

# SUPIMA®

## WORLD'S FINEST COTTONS

AMERICAN GROWN | SUPERIOR | RARE | AUTHENTIC

APRIL 2024



VOLUME 2, ISSUE 3

### US PIMA MARKETING STATISTICS

Far East US Pima Grade 2 Quotation

VIA COTTON OUTLOOK  
\$1.90 USD / LBS

### Production Estimate

USDA - NASS  
307,000 Bales  
April 11, 2024

### Exports

Registered Export Sales  
294,600 Bales

Current Export Shipments  
232,600 Bales

### Top 5 Importers

China  
India  
Vietnam  
Pakistan  
Thailand

STAY CONNECTED



For Subscriptions and Comments  
Contact: info@supima.com

## THE FIRST DECADE SuPima Association of America



Dr. Walker E. Bryan



Dr. Robert H. Peebles

### HEROES OF THE REBIRTH OF THE LONG-STAPLE COTTON INDUSTRY

In its ongoing series commemorating 70 years of the world's finest cottons, Supima delves into its rich history and enduring legacy.

It all started on a warm July afternoon in 1954, when several long staple cotton producers met in the offices of the Arizona Cotton Growers Association in Phoenix, Arizona. This forward-thinking group launched a hard hitting program based on three points: **Quality, Price and Promotion.**

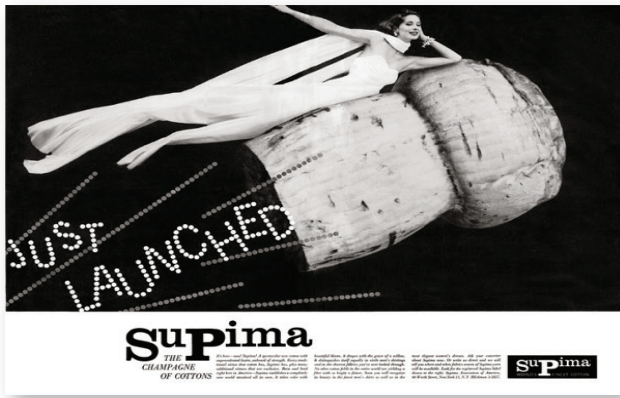
1954 was a transformative year for the American Pima cotton industry. The Association's office was formed in El Paso, Texas and the SuPima Association of America was organized to apply a business-like approach to the American Pima cotton industry programs and to promote and protect the identity of American Pima cotton known as SuPima®. The SuPima Association was instrumental in the stabilization of the American Pima cotton industry during these first years of operation and helped establish basis for consumption of Extra-Long Staple cotton through licensing large textile manufacturers to use the Supima trademark in their labels and advertising. In addition, the Association lobbied for import quotas and segmentation of foreign cotton imports.

The development of the Pima S-1 variety placed the domestic fine cotton industry in a place where the quality and price competed against the foreign imports

and synthetics. The introduction of the Pima S-1 variety developed by Dr. Walker E. Bryan at the University of Arizona Experimental Farm in Tucson and standardized by Dr. Robert H. Peebles in 1952 combined with the formation of the SuPima Association was the foundation for expansion of the domestic production into the world's largest supplier of Extra-Long Staple cotton today. A quality product with an authentic and protected identity. In 1956 the industry reached a point where for the first time since its start in 1912, domestic textile mills consumed more Pima cotton than imported Egyptian cotton. Pima S-2 was released in 1962 by the USDA American Pima Breeding program at the University of Arizona Cotton Research Center.

In 1955 SuPima opened an office in New York City that kicked off a quality appeal advertising campaign and turned out a steady stream of publicity releases to trade and consumer publications, all financed by the \$3/bale assessment which 97% of all cotton producers of Extra-Long Staple cotton pitched in that year. As quoted by J. Clyde Wilson, President of Supima in 1957, "It is our firm conviction that the only sure road to lasting success and a prosperous industry is a continuing organized program with equal emphasis on the importance of high quality, competitive price and strong promotion."

**Seventy years later we are still Supima strong!**



## Campaigning Supima Then and Now

Since the inception of the organization in 1954, Supima's use of visualization through marketing campaigns to create and differentiate the identity of American Pima Cotton is as relevant now as it was then.

Above (left) is a 1955 "Just Launched" ad for *Women's Wear Daily* that was part of SuPima's first merchandising campaign followed by SUPIMA's most recent 2024 AQRe™ Project advertisement.

# SUPIMA®

WORLD'S FINEST COTTONS

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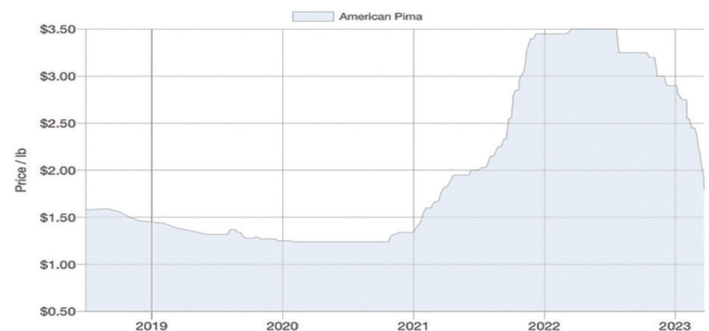
## Monthly Update

**Registered net sales** through April 25 are 294,600 bales. Total shipments through April 25th totaled 232,600 bales.

The top five leading importers for the 2023/24 crop year are led by China with purchases of 103,600 bales. India, Vietnam, Pakistan, and Thailand out the top five with purchases of 89,200 bales, 27,200 bales, 17,600 bales, and 12,800 bales respectively. These five nations account for 85.0% of all the export-based purchases of American Pima made to date this year.

Current American Pima Grade 2 Far East Quotation stands at \$1.90/lbs.

6-YEAR AMERICAN PIMA QUOTATION HISTORY



## IMPORTANT WEB LINKS FOR AMERICAN PIMA CROP INFORMATION

**USDA - AMS Pima Spot Price (Daily):** <http://bit.ly/AMSPimaDailySpot>  
**USDA - AMS Cotton Reports:** <http://bit.ly/AMSCottonReports>  
**USDA - NASS U.S. Production Estimates (Monthly):** <http://bit.ly/NASSCropProduction>  
**USDA - FAS Export Sales Report (Weekly):** <http://bit.ly/FASWeeklyExportSales>

**Classing Reports:** By Office: <http://bit.ly/AMSPimaClassingOffice>  
 By State: <http://bit.ly/AMSPimaClassingState>  
**U.S. ELS Competitiveness Payment Report (Weekly):**  
<http://bit.ly/FSAELSCPPReport>