



4141 E. Broadway Rd. • Phoenix, Arizona 85040-8831 • Tel: (602) 437-1364 • Fax: (602) 437-0143 • [www.supima.com](http://www.supima.com) • [info@supima.com](mailto:info@supima.com)

[newsletter@supima.com](mailto:newsletter@supima.com) for subscriptions, comments or requests.

# NEWS

November 2009

For the latest Supima crop and market information, visit our web site at:

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## Supima Attends Imabari Towel Messe

**Imabari City in the Ehime Prefecture in southwestern Japan is recognized to be one of the premier quality towel manufacturing centers in Japan. A few years ago the towel manufacturers combined their marketing efforts**



### imabari towel

**to create Imabari Towel as a unique identity and brand for towels manufactured in the Imabari area. Along with these efforts came a tradeshow to highlight the quality of the products as well as the creative design and innovative efforts of the various members. New for this year the tradeshow was moved from Imabari to Tokyo to facilitate greater access to media and to heighten the awareness of their products.**

With the focus on quality and a soft touch,

it is not surprising to know that Supima has found a growing role in new product developments out of this region, and as such Supima was invited to be a guest speaker to update the show attendees about Supima and current activities. Supima's Executive Vice President, Marc Lewkowitz, was put to the task and received a traditional warm and hearty Japanese welcome. Many samples on display at the

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## Supima's New Email Newsletters

**Supima's email newsletters—yes, there are two—continue to evolve to maximize bringing you the best information in the best and timeliest format.**

The images of the newsletter to the right shows the two current version. One newsletter entitled "The Supima Newsletter", provides information on Supima® products and promotional activities along with special features. The other newsletter entitled "Supima Industry Newsletter" will provide production, demand and supply information along with other pertinent news such as the recent activity.

Make sure to sign-up for our email newsletters at <http://bit.ly/8fZMs> to stay current with all the Supima news and receive special updates or announcements as they are released.

**Sign-up Today!**



## Supima Attends Imabari Towel Messe ... Continued



Mr. Lewkowitz to wear during his presentation. The shirt was conceived by Maruei Towel Co., Ltd. and is being sold under their idée Zora brand. During the same time, Tanaka Industries Inc. was being recog-



show already featured products made with Supima cotton. The innovation of the manufacturers was also very apparent in the variety of the collection presented. Items shown included towel art and a variety of non-traditional towel fabric constructions, including one with a one-faced micro loop fabric that was made into a dress shirt and provided to

nized for having the best feeling towel. An independent test of 30 towels was conducted by an organization called [“Dialogue In The Dark”](#). This organization was created to enable visually impaired individuals to overcome barriers and turn deficits into potentials. The 30 towels were compared by this group to find the towel that had the best touch

and hand – and the Tanaka Industries Inc. Supima towel won. The towel will now be featured on Japan’s shopping channel starting on December 4.

## Supima Export Sales And Shipments Maintain Strength

**American Pima export sales have seen a tremendous increase in recent sales, and the total sales figure now stands at 400,000 bales for the 2009/10 crop year. This level is about 75% ahead of last year’s total.**

With an estimated total supply for the 2009/10 crop year of only 674,000 bales, remaining available supply is beginning to tighten. Under the current supply/use estimate (Table below), the current available supply for

this crop year would be estimated to be 244,000 bales.

In the month and a half since the beginning of October, American Pima merchants have sold over 300,000 bales into the export market. Although not likely, if this rate of sales were to continue at current levels, the balance of the 2009/10 crop would be sold out and in mills hands before the end of the year. During this period, China is the largest buyer and has purchased al-

most 4 times the volume of cotton versus last year. India has bought twice as much and Pakistan’s purchases are roughly equivalent to last year.

With the tightening of supplies, prices have also risen as competition for the fiber has intensified.

In combination with the recovering pricing and strengthened demand, prospects for better plantings in the spring for the 2010/11 crop are also materializing.

