

U.S. Cotton Sales Increase During COTTON USA Special Trade Mission from Bangladesh and Pakistan



The 2010 COTTON USA Special Trade Mission from Bangladesh and Pakistan brought eight cotton buyers on a tour of seven locations throughout the Cotton Belt to give them a thorough introduction of the U.S. cotton industry. Three participants from Pakistan purchased about 51,000 bales of U.S. cotton during the tour.

The two countries represented on the Tour are expected to consume around 15 million bales of cotton in 2010/11, according to USDA's estimate. Pakistan is the world's third largest cotton consumer and Bangladesh is the world's sixth largest cotton consumer.

The tour ran from July 24 – August 3, 2010, beginning in New York City, and heading on to Cary, NC; Greenwood, MS; Memphis, TN; Corpus Christi, TX; Lubbock TX; and Fresno, CA.

At each destination, the participants had the opportunity to educate themselves on the research, technology and innovation that are major strengths of U.S. cotton.

The participants met with merchants, cooperatives, farmers, the U.S. Department of Agriculture and additional industry organizations. These provided the participants with a better understanding of the seven segments of the U.S. cotton industry. The meetings further encouraged business relationships with the intention to increase exports of U.S. cotton.

Individual participant comments during the 2010 Special Trade Mission from Bangladesh and Pakistan indicated that the knowledge gained as a result of the tour significantly increased their understanding and appreciation for U.S. cotton and the reliability and quality of the U.S. cotton supply system. Most importantly, the participants indicated that they feel that the knowledge gained on the tour will make them more likely to purchase U.S. cotton.

COTTON USA Special Trade Missions are funded by the U.S. industry and the U.S. Department of Agriculture's Foreign Market Development (FMD) program.

AN INSIDE LOOK AT U.S. COTTON

A delegation from Pakistan and Bangladesh learns about the U.S. cotton industry during the COTTON USA Special Trade Mission.

