

## MARVIN RUARK

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June 15, 2001

Ms. Whitney Rick  
Chief Research and Promotion Staff, Cotton Program  
Agricultural Marketing Service, USDA  
Stop 0224  
1400 Independence Avenue SW  
Washington, DC 20250-0244

RE: Request for comments to be used in a review of 1990 amendments to the Cotton Research and Promotion Act – Docket number (CN-01-002), 66FR 16440, March 26, 2001.

Dear Ms. Rick:

I have been a cotton farmer in Morgan County, Georgia for many years and want to take this opportunity to express my full support of this nation's Cotton Incorporated/Cotton Board Cotton Research and Promotion Program. Further, I strongly feel that it is not necessary to conduct a referendum to determine if the programs should continue. These programs, in my opinion, have proven to be beneficial to our industry, particularly notable in the past ten years. For instance, Cotton Incorporated's Fabric of Our Lives campaign is imprinted in the majority of Americans' minds and everyone recognizes the Seal of Cotton and what it stands for. Most importantly, in these past ten years, this program has been instrumental in doubling average consumer cotton consumption to thirty-seven pounds per person, annually. We need this program to continue promoting demand for our commodity in this country and overseas. I believe, without a doubt, it will.

There has also never been greater need for continuing the excellent production and processing research conducted within the research program. Please keep in mind that with the cotton prices so low, our nation's cotton industry is suffering economically. Therefore, our mandatory assessment dollars, not to mention manpower, should not be spent on an unnecessary referendum at this time. These programs address our promotion and research needs comprehensively and they should be allowed to keep going, uninterrupted. It is my understanding that there is an option available to farmers and importers to demand a referendum in the event we become unhappy with the programs.

I am grateful to the USDA for keeping a close eye on our interests but I strongly urge you to not spend our money on a referendum right now. Thank you for letting me speak my mind and your consideration on this important matter.

Respectfully yours,

  
Marvin Ruark

