

# Cottonseed Outlook



Ben Morgan

America Cotton Linter Association Meeting

Tunica, Mississippi

October 1, 2010

# Cottonseed Oil PR Campaign

**COTTONSEED OIL COMEBACK TOUR** "AMERICA'S ORIGINAL VEGETABLE OIL"

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SEASON 3: ON THE ROAD AGAIN!

**TOUR NEWS**

**Sep 20** **Extra, Extra!**  
Whether you're frying up delicious donuts, crispy chicken or freshly cut fries, cottonseed oil is the perfect choice...

**CAFÉ DU MONDE**  
Create a piping-hot beignet just like the original!  
*Café Du Monde*  
\*\*\*\*\* Read More

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**3 CHEERS FOR...**

# Cottonseed Oil PR Campaign

The image is a screenshot of a Twitter profile page for the account @CottonseedOil. At the top, there is a navigation bar with the Twitter logo and a 'Sign in' button. Below this is a promotional banner with the text: 'Get short, timely messages from NCPA. Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. Join today and follow @CottonseedOil.' A 'Sign Up >' button is present, along with a link to get updates via SMS by texting 'follow CottonseedOil to 40404 in the United States' and a link for 'Codes for other countries'.

The profile header for 'CottonseedOil' includes a profile picture of several bottles of oil and the following information:  
Name: NCPA  
Web: http://www.cotton...  
Bio: Bio America's original vegetable oil. Naturally trans free and never overpowers. (Pssst... The secret ingredient in Cafe du Monde's beignets and Utz potato chips!)

Statistics for the profile:  
123 following  
37 followers  
0 listed

Profile metrics:  
Tweets: 34  
Favorites: (none listed)  
Following: (grid of 24 user avatars)

The main content area shows three tweets:  
1. 'Potato chips were first made in Saratoga w/ lard, nowadays w/ cottonseed oil & other trans free oils. www.cottonseedoiltour.com/stories' (9:01 AM Sep 24th via web)  
2. 'Interesting NY Times article on the origin of potato chips this week: http://tinyurl.com/29bqvc3' (9:00 AM Sep 24th via web)  
3. 'Heard from a very popular restaurant chain today that spent 2 months testing new oils & decided on a cottonseed oil/canola blend.' (10:16 AM Sep 23rd via web)

The bottom of the screenshot shows the start of a tweet: 'Of course, the best doughnuts are fried in cottonseed oil - neutral'

