



Global Consumers

GLOBAL CONSUMERS say cotton is the most environmentally friendly fiber, according to the fifth Global Lifestyle Monitor.

Conducted by Synovate, the survey queried 5,000 consumers aged 15-54 in 10 countries across Europe, South America and Asia. Cotton Council International and Cotton Incorporated sponsored the research with support from USDA. When asked to rate the environmental friendliness of individual fabrics on a one to 10 scale, consumers rated cotton most highly with an average rating of 8.58. Further, 64 percent of consumers reported they would pay more for clothing made from natural fibers such as cotton than for clothes made from synthetic fibers such as polyester.

The survey revealed, by comparison, nearly half of all consumers surveyed said they would not pay more for clothing made from organic cotton than clothing made from non-organic cotton. (National Cotton Council)

COTTON COUNCIL INTERNATIONAL and Cotton Incorporated furthered knowledge of US cotton and US/China cotton trade among more than 700 global cotton industry representatives as first-time sponsors of the 2008 China Cotton Summit and International Cotton Fair.

Themed "The Chinese and Global Cotton Industry Long Term Development and Cooperation," the two-day event in Hangzhou focused on global cotton industry issues and trends.

Participants from 17 countries heard Allen Terhaar, CCI executive director, report on a US cotton outlook, cotton and the Chinese consumer, trade with China and CCI and Cotton Incorporated's 2008 activities and goals. Terhaar explained from the viewpoint of both history and statistics, it is clear the US represents better long-term, two-way trade than competitors such as India and Uzbekistan.

He also explained, unlike other fiber exporting countries, the US supports the development of cotton and cotton processing, trade and end consumption in the US and China. He said these efforts are in collaboration with the China Cotton Assn. and China National Textile and Apparel Council and in the interests of the expansion and profitability of the globalized cotton industry. (NCC)

PRICES EFFECTIVE MAY 16-22, 2008

Adjusted world price, SLM 11/16	58.80 cents*
Import quotas open	1
Limited global import quota (480 lb.bales)	409,987
ELS payment rate	4.29 cents
*No adjustment made under Step I	
Five-day average	
Current 3135 cif Northern Europe	76.17 cents
Current US cif Northern Europe	75.80 cents

2007-08 weighted marketing-year average farm price
Year to date (August to March) 56.37 cents**

**August-July average price used in determination of counter-cyclical payment.

TALKIN' COTTON is produced by NTOK Cotton, a cotton industry partnership which supports and encourages cotton production in North Texas, Oklahoma and Kansas. For more information on the cotton scene, see okiecotton.org and ntok-cotton.org. For questions and comments on Talkin' Cotton, contact eventer-prise1@hughes.net.

