

SOURCING USA SUMMIT SUPPORTS \$123 MILLION IN U.S. RAW COTTON SALES



Cotton buyers from 30 countries from around the world report that they purchased \$14 million worth of U.S. cotton or 62,395 bales at the Sourcing USA Summit and that they intend to purchase \$123 million worth of U.S. cotton or 534,920 bales within three months of the event.



The four day Sourcing USA Summit in Scottsdale, AZ, was well attended by a “who’s who” of international cotton buyers and the leadership of the U.S. cotton export industry. Of the 320 executives in attendance, 144 were overseas manufacturers representing 30 countries. The balance were exporters, leaders from other U.S. cotton industry segments, and Summit speakers.



The primary goals for the event were, “support the sales of U.S. cotton by providing networking opportunities for U.S. raw cotton suppliers and major cotton buyers from around the world” and “improve the image of U.S. cotton by highlighting its many advantages.”

A follow-up evaluation of the event clearly shows that every overseas textile manufacturer who attended the Summit and participated in the survey believes that the event “provided the opportunity to strengthen existing relationships with U.S. cotton exporters.”

Remarkably, 83 percent stated that “the Summit provided the opportunity to initiate new relationships with U.S. cotton exporters.”



To enhance the image of U.S. cotton, the Summit featured key cotton leaders and other industry experts reporting on the outlook for U.S. and



world cotton production, supply and demand; consumer/fashion trends; textile trade issues; risk management strategies and the reasons why U.S. cotton increases production efficiencies and profitability at the mill level. Ninety seven percent of the overseas guests who participated in the evaluation stated that the Summit enhanced their image of U.S. cotton and 97 percent of the U.S. survey participants believe that the Summit was successful in promoting the advantages of U.S. cotton.

The vast majority of respondents also said that the presentations and the cotton tour were useful in helping them in their positions as raw cotton buyers and spinners and most gave the speakers high marks for their presentations. Most of the respondents said the meeting's value outweighed the costs to attend and nearly all said they would return to another Summit if it was held in the U.S.



The event was hosted by Cotton Council International (CCI), the export promotions arm of the National Cotton Council and Cotton Incorporated, the research and promotion company of the U.S. cotton producer and importers. Both organization have a long standing mission of maintaining and expanding overseas markets for U.S. cotton and it products.

CCI and Cotton Incorporated worked closely with the leadership of the U.S. cotton industry and USDA's Foreign Agriculture Service to organize and plan the highly successful Sourcing USA Summit.



Primary funding for the event was provided by USDA's MAP program and by Cotton Incorporated. Unprecedented support also was provided by the U.S. cotton industry. Official industry sponsors of the Sourcing USA Summit include: CALCOT; Paul Reinhart, Inc.; Allen-



berg Cotton. Co.; Hohenberg Bros. Company; Weil Brothers-Cotton, Inc.; SWIG (Southwestern Irrigated Cotton Growers Assn.); Dunavant Enterprises; Anderson Clayton Corporation and ECOM USA, Inc. Allied sponsors supporting the event include: Forrest F. Lipscomb & Co., Cotton Fire & Marine Underwriters, Stoneville Pedigreed Seed



Company, John Deere DeMoines Works, Monsanto Ag Products Co., Wakefield Inspection Service Inc., Centralia Insurance Group, David C. Brandon, Jr., Commodity Futures Broker, Delta & Pine & Land Company, Cargo Control Group, Rabobank International, SGS Societe Generale de Surveillance S.A. Geneva Switzerland, Agrevo Inc., New York Board of Trade, Maersk, Inc. and Wells Fargo International Group



For more information about the Sourcing USA Summit or other international market development activities sponsored by Cotton Council International and/or Cotton Incorporated please contact Allen Terhaar, CCI's executive director at 202.745.7805 or Dean Turner, Cotton Incorporated's senior vice president for global product marketing at 919.678.2220.