



COTTON



Database Overview

- Past
- Current and Future



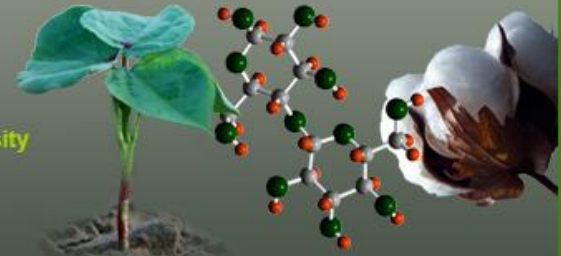
Past

- **CottonDB – USDA ARS CRIS**
- **CMD – Cotton Incorporated**



The Genomics, Genetics and Breeding Resource for Cotton Improvement

A collaboration among Cotton Incorporated, USDA-ARS, and Washington State University with valuable input and data from investigators across the U.S. and around the world.



Welcome to CottonGen.

Welcome to CottonGen, a new cotton database incorporating the genomic markers and nucleotide sequences formerly contained in CMD and CottonDB, as well as information on genes, alleles and gene products, taxonomy of the *Gossypium* genus, and genetic maps contained in Cotton DB. CottonGen proposes to be a "one stop shopping" site for all information relevant to the cotton genomics research community. In addition to the content mentioned, CottonGen will be the repository of sequence data of several cotton species. Cultivated upland cotton, *Gossypium hirsutum*, originated from hybridization between two diverse parents. The closest living descendants of these parents are *Gossypium arboreum* and *Gossypium ramosissimum*. Extensive efforts have been on-going to sequence both species. When draft sequences are published starting this fall, this site will make data available to the larger cotton research community. Over the next several years upland cotton will also be sequenced, and once sufficient results are completed, the breeding community will benefit when genotypic and phenotypic data is integrated and a Breeders' Toolbox is developed. We expect the research community to benefit, and more importantly, we aim to help growers gain with improved lint yield and fiber quality and enhanced seed value in sustainable production systems.

