

# Organizations Serving Cotton

## Defining the Roles of the U.S. Cotton Industry's Major Organizations

### [National Cotton Council](#)

<b>Function</b>	Legislative, Regulatory and Public Policy Issues
<b>Mission</b>	To ensure the ability of all U.S. cotton industry segments (producers, ginners, warehousemen, merchants, cottonseed handlers, cooperatives and manufacturers) to compete effectively and profitably in the raw cotton, oil seed and U.S.-manufactured product markets at home and abroad.
<b>Info</b>	<p>Based in Memphis, Tennessee, The National Cotton Council is the organization representing all seven segments of the U.S. raw cotton industry, which voluntarily funds and directs its activities.</p> <ul style="list-style-type: none"><li>• Works to assure favorable legislation and regulatory policies through Washington representation on issues such as farm legislation, disaster relief and federal research support</li><li>• Works to strengthen the ability of the industry to compete profitably in worldwide fiber and oil seed markets</li><li>• Manages research and educational programs funded by the Cotton Foundation, conducting overseas promotions of U.S. cotton through Cotton Council International and providing staff and support services for American Cotton Producers and the National Cotton Ginners Association</li></ul>
<b>Funding</b>	NCC is funded by voluntary dues from the seven cotton industry segments.

### [Cotton Council International](#)

<b>Function</b>	Develops International Markets for US Cotton Fiber and Value-added Cotton Products
<b>Mission</b>	To increase exports of U.S. cotton, cottonseed and U.S. manufactured cotton products through activities that affect every phase of the marketing chain - from the initial mill buyer of cotton fiber or purchaser of U.S. cotton-rich yarns and fabrics on through to the final consumer.
<b>Info</b>	<p>Based in Washington, D.C., Cotton Council International (CCI) is the overseas arm of the National Cotton Council.</p> <ul style="list-style-type: none"><li>• CCI represents the export promotion interests of the U.S. cotton industry's seven segments-producers, ginners, warehousemen, merchants, cottonseed handlers, cooperatives and manufacturers.</li><li>• CCI works to boost export markets by conducting overseas market information, research and trade development; cooperative advertising and sales promotion - CCI operates in 50 overseas markets.</li><li>• The banner for CCI's work is the COTTON USA Mark, which identifies and distinguishes quality products manufactured with a high content of U.S. cotton.</li><li>• CCI partners with Cotton Incorporated to provide US cotton international customers with a seamless set of aftermarket services including information, technology and sales support.</li></ul>
<b>Funding</b>	Cotton Council International is funded by the following "Funding Partners": The National Cotton Council, The San Joaquin Valley Quality Cotton Growers Association, Cotton Incorporated, Supima, The American Cotton Shippers Association, Southern Cotton Growers Inc., American Cotton Marketing Cooperatives, Plains Cotton Growers Inc., The National Cottonseed Products Association, The United States Department of Agriculture and Ice Futures U.S.

### [Cotton Incorporated](#)

<b>Function</b>	Cotton Research and Consumer Targeted Promotions
<b>Mission</b>	To increase the demand for and profitability of cotton through research and promotion.
<b>Info</b>	Best recognized by the Seal of Cotton, Cotton Incorporated is the research and marketing company representing U.S. Upland cotton. Cotton Incorporated's World Headquarters and Research Facility is located in Cary, North Carolina, while the Consumer Marketing Headquarters is located in New York, New York. Cotton Incorporated also has offices in Los Angeles, Mexico, Osaka, Shanghai and Singapore.

- Uses innovative marketing initiatives to build awareness of the Seal of Cotton and showcase the versatility of cotton apparel, while helping U.S. manufacturers and retailers merchandise cotton products
- Conducts agricultural research in crop management and biotechnology areas to enhance cotton's competitive worldwide market position
- Provides hands-on technical support teams to mill customers - from fiber processing to problem solving in yarn and fabric production
- Allocates 7.5 percent of producer assessment funds to State Support Programs for regional cotton research and promotion projects
- Develops cutting-edge innovations that help keep cotton one of the best selling fibers in the world

**Funding** Cotton Incorporated is funded by Cotton Board

## **Cotton Board**

**Function** Oversight, Funding and Program Information

**Mission** To serve U.S. producers and importers of cotton and cotton products by effectively and efficiently governing the Research & Promotion Program so that it leads to increased demand and consumption of cotton.

**Info** Congressional passage of the Cotton Research & Promotion Act of 1966 established the Cotton Board to administer and oversee the Cotton Research & Promotion Program. Based in Memphis, Tennessee, the Cotton Board contracts with Cotton Incorporated to conduct the Cotton Research & Promotion Program.

- More Info**
- Reviews and approves Cotton Incorporated's annual program and budget
  - Collects the per-bale assessments on U.S. Upland cotton and the importer assessments on Upland cotton products imported into the U.S. that fund Cotton Incorporated activities
  - Serves as a liaison to the United States Department of Agriculture (USDA) and, through its Field Service and Importer Representatives, acts as a direct link to Cotton Incorporated
  - Provides updates to cotton producers and importers about Cotton Research & Promotion activities
  - Conducts tours of Cotton Incorporated's World Headquarters and Research Center in Cary, North Carolina to give producers the opportunity to see how their assessment dollars are working to build demand and profitability for cotton and cotton products
  - Conducts producer and importer information campaigns through the Cotton Belt media about Research & Promotion Program activities and achievements

**Funding** To fund the Program, the Cotton Board collects a per-bale assessment of all Upland cotton harvested and ginned in the U.S., as well as an importer assessment of all Upland cotton products imported into the U.S.