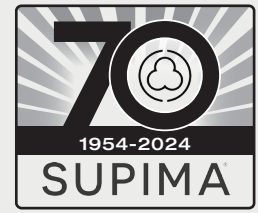


# SUPIMA®

## WORLD'S FINEST COTTONS

AMERICAN GROWN | SUPERIOR | RARE | AUTHENTIC

AUGUST 2024



VOLUME 2, ISSUE 7

### US PIMA MARKETING STATISTICS

Far East US Pima Grade 2 Quotation

VIA COTTON OUTLOOK  
\$1.60 USD / LBS

### Production Estimate

USDA - NASS  
553,000 Bales  
August 12, 2024

### Exports

Registered Export Sales  
105,400 Bales

Current Export Shipments  
26,400 Bales

### Top 5 Importers

India  
Peru  
China  
Vietnam  
Pakistan

STAY CONNECTED



For Subscriptions and Comments

Contact: info@supima.com



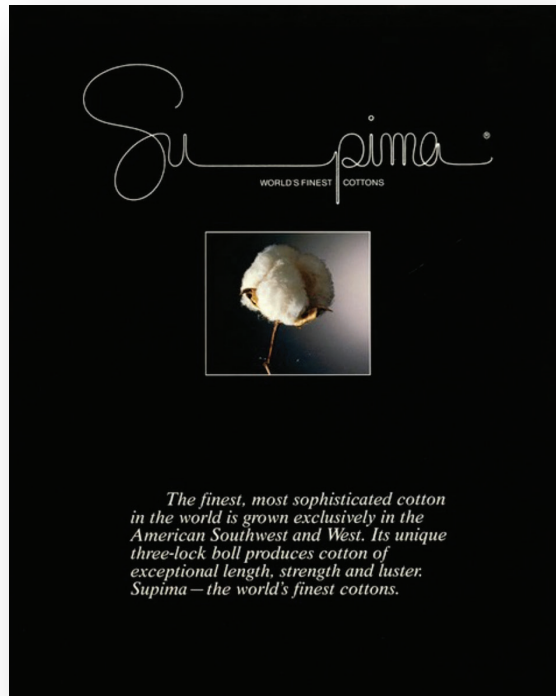
### 1984-1993

**S**upima's fourth decade from 1984–1993 marked ten years of integrated programs and positions for Supima that have carried the ethos of the organization into the modern era. This decade marked the beginning of Supima's licensing program, the continued support to R&D for seed development that led to the commercially feasible crop we know today and

the roots of Supima as a marketable trademark/brand are formed.

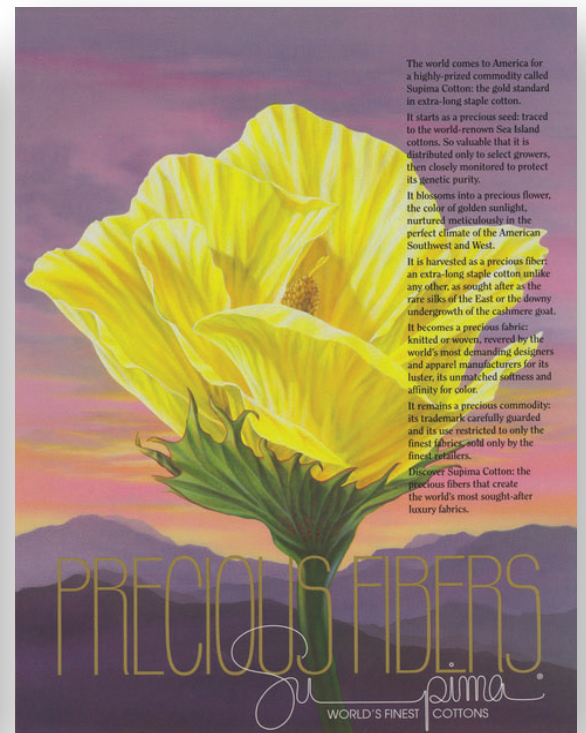
By the late-1980's, production had increased drastically from approximately 100,000 bales per year to over 500,000 bales, enabling U.S. Pima to become the world's leading Extra-Long Staple cotton export.

*continued on page 2*



*The finest, most sophisticated cotton in the world is grown exclusively in the American Southwest and West. Its unique three-lock boll produces cotton of exceptional length, strength and luster. Supima — the world's finest cottons.*

1980's Supima Promotional Ad



The world comes to America for a highly-prized commodity called Supima Cotton: the gold standard in extra-long staple cotton. It starts as a precious seed: traced to the world-renowned Sea Island cottons. So valuable that it is distributed only to select growers, then closely monitored to protect its genetic purity. It blossoms into a precious flower, the color of golden sunlight, nurtured meticulously in the perfect climate of the American Southwest and West. It is harvested as a precious fiber: an extra-long staple cotton unlike any other, as sought after as the rare silks of the East or the downy undergrowth of the cashmere goat. It becomes a precious fabric: knitted or woven, revered by the world's most demanding designers and apparel manufacturers for its luster, its unmatched softness and affinity for color. It remains a precious commodity: its trademark carefully guarded and its use restricted to only the finest fabrics, sold only by the finest retailers. Discover Supima Cotton: the precious fibers that create the world's most sought-after luxury fabrics.