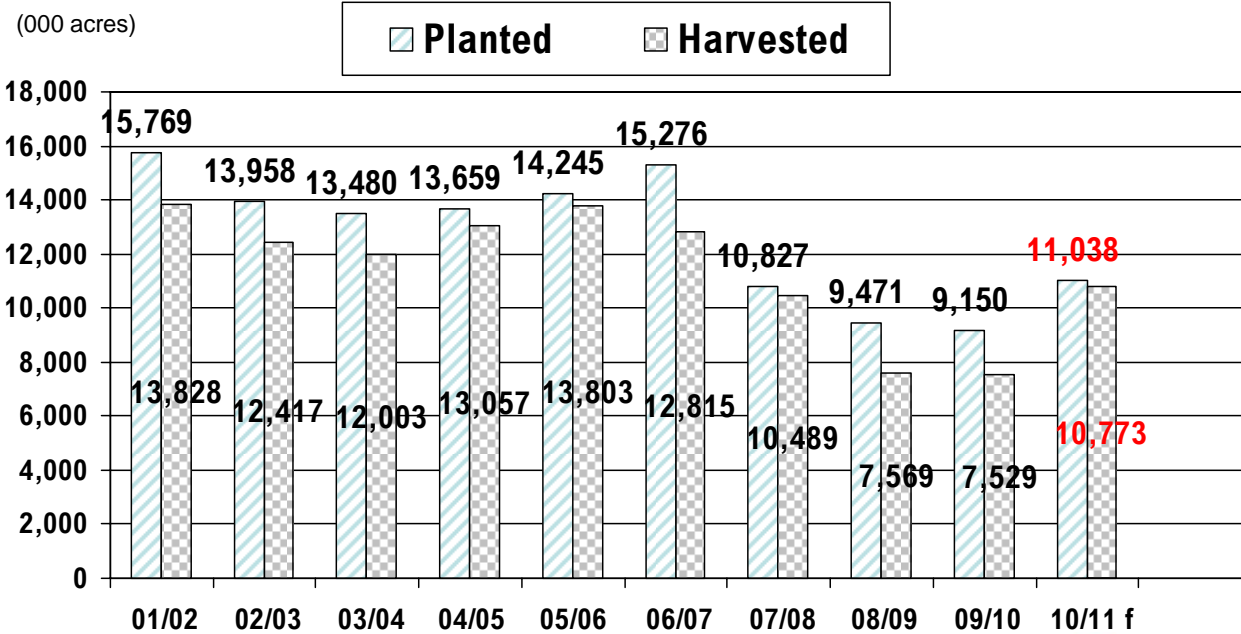
# Cottonseed Oil PR Campaign

- **QSR magazine** names "2010: Year of Cottonseed Oil " - July 2010
- **Cotton247.com** - July 2010
- **Cotton Grower e-News** - July 2010
- **Southwest Farm Press & Southeast Farm Press** – July 2010
- **Delta Farm Press** – August 2010
- **Cotton Grower** - Sept. 2010 print issue
- **Cotton Farming** - Sept. 2010 print issue
- **Mid-South Farmer** - 2 print stories in development



# 2010/11 Cotton Outlook

(USDA, Sep. 2010 est.)

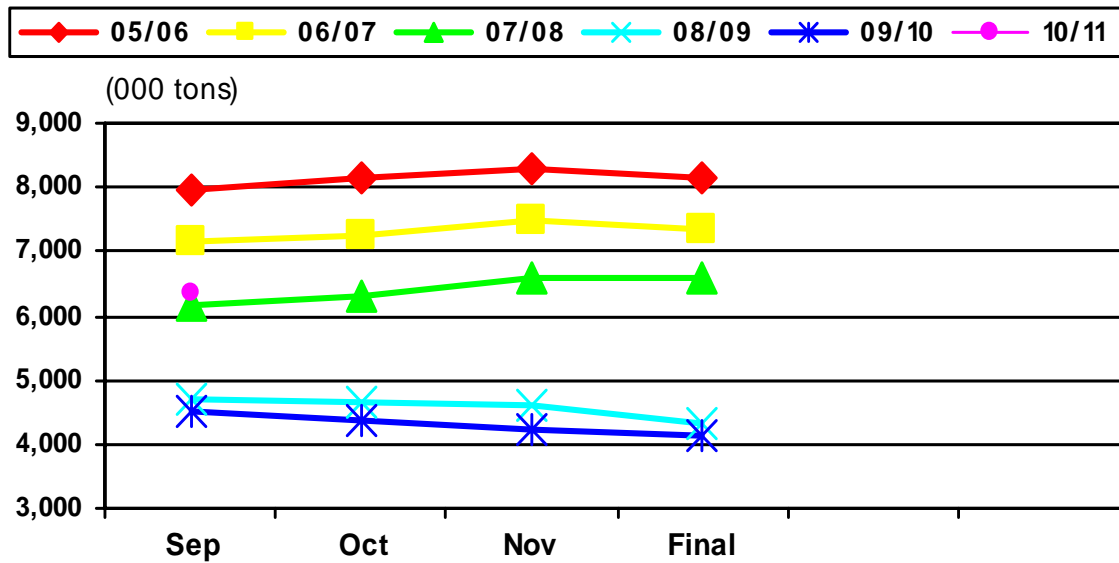


## Cottonseed Production Forecasts

(000 tons)	Sep	Oct	Nov
2005/06	7,984	8,147	8,302
2006/07	7,149	7,256	7,482
2007/08	6,163	6,287	6,539
2008/09	4,713	4,666	4,599
2009/10	4,535	4,382	4,209
2010/11	6,372	??	??