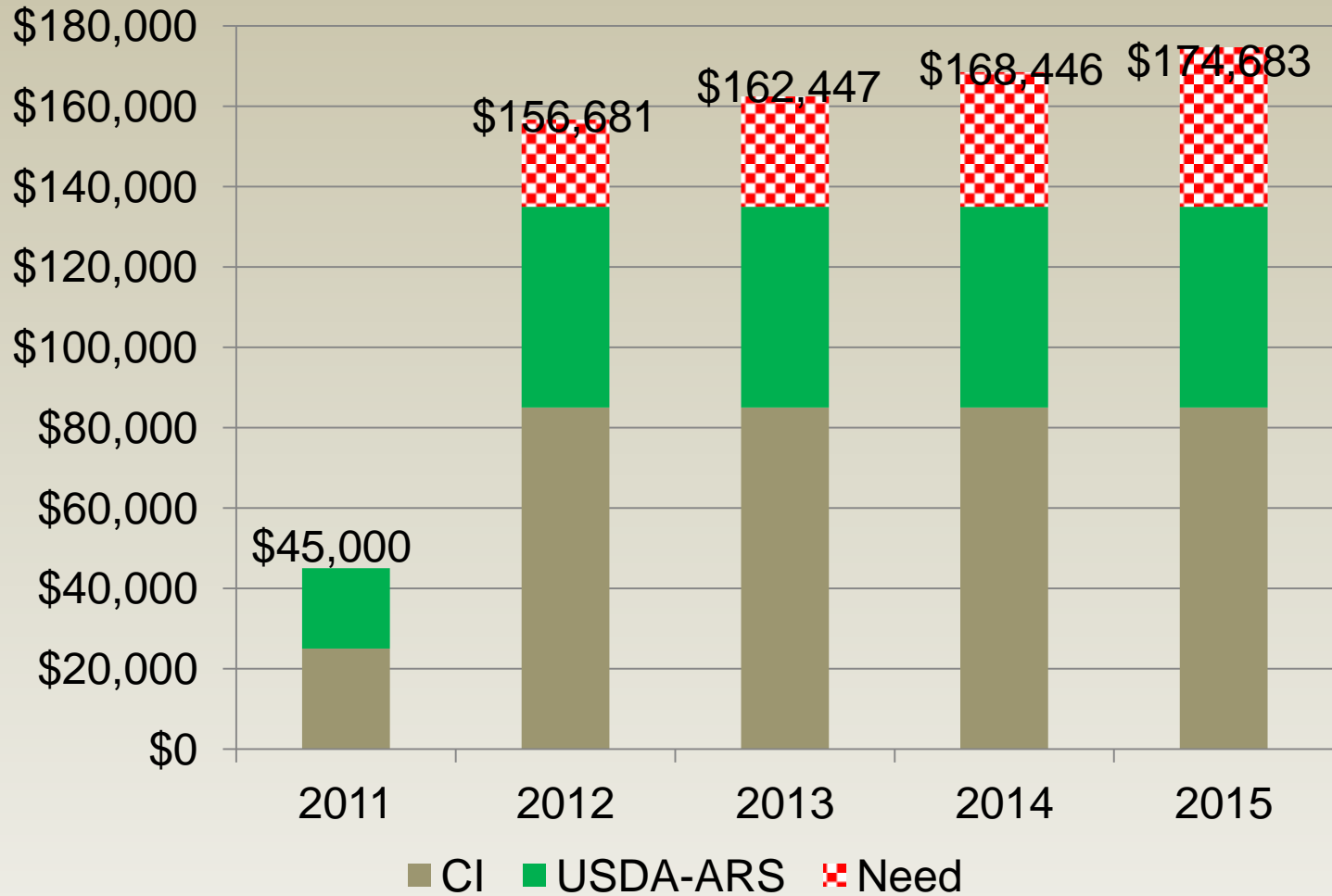
News

2011 Cotton Breeders' Tour to be held in the Mid-South area, August 28th – September 1st ...

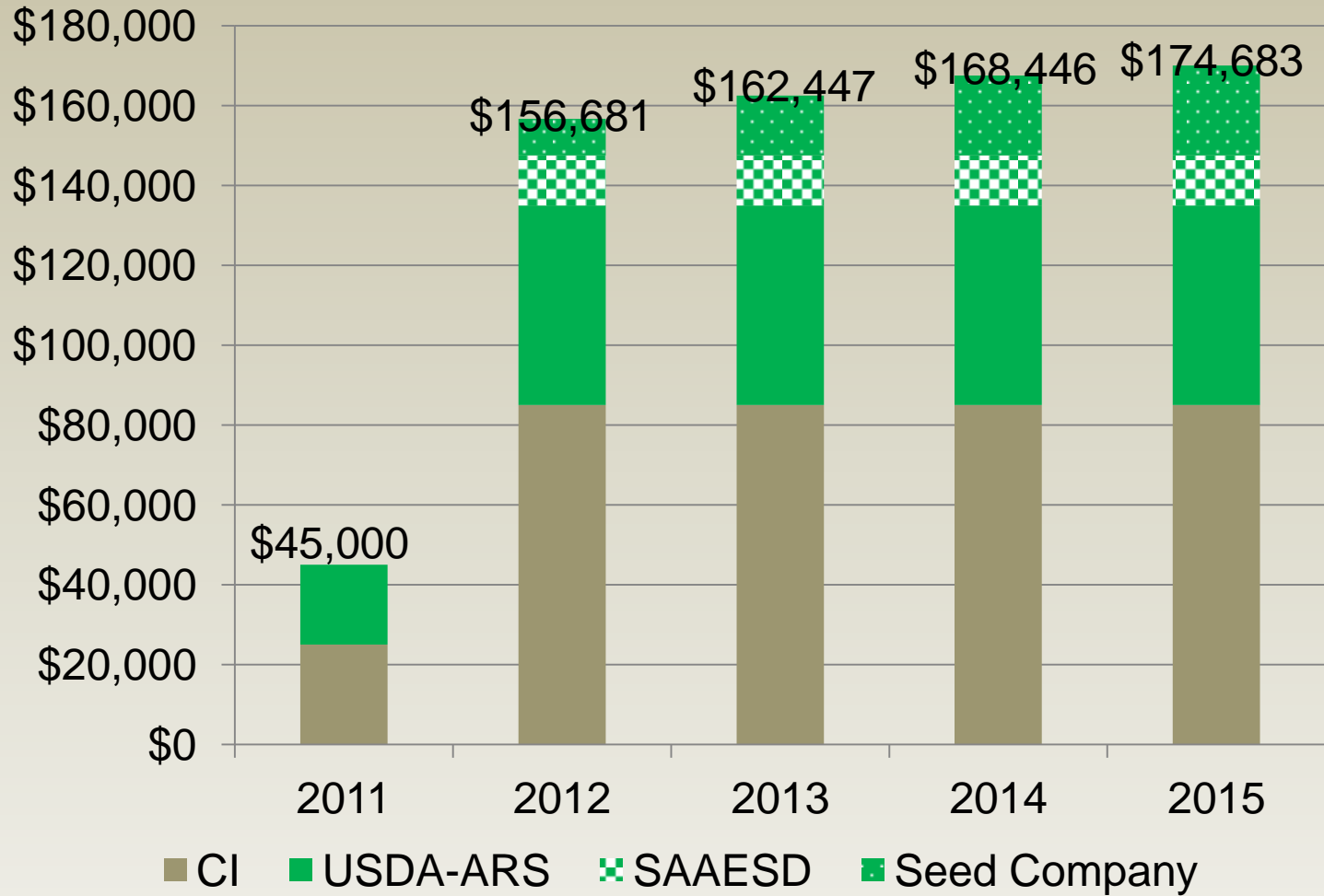
2012 ICGI Conference to be held in Cary, North Carolina mid-October ...



