A Tradition of Solutions

1938 Some 75 delegates gather in Memphis for the first annual meeting

1940

1942

1939 The NCC's Board, elected at the 1938 annual Meeting in Dallas, includes 25 industry members

1947 Early Mechanization Conference, held at the 1947 Gin Show in Lubbock, offered cotton demonstrations. Breakfast product Frank McKinney, Jr. (inset photo) was left in pulling for cotton's mechanical growth and improved programming

1948 Attendees visit Southern Mica Mill's gin operation during the 1948 annual Gin Show, a precursor to the NCC's 1948 annual meeting

1950

From left, Harold S. Young, Mina Blake and NCC Board member Ernest Lindsey, pose with a "Cotton Is Cool" display during the promoting Southern cotton building of the National Cotton Council of America in Memphis on October 27, 1955

1955

Harold Cook of Memphis serves as CCCA first president

1956

Harold Cook (left) and Ernest Lindsey (right) pay tribute to Cotton Council President Walter Randolph "Randy" Fortune (center) at the NCC's 1960 annual meeting

1960

1966

1970

Bob Coker, right, who chaired the NCC's Bell Weevil Eradication Committee, receives a "Pop Ye Weevil" eradication T-shirt presented to him by NCC Board Chairman Dale Bass

1977

From left, Dan Duffy, a Memphis cotton merchant, Ernest Lindsey, cotton producer and Sales Bartlett, an Arkansas producer, testify on behalf of the NCC about the farm bill

1985

Some Mobile right, presents recognition plaque to Eve or Maggie Parker, Joe Harris and Janet Everett, part of a Mississippi contingent instrumental in the "Grown and Made in the U.S.A." campaign launch

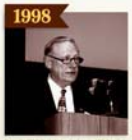
1986

1988 CPEP, with the overall aim of helping producers become better cotton growers, focuses on cotton's role in growth of information or response, their understanding of how to cultivate plant genes

1989 The COTTON USA Mark was launched in 1989. From right to left: Grower-producer Ted Waters, Memphis merchant Ernest Lindsey, Cotton Council President Dale Bass and NCC Executive Vice President Bruce Gustafson, of California cooperative officials meet with Chinese textile leaders during the NCC Executive Delegation to that country

1996

1994



1998 Spring for 1998 Beltwide Cotton Conferences, NCC President Jack Hamblen discusses NCC plans for restoring profitability to U.S. cotton and the need for a united industry

1938 The organizational meeting of the National Cotton Council of America (NCCA) is held at the Peabody Hotel in Memphis. Some 75 delegates, representing cotton producers, ginners, warehousemen, merchants and cottonseed crushers.

1939 The NCCA's first annual meeting is held in January 1939 at the Adolphus Hotel in Dallas, TX.

1940 The new organization's promotion efforts are launched quickly with "The Sewing With Cotton Bags" promotion, which continues for more than two decades. The NCC assumes sponsorship of the Memphis Cotton Carnival, which, like the Dallas Cotton Carnival, concerning it to a promotional and merchandising program that ran until 1966.

1941 Textile manufacturer becomes the NCC's sixth industry segment.

1942 The NCC publishes its first "Cotton Counts Its Customers," providing greatly needed data on the volume of cotton going into hundreds of end uses.

1944 The NCC initiates Cotton Week and Progress Bulletin to keep cotton producers informed on factors affecting cotton. The successful "Governor's Lady Series" advertising campaign features first ladies in cotton fashions created for them by the nation's top designers.

1946 Much of the credit for passage of and funding for Public Law 79, the "Agricultural Research and Marketing Act," goes to the NCC.

1947 The first Beltwide Cotton Mechanization Conference is held as a "Gin Show" in Lubbock. The conference supporting progress to achieve complete mechanization of cotton production. The Gin Show changes to the Beltwide Cotton Production Conference in 1950. The NCC assumes a greater coordination role and the industry attendance increases, reaching record participation of 5,400 in 1965.

1948 Following a resolution at its 1948 annual meeting, NCC takes the lead in assembling a group of Congressional members and presenting them to support the European Recovery Plan (Marshall Plan). This activity, along with the role of Will Clayton, Undersecretary of State for Economic Affairs and Eusebio Mujal-Leon, Puerto Rican Senator, demonstrates the importance of the cotton industry to one of the nation's most significant postwar programs.

The NCC plays a major role in a successful drive for repeal of federal taxes and restrictions on margarine that culminates with passage of the Poage-Fulbright bill two years later.

1950 The Cotton Winter Breeding Farmers is established in Mexico. This is the first cooperative effort between U.S. cotton breeders to accelerate the development of prize varieties.

