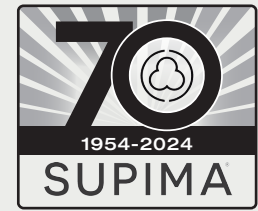


SUPIMA®

WORLD'S FINEST COTTONS

AMERICAN GROWN | SUPERIOR | RARE | AUTHENTIC

JULY 2024



VOLUME 2, ISSUE 6

US PIMA MARKETING STATISTICS

Far East US Pima Grade 2 Quotation

VIA COTTON OUTLOOK
\$1.65 USD / LBS

Production Estimate

USDA - NASS
307,000 Bales
July 11, 2024

Exports

Registered Export Sales
299,200 Bales

Current Export Shipments
320,800 Bales

Top 5 Importers

India
China
Vietnam
Peru
Pakistan

70th Supima Annual Meeting

TUESDAY

August 27, 2024

Harris Ranch Resort
Coalinga, CA

MEETING

10:00 am-11:30 am

LUNCHEON

11:30 am-12:30 pm

RSVP TO:

nancy@supima.com



1974 - 1983

During Supima's third decade, the modern identity of Supima is formed. Supima's influence and participation with both the agricultural and textile industries along with retailers and consumers is apparent. Supima is integral in bridging the message through the industries and the creation and evolution of better-quality raw fibers; lead to better quality raw materials that in turn will lead to marketing and scale opportunities with brands and retailers. Below are highlights of the decade that laid the framework the organization would keep building in the future decades.

■ 1974

Supima hired Steve Marshall as General Manager of its headquarters in Texas, now known as the Texas Tower in El Paso. Steve served in this position from 1973-1974 and Jim Cady is hired from 1975-77, followed by John Maguire from 1977-78.

■ 1975

Pima S-5 seed variety is released producing 15% more yield. Additionally, Dr. Carl Feaster works on developing two new varieties, P-28 and P-32. Both show greater yield potential with P-32 having a higher fiber length and P-28 having the added advantage of adapting to higher elevations. In each succeeding commercial Pima variety released it was the major contributor to the plant's increased earliness, shorter stature and higher yield.

■ 1978

The Arizona Cotton Planting Seed Distributors (ACPSD) merged with the Supima Association of America on February 28, 1978 and Supima moved its 4141 Pinnacle Dr., El Paso, Texas offices to Arizona to share offices with the Arizona Cotton Growers Association at 4139-4141 E. Broadway Rd. in Phoenix, Arizona. The ACPSD was ran by David W. Richardson as their General Manager, who later became Seed Division Manager for Supima until 1981. On November 28, 1978 the Supima Association of America was officially incorporated in the State of Arizona.

■ 1979

After the merger between ACPSD and Supima, Jesse W. Curlee was hired as General Manager on October 1, 1979, replacing Bill Hunt, General Manager. Jesse was appointed President of Supima in 1981.

■ 1980

The 1980's was a period known for expansive research in cotton breeding and the total U.S. harvested acres of Pima cotton had been growing at almost 25% per year over the last five years. Total production expanded at 30% per year.

Nancy F. Boyd was hired as Office Manager on February 11, 1980 to oversee the Supima office operations and assist with Supima's Seed Division.

The Supima Association hosted seven of their largest customers for a Supima Seminar in Phoenix. Attending were the following textile executives: L. Foy Fisher, Jr., Vice President, J. P. Stevens & Company; Alfred M. Harrington, Secretary/ Treasurer, China Grove Cotton Mills Company; David E. Howe, Vice President, American Thread Company; James H. Martin, Jr., President, Ti-Caro, Inc.; John Powers, Vice President, American & Efirid Mills; S. P. Stowe, Jr., President, Belmont Heritage Corporation; and R. C. Thatcher, Jr., President, Standard-Coo-sa-Thatcher Company.

continued on page 2



Texas Tower
El Paso, Texas



Supima & ACGA Offices
Phoenix, Arizona



Supima Cotton Seed



Jesse W. Curlee
President



Nancy F. Boyd
Office Manager



WestPoint Pepperell
Supima Ad Campaign

The Supima Association takes part in a trade mission to the Far East during the month of August. The team included representatives from Supima, the American Cotton Shippers Association and Southeast Irrigated Cotton Growers (SWIG). John Maguire, Far East Director for Cotton Council International in Hong Kong, and former Supima General Manager also accompanied the group on a portion of the trip.

On July 31, 1980 the cotton marketing year ended and was the best year for American Pima cotton in eleven years. Export sales climbed to 51,000 bales (as reported by Foreign Agricultural Service) the highest in twenty-four years and second highest in history.

■ **1981**

In an effort to explore opportunities for international exports, the Supima Association of America, traveled to Japan to begin working with two of Japan's largest corporations, Mitsubishi and Uni-Ace, Ltd. American Pima cotton consumption began to increase drastically in Japan from less than 900 bales in 1979 with estimated annual consumption growing to 4,000 bales.

Sears Roebuck begins marketing a Supima underwear collection

both in retail stores and in the Sears catalog.

■ **1982**

WestPoint Pepperell creates a Supima cotton knitwear sports apparel line with large national advertising campaign highlighting the specific quality characteristics of Supima cotton. The advertisements are placed in the largest textile and apparel trade publications as well as consumer facing efforts in the Sunday edition of the New York Times. This combines marketing strategies to both industry and consumer, a tactic that will feature prominently in future Supima marketing efforts.

Sears expands on its underwear program to include men's T-shirts in their catalog offerings.

■ **1983**

Westpoint Pepperell announces that Martex branded towels will be made with Supima cotton. A promotional campaign includes print advertising, TV commercials and trade publications. Cannon Mills introduces a line of Supima bath towels and J.P. Stevens creates a Supima sheet program for Ralph Lauren Home.

SUPIMA®

WORLD'S FINEST COTTONS

1710 W Ranch Rd, Ste 205
Tempe, AZ 85284

Return Service Requested

PRESORT
FIRST CLASS
U.S. POSTAGE PAID
PHOENIX, AZ
PERMIT No. 1662

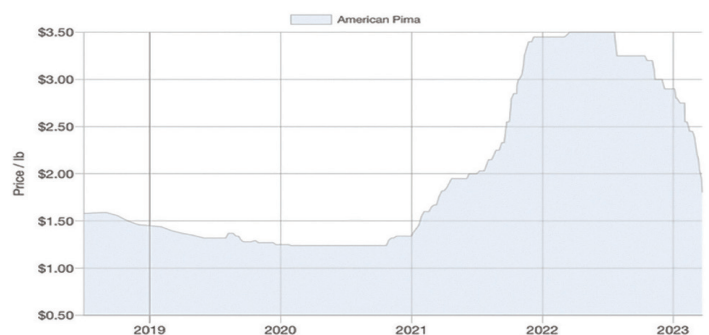
Monthly Update

Registered net sales through July 25th are 351,900 bales. Total shipments through July 25th totaled 315,500 bales.

The top five leading importers for the 2023/24 crop year are led by India with purchases of 115,100 bales. China, Vietnam, Peru, and Pakistan out the top five with purchases of 107,800 bales, 35,000 bales, 20,600 bales, and 20,200 bales respectively. These five nations account for 84.9% of all the export-based purchases of American Pima made to date this year.

Current American Pima Grade 2 Far East Quotation stands at \$1.65/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>