CottonGen Support



CottonGen Support

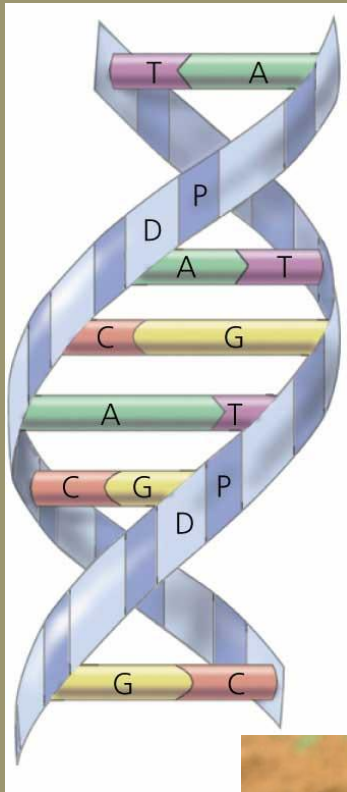


Support

- **\$30,000 1 time infusion from
USDA Southern Plains Area**
- **\$24,000 from Seed Companies**
- **\$12,500 from SAAESD**



Questions



Overview

- **1 Corporate Highlight**
- **1 Ag Research Highlight**
- **3 Variety Improvement Highlights**



**With Each
Opportunity a New
Trademark Emerged**

Trademark Timeline

1970



1973



1980



COME HOME TO COTTON

MILLNet™
THE COTTONWORKS®
FABRICAST®

THE FABRIC OF OUR LIVES®

COLORCAST™

1990



COTTON FIBER MANAGEMENT SYSTEM

ENGINEERED FIBER SELECTION®

Cotton Incorporated
LIFESTYLE
MONITOR™

2000



NATURAL STRETCH®

THE JOY OF SHOPPING!®

THE HEALING
POWER OF
COTTON®

WHAT A GREAT
TIME TO BE A GIRL®

WHAT ARE YOU
WEARING?®

EFS® *Easi flo* cottonseed

COTTECH®



NATURAL PERFORMANCE™

GeoPhillics

ENHANCED™

WICKING WINDOWS™



repel.

