

New Gin Certification Program Established

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 the 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.

Neil Turner, program director, explains, "While cotton gins can't improve upon the quality of the cotton they receive, they can take special steps to preserve quality. Many gins are doing this, but generally that cotton gets mixed into a larger pool with cotton from gins that may not be treated as well. Certification helps the cotton that has received special treatment stand-out in the marketplace."

Casey Newsom, assistant program director, predicts a bright future for this program. "During the preliminary development of this program, we had a limited release of the sign-up materials. Over just two weeks we have had 22 gins sign up, representing approximately 930,000 bales. The gins have been enthusiastic about participating in a program that promotes them in a positive light."

Recently, 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. But Cotton Gin Certification extends far beyond a single issue.

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. The exciting part is this program encompasses much more than bale moisture, highlighting gins that use technology and skilled operators throughout the ginning process to benefit everyone throughout the cotton supply chain."

More information on this program, including applications for gins interested in Certification, can be found online at www.CertifiedCotton.com.