1992 Supima Ad Campaign "Precious Fibers"

# Supima – 1984-1993

continued from page 1

## 太陽が育てたコットンの貴公子 *Supima*® WORLD'S FINEST COTTONS 100% COTTON

**● 貴族の称号にふさわしい艶しなやかさ。**  
コットンは、繊維の細さ、長さが品質を決める重要なカギになります。スーパーの独特の高直な艶しなやかさを生み出す秘密は細く、長さのそろった超長繊維。着る人の人間にふさわしい最高級アップリックは、綿を超えた格調高い風合いを備え、またコットンの貴公子の称号にふさわしい風格を誇っています。

**(特長)**

- 綿を思わせる気品高い光沢
- ソフトでしなやかな風合い
- ナチュラールでさわやかな肌ざわり
- 最高級綿にふさわしい適度な品質管理

**● スーパーはハワイからやってきた。**  
1790年、ノースカロライナのウリアムズエリットは、ハワイ諸島からひと袋の種子を持ち帰りました。最高級綿スーパーの歴史はこの時から始まります。そして、当時のアメリカでは不可能とされていた多年生草本スーパー綿を、情熱的な栽培家のグループが一年生草本に品種改良、独自の選別法で栽培に成功。それまでのアメリカ綿をはるかにすぐれた超長繊維の原綿を生産させました。その後、米国農務省は、アリゾナ大学、テキサス工業大学が研究改良し、あらゆる面で理想といえるコットンが実現しました。この新しい綿スーパーでは、やがて広く親しまれるようになり、1954年、テキサス州エルパソを本部として米国スーパー協会が設立（その後アリゾナ州フェニックスに本部を移転、現在に至る。）1955年にはニューヨーク州フロレンス・オフィスが開設、全世界にスーパーの真価を加えることになりました。  
米国スーパー協会の協力団体として、日本国内でのスーパー商品普及のスーパーブランドの浸透拡大を計るため、1980年3月日本スーパー協会が設立されました。

**● *Supima*® は品質保証のシンボル**  
アメリカ合州国南西部すなわちテキサス、ニューメキシコ、アリゾナの熱い太陽と人々の情熱に育まれたスーパー。その一番積み重ねを米国農務省の厳正な品質格付けに裏打ちされる僅か0.1%まで選別されたのが、われわれのスーパーです。"スーパー"のロゴタイプは、超長繊維を表わす模様をデザインしたもので、協会の栽培によるエキストラロングステープルコットンとしての優秀さを保証するシンボルです。



Areas in the United States where *Supima* is



Japan Office  
*Supima* Promotional Brochure



Carnegie House, 100 W. 57th St., New York, New York



Matthew S. Laughlin, Executive Secretary, Supima

### ■ 1984

At this time Supima hires Dr. Carl V. Feaster as research consultant, who was responsible for the development and commercial release of the Pima S-2 through Pima S-6 varieties while working with the USDA-ARS Pima Cotton Breeding program until his retirement in early 1985.

Dr. Feaster was the 1st recipient of the prestigious Supima Man of the Year award in 1982, followed by Harvey Gelman with WestPoint Pepperell in 1984.

### ■ 1985

Supima cotton towels are manufactured by WestPoint Pepperell and Cannon Mills and sold at J. C. Penney's, Montgomery Wards, Mervyn's, and K-Mart. J. P. Steven's manufactures a Ralph Lauren oxford American Pima cloth sheet and men's underwear and t-shirts are made by Sears. Lands' End introduces a 100% Supima women's sweater.

### ■ 1986

Pima S-6 was released as a replacement for Pima S-5 as its advantages are earlier maturity and higher yield.

### ■ 1987

The New York office moves into Carnegie House offices located at 100 W. 57th St., which is still operating and staffed today.

Supima hires Charles L. Calhoun, a former Pima grower and Supima Director to be Supima's Quality Field Representative to meet with gins, producers and the Cotton Classing offices.

### ■ 1988

Matthew S. Laughlin joins the Supima Association of America at the Phoenix based office as their first Executive Secretary.

Supima establishes the licensing program for the Supima name/trademark and licenses ten of Japan's largest textile manufacturers in 1988-89. This is the foundation for the licensing program that exists today and expanded globally to 150 brands/retailers.