### AMERICAN PIMA SUPPLY/USE ESTIMATE

	<u>2005/06</u>	<u>2006/07</u>	<u>2007/08</u>	<u>2008/09</u>	<u>2009/10 *</u>
Beginning Stocks	13	78	188	156	305
Production	630	765	852	431	367
Imports	19	9	6	0	2
<b>Total Supply</b>	<b>662</b>	<b>852</b>	<b>1,046</b>	<b>587</b>	<b>674</b>
Domestic Use	51	39	36	29	30
Exports	520	672	833	232	550
<b>Total Use</b>	<b>571</b>	<b>711</b>	<b>869</b>	<b>261</b>	<b>580</b>
Unaccounted Stocks	-13	47	-21	-21	0
<b>Ending Stocks</b>	<b>78</b>	<b>188</b>	<b>156</b>	<b>305</b>	<b>94</b>
Stocks to Use Ratio	13.7%	26.4%	18.0%	116.9%	16.2%

Released November 10, 2009 by the USDA World Agricultural Outlook Board (WAOB).  
Listed in thousand 480-lb. bales

## Classing Results Update For The 2009/10 American Pima Crop

Classing reports continue to show positive quality results for the American Pima crop. According to the latest report from November 19, a total of 177,196 bales have already been classed with 47,850 bales classed during the last weekly reporting period.

There are two classing reports issued by the United States Department of Agriculture (USDA) - Agricultural Marketing Service (AMS). The first is a report by [classing office](#) and the second is a report by [state](#).

Upon closer inspection of the two USDA reports, there is an easily identifiable difference between the two reports in the total amount of bales that are identified as being classed. In the classing office report, a total of 177,916 bales are reported classed. The state report indicates that only 166,409 bales have been classed. A difference of 11,507 bales.

The variance is because of the reporting practices employed by the USDA to protect individual identities. For example, Texas is the second largest producing state for American Pima, yet there is no classing information yet re-

ported for that state.

However, classing for Texas is included and reported along with the other states in the classing office report, as that combines all data and thereby does not reveal any individual gin or grower details.

It is also important to note that there is only one operating gin in the states of New Mexico and Texas. As Therefore, the USDA performs a review of the reported data. This is done to ensure that any reporting of data from either of the gins would not compromise any one individuals rights to protection of their data.

A summary of the crop data by current state reporting levels is detailed in the table to the right.

The Arizona classing data is very preliminary and only represents a total of 1,719 bales classed and reported to date. The California data is summarized across 164,690 bales and is more reflective of the current crop harvested in California.

The summarized data is indicative of a typical crop at this point with average classing characteristics that are traditional for American Pima crops.

### Percentage of High Grades:

*(Color Grade 2 and above)*

Arizona	99.3%
California	84.6%

### Staple Length Percentages:

Arizona	1-3/8"	25.3%
	1-7/16"	38.9%
	1-1/2"+	35.8%
California	1-3/8"	2.8%
	1-7/16"	32.2%
	1-1/2"+	65.0%

### Strength Averages in GPT:

Arizona	39.9
California	41.6

### Uniformity Averages:

Arizona	85.2
California	85.6

### Micronaire Averages:

Arizona	4.1
California	4.0

As reported by USDA-AMS, November 19, 2009

## Important Web Links—American Pima Crop Information

USDA—AMS Pima Spot Price (Daily):

[http://www.ams.usda.gov/mnreports/MP\\_CN011.txt](http://www.ams.usda.gov/mnreports/MP_CN011.txt)

U.S. ELS Competitiveness Payment Report (Weekly):

[http://www.fsa.usda.gov/FSA/webapp?area=home&subject=e\\_cpa&topic=fta-el](http://www.fsa.usda.gov/FSA/webapp?area=home&subject=e_cpa&topic=fta-el)

USDA—NASS U.S. Production Estimates (Monthly):

<http://usda.mannlib.cornell.edu/MannUsda/viewDocumentInFo.do?documentID=1046>

USDA—FAS Export Sales Report (Weekly):

<http://www.fas.usda.gov/export-sales/cottfax.htm>

USDA—NASS Cotton Reports:

<http://www.usda.gov/nass/pubs/estindx1.htm#cotton>

### USDA CLASSING INFORMATION

By Classing Office: [http://www.ams.usda.gov/mnreports/MP\\_CN104.txt](http://www.ams.usda.gov/mnreports/MP_CN104.txt)

By State: [http://www.ams.usda.gov/mnreports/MP\\_CN110.txt](http://www.ams.usda.gov/mnreports/MP_CN110.txt)

