

Gin Certification Program Draws Support

THE COTTON GIN Certification Program continues to grow and gain supporters industry-wide.

Since the program has been announced, it has steadily gained momentum. Here are some quick updates:

www.CertifiedCotton.com has been updated with a list of the first gins to receive primary certification. We already have over 40 gins, representing approximately 2,000,000 bales annually participating. The Certification Advisory Board information has also been updated, providing information on current board members. We hope to add additional board members soon.

Advertising efforts have included full page ads in *Cotton Farming* and the *Cotton Gin And Oil Mill Press*. Advertising space has also been reserved in *Textile World* and *Textile World Asia*. The magazine ads have been supplemented with an international flyer mailout to 2,000 mill and merchant contacts. A follow-up mailout is planned for late May. The results of these efforts are seen in website statistics showing over 25,000 hits to CertifiedCotton.com.

Beyond primary certification, gins can elect to promote their gin's efforts through evaluation in five different categories. Gins are free to select what combination of categories they wish to be rated in. The rating standards have been drafted and are currently undergoing a technical review, which will be followed by a review by the Certification Advisory Board. Once these standards are approved, the website will be updated with more information.

If you own or manage a gin, you can find information on certifying your gin online, including an updated list of Frequently Asked Questions (FAQs) and a downloadable application. Of course, you can always call me directly and I will be happy to answer your questions and help guide you through the certification process.

The Cotton Gin Certification Program seeks to facilitate the exchange of profit impacting information regarding bale quality and value not fully represented by traditional sources. The desired information exchange is between all industry segments, helping identify and promote practices that are mutually beneficial, specializing in areas of gin-level moisture control.