# Cottonseed Production Forecasts - USDA

Sep, Oct, Nov



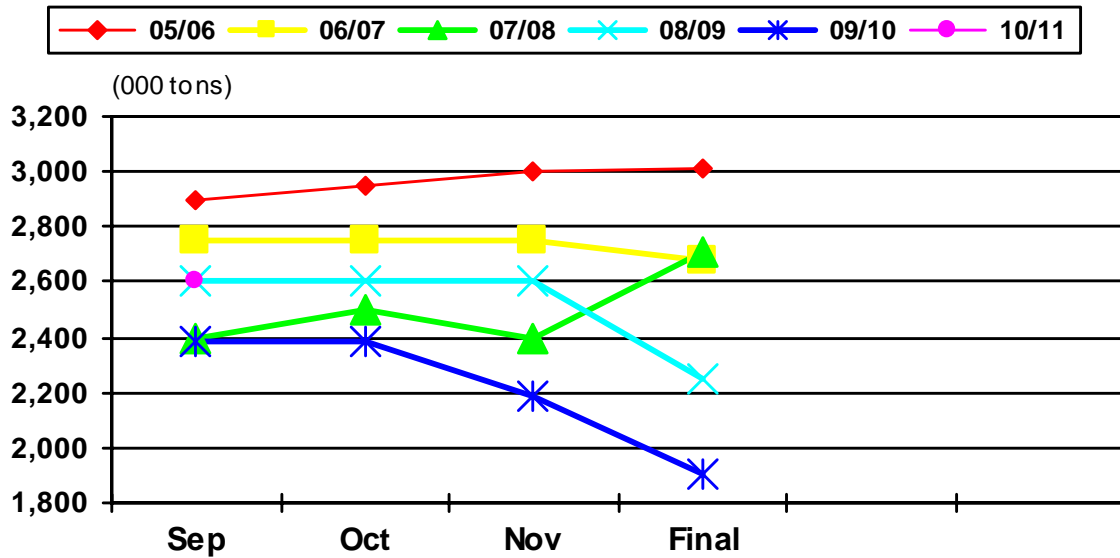
# Cottonseed Crush Forecasts

(000 tons)	Sep	Oct	Nov
2005/06	2,900	2,950	3,000
2006/07	2,750	2,750	2,750
2007/08	2,400	2,500	2,400
2008/09	2,600	2,600	2,600
2009/10	2,388	2,388	2,188
2010/11	2,600	??	??



# Cottonseed Production Forecasts - USDA

Sep, Oct, Nov



# Cottonseed Supply

(Aug-Jul marketing year; 000 tons, USDA: Sep. 2010 est)

	NCPA	CSD/Inform	USDA
Beginning Stocks	351	342	342
Production	6,372	6,472	6,372
Total Supply	6,723	6,814	6,714

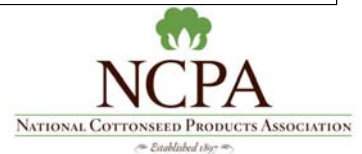
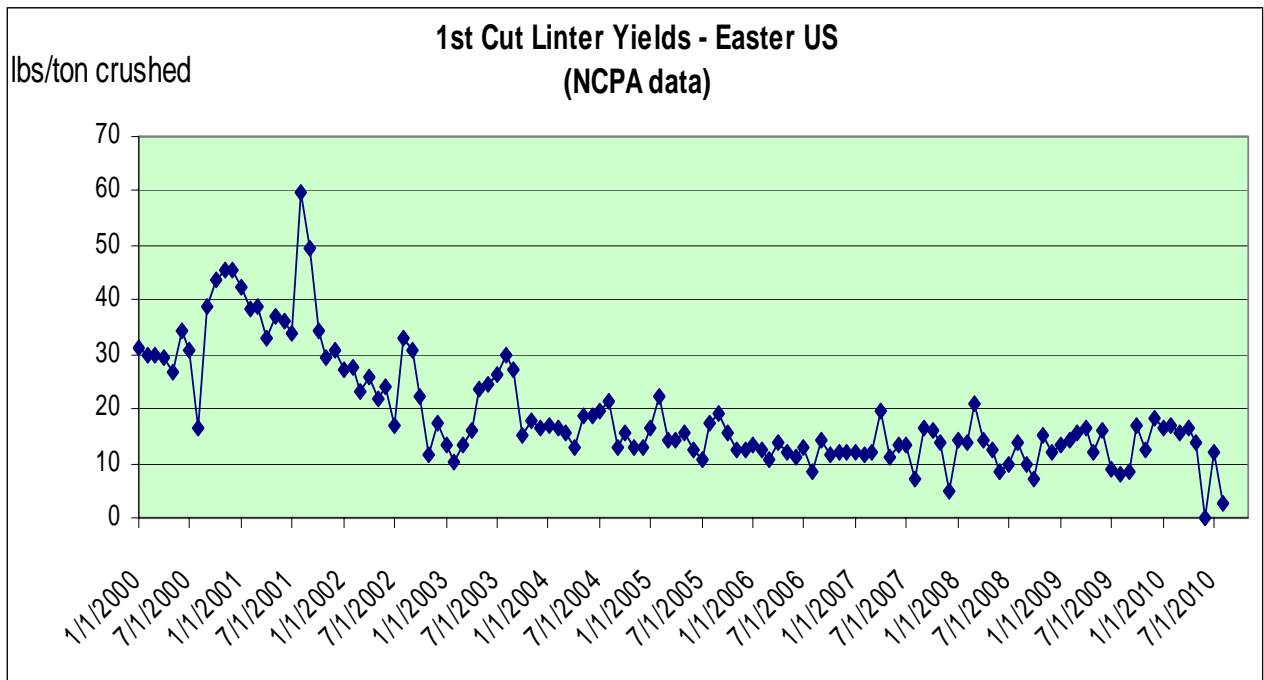