SEED™

BUSINESS CLASS™



EcoPhillic

CFM COTTON FIBER MATRIX

NATURAL WICK™

YOU CAN NEVER HAVE ENOUGH®



Natural™

WHATEVER YOU WANT TO WEAR®



STORM DENIM™

QRNet32™



TOUGH COTTON™

EFS®-USCROP™



ABSORBLEND®



STAY TRUE COTTON™



EnviroPhillic™



Change the World One Pair of Jeans at a Time™

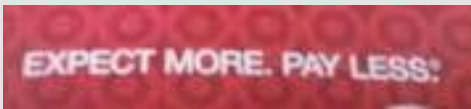


COTTON MANAGEMENT SYSTEM™



Environment

Why Streamline?



Example of Branding
Logo & Slogan





Technology:



Corporate
& Trade:

Sustainability:



Consumer:

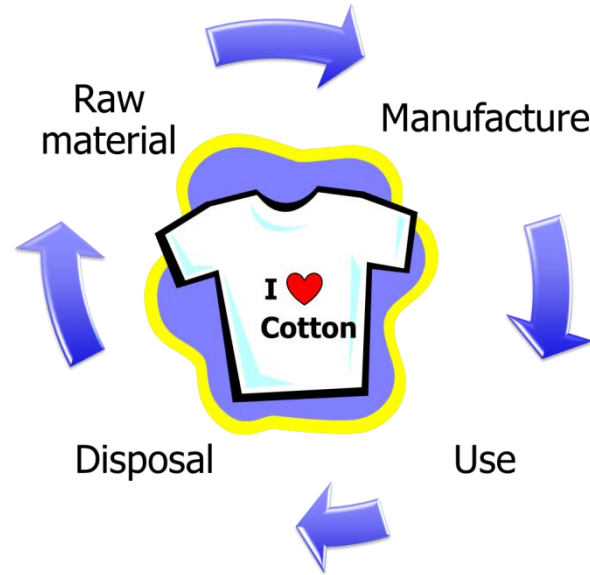


Overview

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- 1 Ag Research Highlight
- 3 Variety Improvement Highlights



Vision 21 Life Cycle Assessment



Why LCA is important

The image displays a grid of logos for various member companies and organizations. The logos are arranged in approximately 10 rows and 10 columns. Many logos have a small asterisk next to them. The companies listed include:

- ALCOA
- BASF (The Chemical Company)
- BAYER
- BEST BUY
- Cargill
- P&G
- PRé (product ecology consultants)
- Quantis (Sustainability counts)
- SAMSUNG
- SAP
- CHURCH & DWIGHT CO., INC.
- THE CLOROX COMPANY
- Coca-Cola
- COLGATE-PALMOLIVE
- DMG (DAIRY MANAGEMENT INC.)
- Johnson (A FAMILY COMPANY)
- SCS (SCIENTIFIC CERTIFICATION SYSTEMS)
- seventh GENERATION
- Stonyfield (CREATING GREAT MILK)
- syngenta
- DARDEN
- defra (Food and Beverage Alliance)
- DELL
- Disney
- FAIR TRADE PRODUCTIONS
- PROTECT WHAT'S GOOD (Tetra Pak)
- Tyson
- Environment (Your Partner in Sustainability)
- Unilever
- Walmart
- ecoverge
- UNITED STATES OF AMERICA (NATIONAL PROTECTION)
- FUNDACION CHILE (Hacerse la frontera de lo posible)
- General Mills
- Georgia-Pacific
- WM (WASTE MANAGEMENT)
- defra (Food and Beverage Alliance)
- UNITED STATES OF AMERICA (NATIONAL PROTECTION)
- FUNDACION CHILE (Hacerse la frontera de lo posible)
- WWF
- Henkel
- Kellogg's
- Kimberly-Clark
- L'ORÉAL
- MARS
- Ter 2 Members
- McDonald's
- MillerCoors
- MONSANTO
- NICE PAK (The Global Wet Wipe Experts)
- novozymes (Rethink Tomorrow)
- 3M
- Ahold
- Alberto Culver
- Campbell's
- CLEAN
- NSF
- OCTAL
- Panasonic
- PE AMERICAS (A part of the world and all)
- PEPSICO
- DANISCO (First you add knowledge...)
- Earth911
- ECOLAB
- Forest Products Association of Canada (fpac.ca)
- hp
- Johnson Controls
- Johnson & Johnson (CONSUMER COMPANIES, INC.)
- KIK (CUSTOM PRODUCTS)
- KPMG
- Kroger
- MARKS & SPENCER
- SAFeway
- source 44
- Sun (Products Corporation)
- TOSHIBA