### ■ 1989

Charlie C. Wisler, Jr. was named Supima's 4th Man of the Year at Supima's annual meeting in El Paso, Texas. J. S. (Jack) Francis, Jr., was the 2nd recipient to receive this coveted award in 1983, and made the presentation to Charlie during the meeting. Charlie was consultant to the Supima Association since December 1986



**1992 SUPIMA BOARD AND STAFF**

Front row, left to right:

**Dr. Carl V. Feaster** (Research Consultant), **George B. Spence** (Special Advisor-TX), **Chuck Youngker** (Director-AZ), **Nancy F. Boyd** (Office Manager), **Mark S. Shawler** (Director-AZ), **J. S. Francis, Jr.** (Special Advisor-AZ).

Back row, left to right:

**H. Steve Carnes** (California Quality Rep), **Alan L. Rubida** (Seed Division Mgr.), **Donald M. Nelson** (Director-CA), **Rodney Tharp** (Director/Treasurer-NM), **Mack Sloan** (Director-NM), **Robert K. Barkley** (Director-AZ), **Dana C. Hair** (Director-CA), **Jim Ed Miller** (Director/Chairman-TX), **James A. Palmer** (Vice Chairman/Director-AZ), **Wilbur H. Wuertz** (Director-AZ), **Robert E. Skov** (Director-TX), **Robert C. Wilson** (Director-TX), **Jesse W. Curlee** (President), **George Tochimura** (President, Supima Far East Operations), **Matthew S. Laughlin** (Executive Vice President)

to concentrate his efforts on the marketing in the Far East.

George Tochimura, former President of Toyo Cotton Co. in Dallas is hired as Supima's President, Far East Operations and Supima's Osaka, Japan office opens to meet with the rising demand for Pima and the Supima trademark.

The Supima Indian Head is trademarked and proceeds from seed sales collected by Supima's Seed Division funded ongoing research programs for Pima seed improvement and fiber. Supima planting seed was the only marketed seed that was certified by the state Crop Improvement Association under the direction of Terry Weesner, Supima's Seed Division Manager since 1982.

■ **1990**

Supima hires Alan L. Rubida as Seed Division Manager to replace Terry Weesner. California began producing American Pima in 1990 and now accounts for more than 80% of annual Pima production.

■ **1991**

Pima S-7 Released by Dr. Edgar L. Turcotte, USDA plant geneticist at the University of Arizona, Maricopa Agricultural Center. Dr. Turcotte succeeded Dr. Feaster as USDA-ARS Pima cotton breeder. Pima S-6 became first Pima standard. Pima S-7 developed by the USDA-ARS, was jointly released with the Arizona Agricultural Experiment Station.

This year also marked the first commercial Pima cotton crop in the San Joaquin Valley of California.



Alan L. Rubida, Supima Seed Division Manager

*continued on page 4*

## Supima – 1984-1993

continued from page 3

### ■ 1992

H. Steve Carnes, joins the Supima Association as its new Director of Field Services and Quality Assurance for its California office.

Supima kicked off a major advertising campaign with a 2-page, 6-color insert in Women's Wear Daily (WWD), using the theme "Precious Fibers". The ads feature an over-sized Pima flower painted against a desert landscape background.

### ■ 1993

The Supima Seed Division was sold to Delta and Pine Land Company when commercial seed companies had entered the business. The sale also marked the end of Supima's 30-year-old partnership with the USDA in its Arizona-based Pima Improvement Program. Supima had provided funding for the program designed to develop new and improved seed varieties. Revenues from the seed division also was used to help finance ginning research and improved production practices.



Supima Seed Division Cotton Seed Bag

# SUPIMA®

WORLD'S FINEST COTTONS

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Tempe, AZ 85284

Return Service Requested

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

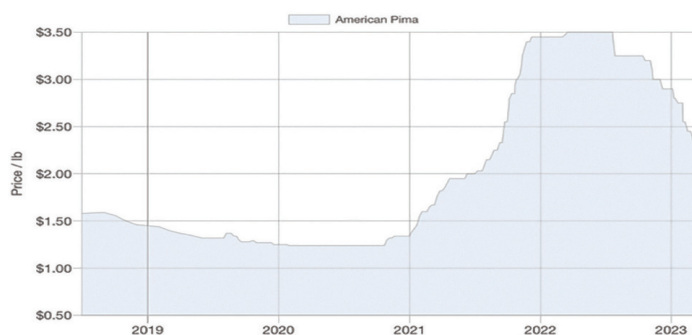
## Monthly Update

**Registered net sales** through August 29th are 105,400 bales. Total shipments through July 25th totaled 26,400 bales.

The top five leading importers for the 2024/25 crop year are led by India with purchases of 35,000 bales. Peru, China, Vietnam, and Pakistan out the top five with purchases of 21,400 bales; 11,200 bales; 11,100 bales; and 5,700 bales respectively. These five nations account for 80.1% of all the export-based purchases of American Pima made to date this year.

Current American Pima Grade 2 Far East Quotation stands at \$1.60/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>