# Cottonseed Disappearance

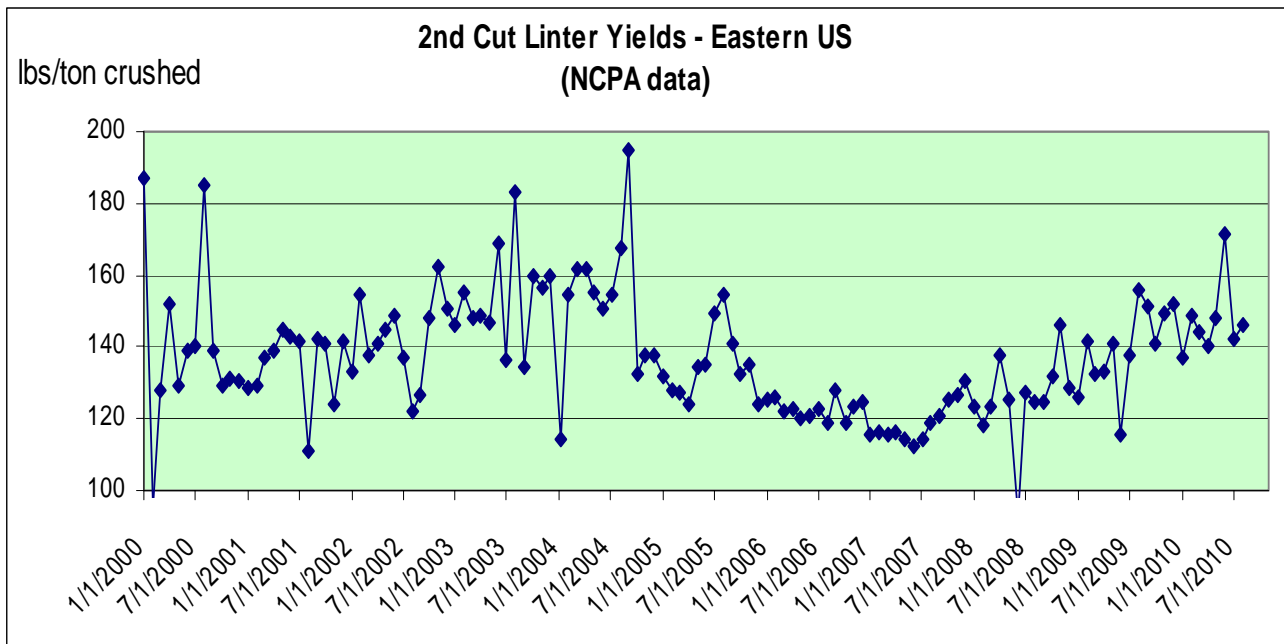
(Aug-Jul marketing year; 000 tons, USDA: Sep. 2009 est)

	NCPA	CSD/Inform	USDA
Crush	2,510	2,550	2,600
Exports	500	450	440
Feed, Seed, Other	3,200	3,225	3,164
Total Usage	6,210	6,215	6,214
Ending Stocks	513	599	500

