

### In The News

#### New Certification Program Seeks to Promote Cotton Gins' Quality Efforts

Samuel Jackson, Inc. has announced a new certification program designed to help cotton gins promote their services to cotton farmers and cotton mills. The Cotton Gin Certification program is being managed by Samuel Jackson, Inc. with the help of an advisory board made up of a global cross-section of growers, ginners, and mill representatives.

The price growers get paid for their cotton by merchants and mills is based on the grade the cotton bale receives from the classing office. However, as the push for higher quality bales increases, much of a bale's value isn't represented by its grade. A cotton gin can positively impact the net value of a bale to a mill, but it is difficult for buyers to know which gins have the technology and personnel resources to deliver added value. The Cotton Gin Certification program fills that information gap, giving buyer's assurance of how a bale was processed.

Many mills have experienced problems from bales with moisture that has been misapplied. Because this Certification program makes it easy to avoid those bales, it offers an immediate benefit for cotton buyers.

According to Chris Jackson, President of Samuel Jackson, Inc., "There are a lot of mixed messages out there about moisture and cotton, particularly in regard to bale moisture. The Certification program provides definitive guidance to everyone at no charge."

More information on this program, including applications for gins interested in Certification, can be found online at [www.CertifiedCotton.com](http://www.CertifiedCotton.com).



Chris Jackson

### » People In The News

#### Bono Knows Cotton?

Irish rocker Bono believes disrespect by the World Trade Organization has led to depressed cotton prices for West African farmers.

Bono was in the West African country of Mali to "specifically to find out how low cotton prices are affecting farmers."

Said Bono: "The reason you don't get more for your cotton is because world trade talks, the people who are sitting at the table, do not respect your situation. We will try to represent you in the trade talks where they won't let you sit.

"We are up against vested interests and big, powerful lobby groups. The social movements will give us political muscle and that makes it doable, but it is going to be a fight." he added.

Bono, a former member of the rock group U2, has taken on such tasks before. He was somewhat successful in having debts cancelled for some of the of the world's poorest countries.

Bono also said he and other activists would need to "get better at explaining to U.S. and European farmers how their agricultural subsidies were hurting African producers."