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United States Department of Agriculture

USDA's
93rd
Annual

Agricultural Outlook Forum

A New Horizon: The Future of Agriculture

February 23-24, 2017 • Crystal Gateway Marriott Hotel, Arlington, Virginia

Presentation from the USDA Agricultural Outlook Forum 2017

United States Department of Agriculture
93rd Annual Agricultural Outlook Forum
“A New Horizon: The Future of Agriculture”

February 23-24, 2017
Arlington, Virginia

SUCSESSES AND CHALLENGES OF MARKETING SUPIMA COTTON

USDA Outlook Forum

February 24, 2017
Arlington, VA

Marc Lewkowitz
President and C.E.O.

SUPIMA[®]
WORLD'S FINEST COTTONS

PERCEPTION OF COTTON

Favorable

- Positive global perception
- Natural
- Soft
- Comfortable
- Durable

Unfavorable

- Not new
- Not technological
- Death fiber
- Lacking performance

CHALLENGES FOR COTTON

- Weather
- Price – Volatility
- Competitive man-made fibers
- Overcapacity of man-made fibers
- Subsidization

1911 – PIMA IS BORN



SUPIMA[®]
WORLD'S FINEST COTTONS

1920 GOODYEAR TIRE CO.



SUPIMA[®]
WORLD'S FINEST COTTONS

LANDS' END 

SUPIMA®
WORLD'S FINEST COTTONS

SUPIMA COTTON



AMERICA'S SUPERIOR PIMA

Grown exclusively in the western and southwestern U.S., the quality, softness and strength of Supima cotton are unmatched. Only 3% of the cotton grown each year is worthy of the Supima name.

AND WE CARRY OVER 300 SUPIMA STYLES AT LANDS' END.

[SHOP SUPIMA FOR WOMEN](#)

[SHOP SUPIMA FOR MEN](#)

[SHOP SUPIMA FOR HOME](#)



WHY SUPIMA IS SUPERIOR

IT'S SOFTER

Supima's extra long fibers create a naturally softer, finer fabric than standard cotton. These fabrics are more lustrous to the eye and more luxurious to the touch.

IT'S STRONGER

Supima's longer fibers allow it to be spun tighter, creating finer yarns. Finer yarns can be woven tighter, creating a more durable fabric that's less prone to pilling.

IT'S MORE COLORFUL

Supima's fiber density allows it to absorb dyes more evenly, creating richer, more saturated color that stays bright and vibrant longer.

SUPIMA[®]
WORLD'S FINEST COTTONS



SUPIMA[®]
WORLD'S FINEST COTTONS

SUPIMA COTTON

Super soft Supima® cotton is elegant yet easy, with t-shirts perfect to base your outfit around. Wear with jeans for an everyday outfit.





ONE OF THE WORLD'S FINEST COTTONS

Supima® cottons is exceptionally soft, strong and holds colour more than any other cotton. This is because the fibres of Supima® cotton are longer than that of regular cotton. The longer fibres of Supima makes it much more resistant to pilling.

Grown only in the US, Supima® is an exclusive cotton which accounts for approximately 3% of all cotton grown in the United States. Here at UNIQLO, we use Supima® for select items within our basic ranges - from short sleeve T-shirts and vests for women to boxers and socks for men; enabling man and woman to experience the softness of Supima every day.

Our men's Supima® range of t-shirts are the perfect base to build your outfit around, wear with jeans or sweat bottoms for an everyday outfit. A selection of our socks and underwear also feature Supima® for all day, everyday comfort.

SUPIMA[®]
WORLD'S FINEST COTTONS



SUPIMA SHIRTS

STARTING FROM \$12.90

SUPIMA[®]
WORLD'S FINEST COTTONS



SUPIMA COTTON
Extremely rare. Softer, smoother.

SUPIMA COTTON MODAL T-SHIRT

Premium Quality
Supima cotton makes up less than 1% of the world's cotton. Its fibers are longer, stronger and smoother.

Perfect Fit
Its durable fabric provides a comfortable fit which keeps its shape even after multiple washes.

Vibrant Colors
Holds color more than any other kind of cotton. This is because the fibers of Supima are longer than most cottons.

SUPIMA COTTON MODEL V-NECK T-SHIRT
This one material makes the most difference. SUPIMA COTTON. Combined with the softness of modal fabric. Designed with a unique stretch across for a better look.



Brooks Brothers

— Generations of Style —

SUPIMA[®]
WORLD'S FINEST COTTONS

3 REASONS TO LOVE SUPIMA



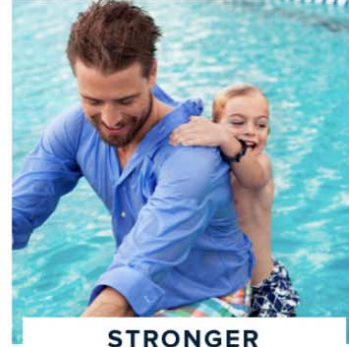
SOFTER

Lustrous, longer-length fibers mean that it remains soft.



BRIGHTER

Absorbs dye evenly, ensuring vibrant long-lasting color.



STRONGER

Its strength and durability mean less pilling and shrinkage.

SUPIMA[®]
WORLD'S FINEST COTTONS



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WORLD'S FINEST COTTONS

AN AMERICAN ICON RETURNS

Our Original
Polo® Button-Down
Oxford

The shirt that started a revolution in menswear started at Brooks Brothers, and we've brought it back home along with authentic details. It's made from long-lasting oxford cloth that gets better over time, and we've restored the signature rolled collar, so using it along with the placket and cuffs for added comfort. Finally, each shirt is made in our North Carolina workrooms from American grown Supima® cotton — just what you would expect from the Original American Brand™. Visit our online magazine to learn more about the making of our Icon.



SUPIMA®
WORLD'S FINEST COTTONS

SUPIMA LICENSEES

- Licensed supply chain inclusive of spinner through to the brand/retailer
- All U.S. grown American Pima is eligible to be labeled as SUPIMA®
- Over 370 licensees
- 39 countries

SUPIMA[®]
WORLD'S FINEST COTTONS

SUPIMA DESIGN COMPETITION



SUPIMA[®]
WORLD'S FINEST COTTONS



DNA AUTHENTICATION



SUPIMA[®]

WORLD'S FINEST COTTONS