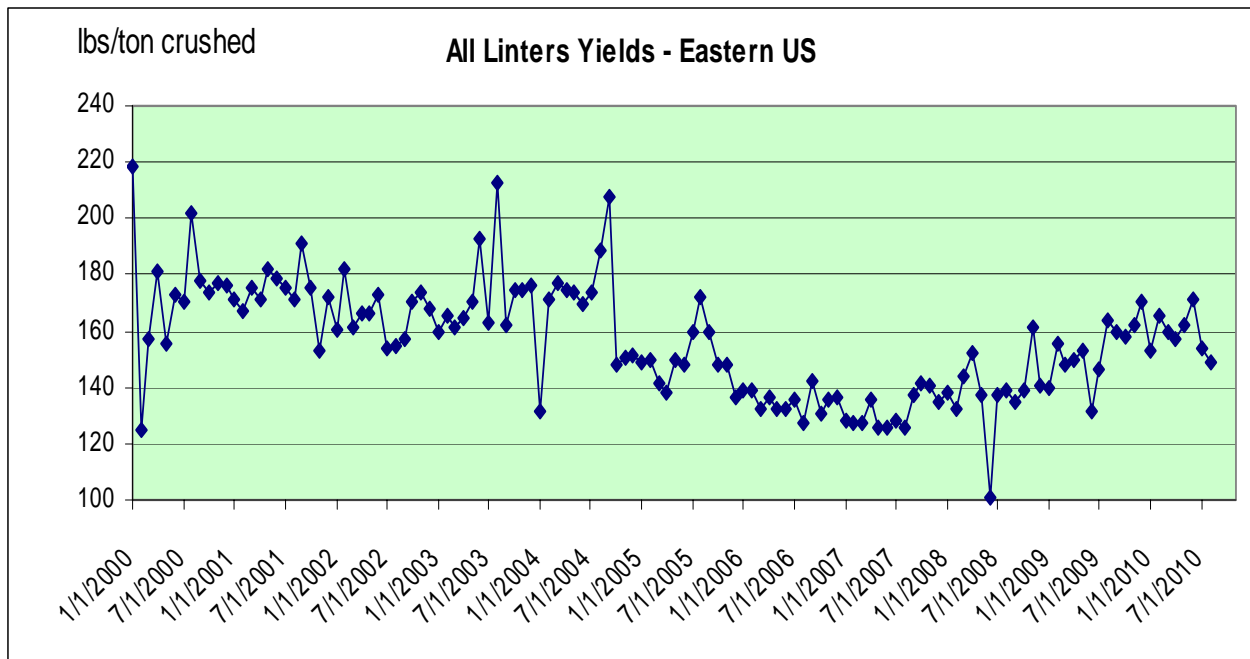
# Cotton Linter Yields



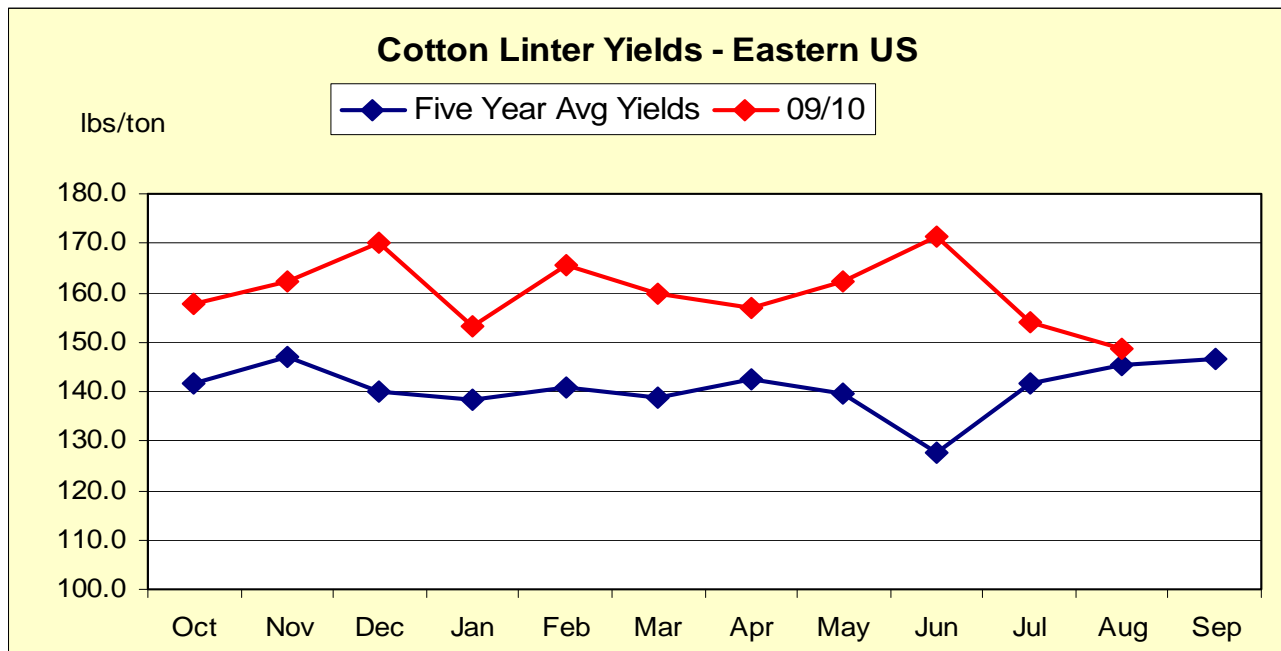
# Cotton Linter Yields



# Cotton Linter Yields



# Cotton Linter Yields



# Cotton Linter Production

(Oct/Sep marketing year)	Crush (million tons)	Linters (million lbs)	Yields (lbs/ton)
06/07	2.69	356.3	132.6
07/08	2.76	393.9	142.8
08/09	2.23	307.2	137.8
09/10 e	1.90	275.7	147.2
<b>10/11 f</b>	<b>2.51</b>	<b>353.5</b>	<b>140.8</b>

