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Proceedings of
THE NATIONAL AGRICULTURAL MARKETING CONFERENCE

Denver, Colorado

April 27-29, 1971

Sponsored by:

Consumer and Marketing Service, USDA
USDA and State Extension Services
Experiment Station Committee on Organization and Policy
Foreign Agricultural Service, USDA
National Association of Marketing Officials
National Association of State Departments of Agriculture
USDA and Cooperative USDA-State Research Service

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FOREWARD

The sponsoring agencies and the Program Committee express their appreciation to the speakers; the individuals who served as Steering Committee--Discussion Leaders for the various work groups; the Secretary-Consultants; and to those individuals who served as Chairmen of the various sessions. The smooth functioning of the Conference was due to work of many groups and individuals but particularly to the Colorado Department of Agriculture, the Colorado Extension Service, and the Colorado Experiment Station.

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EXPORT OUTLOOK FOR U. S. COTTON IN 1970-71 AND 1971-72

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U. S. cotton exports during 1970-71 (year beginning August 1) are expected to total 3.5 million bales, up appreciably from the level of 2.8 million a year earlier.

At 27.3 million bales, foreign Free World cotton consumption is expected to exceed production of 23.4 million by 3.9 million bales. In addition, net Free World exports to Communist countries are estimated at 1.2 million bales. Thus, there is a residual demand for U. S. cotton of approximately 5.1 million bales, disregarding stock changes. Unfortunately, U. S. supplies are not adequate to take full advantage of this potential export demand. In particular, the lower grades and shorter staples, which normally account for more than half of U. S. cotton exports, are in short supply.

Early in 1971, when it became obvious that world supplies of raw cotton were below expectations and below the anticipated level of consumption, world cotton prices moved upward rapidly. As of April 1, they were about 3¢ per pound above the level of a year ago and up about 2-1/2¢ from the beginning of the 1970-71 season. Experience indicates that cotton is not competitive with manmade fibers at current price levels, and that foreign Free World producing countries usually respond to such prices by increasing acreage and production the following year.

Preliminary indications are that potential export demand for U. S. cotton in 1971-72 will again be strong. Even if foreign Free World producing countries expand their production, most of this cotton is expected to be used for rebuilding of stocks and for an anticipated small increase in cotton consumption. Furthermore, Communist countries may have to increase their imports from the Free World since it is unlikely that Russia will match her record 1970-71 crop again next year. However, it appears unlikely that the United States will have supplies adequate to take full advantage of potential export demand. The March 1 planting intentions report calls for an increase in planted acreage for 1971-72 of only 1 percent above the present year. Therefore, it is anticipated that U. S. cotton exports in 1971-72 will be around the same level as 1970-71.

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