

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

1938 The organizational meeting of the National Cotton Council of America (NCC) is held at the Peabody Hotel in Memphis, TN, on November 21, 1938, representing cotton producers, ginners, warehousemen, merchants and cottonseed crushers.

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 Maid of Cotton selection from the Memphis Cotton Carnival, converting it to a promotional and merchandising program that ran until 1993.

1941 Textile manufacturers become 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.

1946 Much of the credit for passage of and funding for Public Law 733, the "Agricultural Research and Marketing Act," goes to the NCC.

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

1947 The first Beltwide Cotton Mechanization Conference is held as a direct outgrowth of a NCC resolution supporting programs to achieve complete mechanization of cotton production. The forum name changes to the Beltwide Cotton Production Conference in 1955. The NCC assumes a greater coordination role and the forum's attendance blossoms, reaching record participation of 5,400 in 1997.

1948 Following a resolution at its 1948 annual meeting, NCC takes the lead in canvassing Cotton Belt Congressional members and persuading them to support the proposed European Recovery Plan (Marshall Plan). This activity, along with the role of Will Clayton, Undersecretary of State for Economic Affairs and founder of Anderson-Clayton Company, demonstrates the importance of the cotton industry in one of the nation's most significant postwar programs. The NCC plays a major role in 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 Nursery is established in Mexico. This NCC-administered facility enables U.S. cotton breeders to accelerate commercial development of prize varieties.

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

1955 The NCC establishes The Cotton Foundation as a means to use allied industry firms' contributions to bolster cotton research and education. Today, the Foundation generates close to \$2 million for that purpose.

1956 The Agricultural Act of 1956 authorized the President to enter into agreements with foreign countries 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 cotton research and promotion by collecting \$1 per bale from growers on a voluntary 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 mandated uniform collection with refund option. This paves the way 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 Sizing Committee and the Joint Cotton Industry Bale Packaging Committee are established.

1970 The CPI is separated from the NCC and becomes Cotton Incorporated. With NCC support, the Farm Act of 1970, a giant move toward the market system, becomes law.

1971 Bolstered by a 1958 NCC resolution declaring the boll weevil as the No. 1 enemy of efficient cotton production, the Pilot Boll Weevil Eradication Experiment is conducted from 1971 to 1973 in southern Mississippi and adjacent parts of Alabama and Louisiana. This effort proves that the weevil can be eliminated as an economic pest. Net weevil trading is established.

1973 A CCI delegation to the People's Republic of China, the industry's first to mainland China, persuades 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 \$1 per bale plus one percent of the bale's value to support Cotton Incorporated research and promotion activities.

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

1985 The marketing loan concept is introduced in new farm law. The legislation restores fundamental competitiveness to 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 in U.S. mill fiber consumption and shores up producer income. The Act also provides greatly increased funding for CCI through the Targeted Export Assistance program. The final revised cotton dust standard exempts knitting, warehouses and classing, only requiring medical monitoring for oil mills and allowing textile mills four years to comply.

1986 "Grown and Made in the U.S.A.-H Matters," the longest-running NCC grassroots campaign, is launched giving industry members a vehicle through which consumers 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 Monaco.

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

1990 The marketing loan concept is strengthened in new farm law, and CCI becomes the largest cooperator under the Market Promotion Program. 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, raw cotton imports and the cotton content of imported textiles and apparel. Cotton Incorporated funding jumps to \$43 million in the first year under the system.

1994 Cotton producers harvest 19.6 million bales—the largest crop in U.S. history—and U.S. offtake reaches a record 20.6 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-entity rule-vital to U.S. cotton's competitiveness—are preserved in the Agriculture Market Transition Act. NCC makes significant advances in electronic communications with the creation of its Worldwide Web site—www.cotton.org

1997 The industry develops a permanent bale identification system.

1998 As part of strategy to restore industry profitability, NCC leadership conducts meetings with top executives of major agri-suppliers to urge continuation of affordable, cost-cutting technology. CCI holds the inaugural "Sourcing USA: A Global Cotton Textile Summit" in Pinehurst, NC.



Oscar T. Johnston was named to serve as chairman until the first annual meeting.



Executive Vice President Rhea Blake asks a question of U.S. General George C. Marshall, principal speaker at the NCC's 1948 annual meeting.



Early Mechanization Conferences, such as the 1957 forum in Louisiana, offered outdoor demonstrations. Mississippi producer Frank Mitchener, Jr. (inset) played a key role in pushing for conference attendance growth and improved programming.



From left: Harold A. Young, Rhea Blake and W.T. Wynn unveil a plaque commemorating Oscar Johnston at a ceremony dedicating the permanent headquarters building of the National Cotton Council of America in Memphis on October 19, 1955.



Everett Cook of Memphis serves as CCI's first president.



Russell Giffon is presented a plaque in recognition of his leadership in the producer program to build greater markets for cotton. Making the presentation are from left: G.C. Cartright of Mississippi and Harry S. Baker and J. Russell Kennedy of California.



1966



1970



Bob Coker, right, who chaired the NCC's Boll Weevil Eradication Committee, examines a "Fear No Weevil" eradication T shirt presented to him by NCC Board Chairman Duke Barr.



From left: Sam Hollis, a Memphis warehouseman; Duke Barr, a Louisiana producer; and Sykes Martin, an Alabama producer; testify on behalf of the NCC about the 1985 farm bill.



Debye Schmitt, right, presents recognition plaque to (l) to (r): Maggie Parker, Joy Barratt and Janet Rowers, part of a Mississippi contingent instrumental in the "Grown and Made in the U.S.A.-H Matters" campaign launch.



1988

CPEP, with the overall aim of helping producers become better crop managers, provides growers with a wealth of information to increase their understanding of how a cotton plant grows.



The COTTON USA Mark was launched by CCI in 1989. From right to left: Arizona producer Ted Preece; Memphis merchants Winford McGehee (inset) and Jim Echols; and 1988 CCI President Bruce Groffensma, a California cooperative official, meet with Chinese textile leaders during the 1989 CCI Executive Delegation to that country.



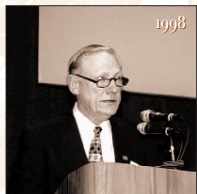
1989



1994



1996



1998

During the 1999 Beltwide Cotton Conference, 1998 President Jack Hamilton discusses NCC plans for restoring profitability to U.S. cotton and the need for a united industry.