data needed to complete the Fieldprint analy-

sis for those utilizing the Protocol platform. To learn more or begin enrollment, visit www.TrustUSCotton.org or reach out to the Grower Helpdesk at growers@trustuscotton.org.

Association and Other Ag Groups File Petition to California Supreme Court on Bumblebee Case

Following a somewhat surprise ruling by the **California Third District Court of Appeal**, which affirmed the **California Fish and Game Commission's** authority to determine if insects such as four bumblebee species can be protected under the California Endangered Species Act (CESA), a coalition of seven agricultural organizations including the **California Cotton Ginners and Growers Association (CCGGA)** and the **Western Agricultural Processors Association (WAPA)** have filed a petition for review to the California Supreme Court asking them to hear this case. The Appeals Court's new order reverses a previous trial court decision and opens the flood gates to include many potential insect species under CESA. This process began in 2018 when some public interest groups petitioned the Commission to list four species of bumblebees as endangered. The Commission accepted the petition and began the process to list the 4 species as candidate species. At that point, seven agricultural organizations, including CCGGA and WAPA, challenged the decision, and the California Superior Court agreed. In response, the Commission and public interest groups filed an appeal with the Third District Court of Appeal. Unfortunately, the Third District found that the legislature intended the definition of fish to include insects (invertebrates). Feeling confident in the agricultural groups' position, the coalition decided to move forward with filing the petition with the hopes the case will be heard by the California Supreme Court. Stay tuned!

Ginners & Growers Make Requests for Federal Farm Bill Appropriations

Last month, members of the California cotton industry attended and spoke at a Farm Bill Listening Session, hosted by **Congressman Jim Costa** in Fresno. Speaking on behalf of the cotton industry included **CCGGA Board Members Kirk Gilkey and Mark McKean**. Industry representatives discussed the significant impacts of the ongoing drought within our state, and a need to change the current way the Prevent Plant program administered by USDA's Risk Management Agency. Recent changes to the program have caused difficulties in allowing growers to

participate in insurance coverage on years where drought has made planting specific fields difficult. McKean highlighted specific insurance coverage and commodity pricing protection across several programs. Talking points included a price or revenue protection plan to cover times when commodity pricing in periods of low pricing and depressed markets. Additionally, McKean highlighted the importance of ELS cotton's coverage in the ELS Cotton Competitiveness Program and the ELS Loan program. Representatives also stressed the difficulties with the recent price hikes to basic growing needs like fertilizers and other inputs that growers rely on throughout the year, additionally, the ongoing inability to ship goods has resulted in higher fees for warehousing and transportation of goods. Congressman Costa was very receptive to these proposed changes, and understood the difficulties being experienced by California's agricultural industry. Stay tuned for more updates.

Anthropologie and Cotton's Blue Jeans Go Green™ Program

As part of **Cotton's Blue Jeans Go Green™** denim recycling program, you can bring an old pair of jeans to a qualifying Anthropologie store from July 25 – August 7, and trade them in for \$20 off. To claim your reward for doing good, make sure your pre-loved denim (which can come from any brand) is made of 90% cotton or more. Just bring in your jeans in-store to receive the promotion. When you're ready to shop, make sure to check the labels of new denim and clothing purchases to ensure they're made from natural fibers, like cotton!



Catch the Next 'Cotton & Coffee' on August 16th

On August 16th, **Cotton Incorporated's President & CEO, Berrye Worsham**, will be joining us for Cotton & Coffee. Worsham will give an overview of Cotton Incorporated's 2023 budget and strategic plan to increase the demand for, and profitability of, cotton. Each virtual Cotton & Coffee Zoom session includes a 30-minute presentation and concludes with time for discussion and questions. Pre-registration is required, so please email

California Cotton Ginners and Growers Association
1785 N. Fine Avenue
Fresno, CA 93727

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WWW.CCGGA.ORG

cshort@cottonboard.org if you'd like to participate.

Fresno County Farm Bureau's Cotton Harvest Safety Training

The Association is a proud sponsor of the Fresno County Farm Bureau's Cotton Harvest Safety Training on September 22, 2022 at 8:00 am at the UC West Side Research and Extension Center in Five Points. The training will be provided by Zenith. To register <https://www.fcfb.org/event-details/cotton-harvest-safety-training-2>.

A Step to Mitigate Sticky Cotton in California

Cotton grown in California is known for its high quality. However, "sticky cotton" that is produced by two insect pests (cotton aphid and silverleaf whitefly) reduces fiber quality and impedes processing. Managing these pests mid- to late-season can be a challenge. One potential way to improve efficacy of insecticides is to address spray coverage with applications targeting these pests. In a project funded by CA Department of Pesticide Regulation, we are assessing spray coverage of insecticide applications in cotton and evaluating efficacy of insecticides against aphid and whitefly. In brief, some of the work we have done has been to collect spray coverage data from growers' aerial and ground applications. We have used water-sensitive

cards deployed throughout a field and at multiple locations in the canopy. Best practices for applications will be very important when making applications for whitefly and aphid to achieve good enough coverage. It will also be important to think about the coverage you are achieving since it will affect efficacy. See <https://ccgga.org/sticky-cotton-efforts/> for a short handout on what we have learned so far and are thinking about with regards to applications and coverage.

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