LCA has emerged as THE way to measure Sustainability



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Variety Improvement

- **Conventional Varieties**
- **2011 Cotton Breeders' Tour**
- **2012 ICGI Research Conference**



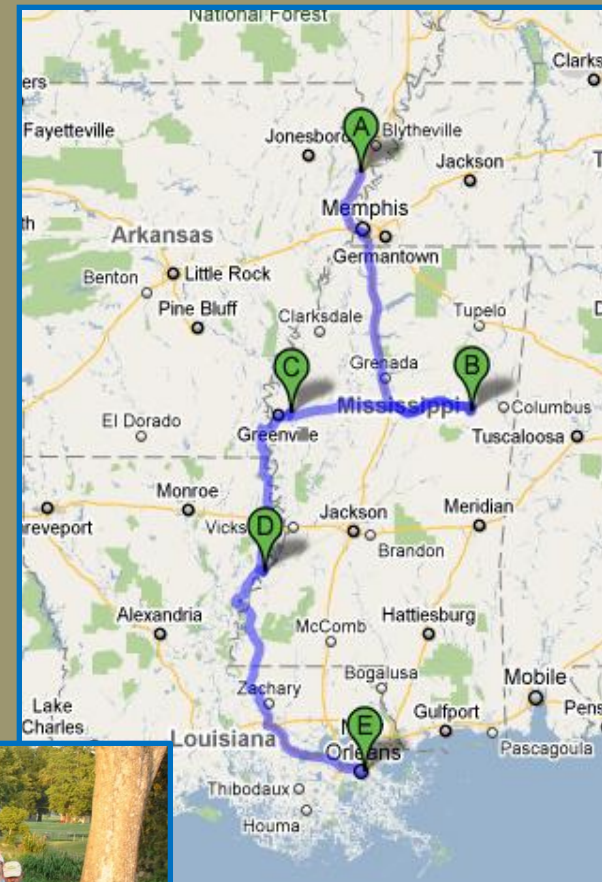
Conventional Varieties

- UA48
- UA03
- UA22
- UGA230
- LA17
- LA35RS



Cotton Breeders' Tour

- 150 Participants
- Food, Transportation, and Hotels
- Public and Private Sectors



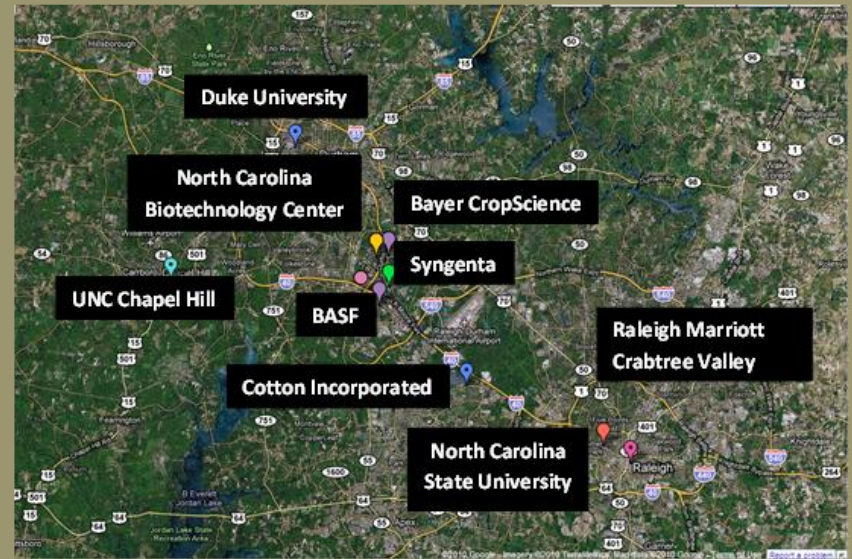
International Cotton Genome Initiative Conference

October 2012



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Questions