## AMERICAN PIMA SPOT QUOTATIONS

Staple	Color and Leaf Grade					
	01-1	02-2	03-3	04-4	05-5	06-6
48	118.25	117.75	106.00	87.50	77.00	67.75
46	118.00	117.00	104.00	87.50	77.00	67.75
44	113.00	112.00	99.00	82.00	75.75	67.50
	Mike Range	Differences	Strength Range	Differences	Ext. Matter	Differences
	2.6 & Below	-1350	35.4 & Below	-1050	Prep 1:	-610
	2.7-2.9	-945	35.5—36.4	-800	Prep 2:	-895
	3.0-3.2	-550	36.5—37.4	-550	Prep 3:	-515
	3.3-3.4	-395	37.5 & Above	0	Prep 4:	-835

USDA daily report, November 19, 2009 (2009/10 crop)

Net weights in mixed lots, uncompressed, UD Free, FOB warehouse

## AMERICAN PIMA EXPORTS

	<u>2002/03</u>	<u>2003/04</u>	<u>2004/05</u>	<u>2005/06</u>	<u>2006/07</u>	<u>2007/08</u>	<u>2008/09</u>	<u>2009/10 *</u>
Belgium	7.8	8.2	14.5	7.1	4.6	6.3	0.2	1.5
Germany	31.6	18.0	5.7	18.3	20.4	16.8	14.5	8.5
Italy	34.0	16.6	6.9	11.2	14.3	10.6	2.1	2.8
Portugal	3.4	2.7	1.6	1.4	4.7	8.6	0.1	0.0
Switzerland	10.1	10.3	6.8	5.6	7.4	8.9	2.2	1.1
Turkey	9.9	1.9	21.5	24.9	6.4	16.5	8.2	0.3
Other	0.2	0.6	0.6	0.6	1.0	4.4	1.0	0.0
<b>Europe Totals—</b>	<b>97.0</b>	<b>58.3</b>	<b>57.6</b>	<b>69.1</b>	<b>58.8</b>	<b>72.1</b>	<b>27.3</b>	<b>14.2</b>
Bangladesh	33.4	20.9	16.2	2.2	11.8	13.7	9.0	5.7
China	63.5	81.9	128.1	246.3	163.6	176.4	57.5	229.8
India	67.1	43.2	76.0	75.0	91.6	146.7	27.2	63.1
Indonesia	68.2	60.4	47.6	41.3	59.4	68.0	20.3	7.5
Japan	82.6	62.5	73.2	44.0	49.8	53.3	14.8	11.3
Korea Republic	7.2	9.3	24.7	10.8	21.8	22.5	4.7	5.3
Pakistan	101.8	93.4	182.6	55.9	113.6	159.0	26.8	29.0
Taiwan	46.3	20.2	59.9	7.6	31.3	29.8	2.9	5.5
Thailand	25.3	17.0	21.1	15.3	22.1	24.1	8.8	5.9
Other	9.4	6.9	21.1	4.2	6.7	18.4	17.1	1.4
<b>Asia Totals —</b>	<b>504.8</b>	<b>415.7</b>	<b>650.5</b>	<b>502.6</b>	<b>571.7</b>	<b>711.9</b>	<b>189.1</b>	<b>364.5</b>
Brazil	1.6	3.1	2.3	3.0	5.5	5.3	2.0	0.8
Canada	0.0	12.1	4.4	0.0	0.0	0.0	0.0	0.0
Chile	0.0	0.1	0.3	0.1	0.0	0.0	0.0	0.0
Ecuador	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Guatemala	0.0	0.1	1.9	0.5	0.0	0.1	0.8	0.0
Mexico	1.2	2.9	0.9	2.4	0.5	0.3	1.2	1.1
Peru	31.2	28.8	50.2	1.9	13.6	28.2	2.4	9.2
Salvador	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Venezuela	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0
<b>W. Hemi Totals—</b>	<b>34.0</b>	<b>47.1</b>	<b>60.0</b>	<b>10.1</b>	<b>19.6</b>	<b>33.9</b>	<b>6.6</b>	<b>11.4</b>
Rest of World	0.1	0.0	0.0	0.0	2.4	14.6	3.8	10.1
<b>World Totals</b>	<b>635.9</b>	<b>521.1</b>	<b>768.1</b>	<b>581.8</b>	<b>652.5</b>	<b>832.5</b>	<b>226.8</b>	<b>400.0</b>

Source—USDA/FAS U.S. Export Sales—November 19, 2009 - Sales listed in thousand 480-lb. bales - \* Listed in running bales through November 12, 2009



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