1954 The NCC provides the market development provision for "The Agricultural Trade Development and Assistance Act of 1954," which carries into the PL 480 export program.

1955 The NCC establishes The Cotton Foundation as a means to assure a long-range program of support for cotton research and education. Today, the Foundation generates close to $2 million for that purpose.

The NCC office building at 1000 N Parkway in Memphis is completed & occupied in July.

1956 The Agricultural Act of 1956 authorized the President to enter into agreements with foreign governments to limit their exports to the U.S. The NCC forms its export promotions division, Cotton Council International (CCI) and becomes the first cooperator with USDA's Foreign Agricultural Service.

1960 The Cotton Producers Institute (CPI) is formed to increase farm production and promotion by collecting $1 per bale from growers on a refunding basis.

1963 Cooperatives are recognized as a separate industry segment.

1964 One price system for U.S. cotton is established.

1966 Passage of the Research and Promotion Act provides for a mandatory industry-wide research and promotion program. This gave the crop for a dramatic increase in the research and promotion of cotton and a major resurgence for cotton as consumers' fiber of choice.

1968 The Producer Steering Committee and the Joint Cotton Industry Bale Packaging Committee are established.

1970 The CPI is separated from the NCC and becomes Cotton Producers Institute (CPI). The Farm Bill Farm Act of 1970, a great year-round the market cotton, decrease lies.

1971 Referred by a 1970 NCC resolution declaring the bell weevil is the No. 1 enemy of efficient cotton production, the Pilot Bell Weevil Eradication Experiment is conducted from 1971 to 1975 in southern Mississippi and Alabama. The success of the program. The effort proves that the weevil can be eliminated as an economic pest.

Per weight trading is established.

1973 A CCI delegation to the People's Republic of China, the first delegation to visit China after the principles the Chinese to make direct purchases of U.S. cotton rather than buying it through merchants located in other countries.

1976 Following an extensive NCC information campaign, the Research and Promotion Act is amended to require a checkoff of 50 per bale plus one percent of the value of bales to support Cotton Incorporated research and promotion activities.

1977 A trial bell weevil eradication program in Virginia and North Carolina is expanded to other Cotton Belt regions.

1985 The marketing loan concept is introduced in the Farm Bill. The legislation reduces fundamental competitiveness in U.S. cotton, transforms the industry from a residual supplier to a major force in the world marketplace, reverses a decline in cotton's share of U.S. milk fiber consumption and increases producer income. The Act also provides greatly increased funding for CCI through the Targeted Export Assistance program.

The final revised cotton fiber standard compels training, certification and closing only inspiring medical monitoring for oil mills and allowing textile mills four years to comply.

1986 "Grown and Made in the U.S.A. & Mexico," the longest-running NCC promotion campaign, is launched with a kickoff in Mobile, AL. Over the through which customers are urged to purchase U.S.-made cotton products.

1988 The NCC's Cotton Physiology Education Program (CPEP) begins. CCI conducts its first COTTON USA International Seminar in Mexico.

1989 CCI introduces its COTTON USA Mark as a marketing tool to differentiate products containing U.S. cotton as being high in value & quality.

The first cotton-fiber standard compels training, certification and closing only inspiring medical monitoring for oil mills and allowing textile mills four years to comply.

1990 The marketing loan concept is strengthened in new farm bill, and CCI becomes the largest cooperator with USDA's Foreign Agricultural Service. Congress passes enabling legislation that permits producers to stage a successful referendum in 1991 that makes the research and promotion assessment uniform for domestic production, our cotton imports and the imports of cotton products. Congress approved Cotton Incorporated funding jumps to $45 million in the first year under the system.

1994 Cotton producers harvest 6.6 million bales the largest crop in U.S. history and U.S. offshoots reaches a record 18.6 million bales.

Use of electronic cotton warehouse receipts begins.

1995 Transgenic, insect-resistant varieties are introduced commercially, giving U.S. cotton producers a tool to help reduce their production costs and their use of plant protection products.

1996 The cotton marketing loan and three cents/lb. rule relief to U.S. cotton's competitiveness are preserved in the Agriculture Market Transition Act.

NCC makes significant advance in electronic communications with the creation of the Worldwide Web site: www.cotton.org

1997 The industry develops a permanent bale identification system.

1998 The part of strategy to restore industry profitability, NCC leadership conducts meetings with top executives of cotton supplies to stop continuation of alternative, cost-cutting technology.

CCI holds the inaugural "Sourcing USA: a Global Cotton Textile Summit" in Pinehurst, NC.

Texas Farm Bureau Graphic Source: National Cotton Council