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# NEWS

December 2009

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

[www.supima.com](http://www.supima.com)

## INSIDE

New Supima Website Article..... Page 2

Supply/Demand Update Article..... Page 2

American Pima Supply Table..... Page 2

Classing Update Article..... Page 3

Important Web Links Table..... Page 3

American Pima Price Quotations..... Page 3

American Pima Exports Table..... Page 4

## Supima Collection Launches At Bloomingdale's

Across the United States, the Supima Collection of T-shirts, henley's and hoodies have landed. This collection is on display in specially arranged Supima store fronts at 18 select Bloomingdale's locations across the country.

Sure to become your favorite basics, made of 100% Supima and highlighting the natural softness and comfort of Supima fiber, the contemporary T-shirts are available in various weights and colors. There are also two styles available, a traditional crew neck and a shallow v-neck.

Both the henley and the hoodie have an extra-special surprise as they are made of a blend of 80% Supima and 20% cashmere—the two luxury natural fibers. Both of these are lightweight and with an incredibly soft hand, you will not want to take them off—*Live Life Comfortably.*



The Supima collection is available at these Bloomingdale's:

### California:

- Beverly Center – Los Angeles, CA
- Century City – Los Angeles, CA
- Newport Beach – Newport Beach, CA
- South Coast Plaza – Costa Mesa, CA
- Sherman Oaks – Sherman Oaks, CA
- San Francisco – San Francisco, CA
- Fashion Valley – San Diego, CA

### Illinois:

- Michigan Avenue – Chicago, IL

### Florida:

- Aventura – Aventura, FL
- Boca Raton – Boca Raton, FL

### Massachusetts:

- Chestnut Hill – Newton, MA

### New Jersey:

- Bergen County – Hackensack, NJ
- Short Hills – Short Hills, NJ

### New York:

- 59<sup>th</sup> St. Flagship – New York, NY
- Soho – New York, NY
- Huntington – Huntington, NY
- Roosevelt Field – Garden City, NY
- White Plains – White Plains, NY

## 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 Industry Newsletter**

Dear Marc,

This month's newsletter features a quick update on the status of the current farm bill legislation along with some updated supply and demand information. We would also like to invite you to share this newsletter by clicking on the "Forward email" link at the bottom of the newsletter.

**Farm Bill Passes Senate Vote 81-15**  
The 2007 Farm Bill is headed to the President

With a vote of 81 - 15, the U.S. Senate passed the 2007 Farm Bill on May 15, a day after the House passed the bill with a vote of 318 - 106. The 81 votes in favor of the bill exceeded the 67 that were required to "veto-proof" the bill.

The new Farm Bill will be valid through July 31, 2013 and the ELS component of the bill remains unchanged from the previous Farm Bill. Further details including the entire ELS language in section 1208 and a link to the entire Farm Bill document can be found by clicking on this [link](#).

**In This Issue**

- Farm Bill Passes
- Record Exports
- American Pima Supply
- Increasing Prices
- Global Stocks Shrink
- Final Ginning Report

**USDA**

Final USDA Ginning Report

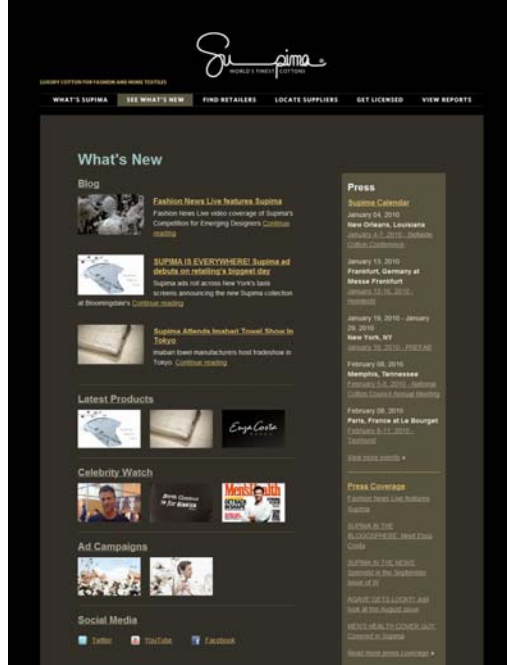
The USDA released the final ginning

## Supima Launches New Website

IT IS HERE!



The main point of contact will be Supima's new homepage. It now features a new and simplified menu system across the top of the page to allow a site visitor to quickly and easily navigate to the information that is of interest to them.



After a lengthy process, the new and revised Supima website has now officially launched. It includes all the information that you are already familiar with, along with current stories about Supima activities and events. The new website will become a new point of connection with Supima.

This website is the result of hours of reworking the user experience in order to provide a simpler, cleaner, efficient and more engaging interface to share news and information.

New landing pages for each section also do a better job of summarizing relevant content and connecting users to other useful content or information of interest.

We want you to visit the site and check out what is new at [www.supima.com](http://www.supima.com). Make sure to bookmark our website and come back frequently for updates and news.

## Supima Supply/Demand And Export Sales Update

Five months ago when the United States Department of Agriculture (USDA) - World Agriculture Outlook Board (WAOB) released their cotton supply/demand report, many probably wondered if the United States would be able to ship 500,000 bales of American Pima in this crop year.

Coming off a year in which sales were down, demand was weak and export shipments had fallen to

226,800 bales, the 2009/10 crop year has witnessed a healthy recovery. The USDA—WAOB updated their export forecast to 575,000 bales. Export sales have already reached 457,700 bales as of the December 10 report for sales through December 4, 2009.

With total supply figures holding steady at 674,000 bales for this crop year, the update to the export figure resulted in a reduction in forecasted ending stocks. They are now estimated

to be 69,000 bales with a stocks to use ratio of 11.4% for the year.

Most of the export sales this year have been to China with a current estimate of 252,700 bales, this exceeded last year's total exports. India and Pakistan round out the top three with 77,400 bales and 41,100 bales of purchases respectively. After the top three, export sales numbers drop to 11,600 bales for Japan, 9,200 bales for Germany and 9,200 bales for Peru.

### AMERICAN PIMA SUPPLY/USE ESTIMATE

	2005/06	2006/07	2007/08	2008/09	2009/10 *
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	575
<b>Total Use</b>	<b>571</b>	<b>711</b>	<b>869</b>	<b>261</b>	<b>605</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>69</b>
Stocks to Use Ratio	13.7%	26.4%	18.0%	116.9%	11.4%

Released December 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

The latest United States Department of Agriculture (USDA) - Agricultural Marketing Service (AMS) classing reports from December 10 indicate that a total of 282,967 bales have been classed. The total weekly classings during the last reported week were 32,507 bales.

Not too much has changed since last month's newsletter. The classing from Arizona continues to be very preliminary with only 1,969 (+250) bales classed. In California, 258,025 (+93,335) bales have been classed so far. The balance of bales, 22,973 bales represent those from New Mexico and Texas.

Unfortunately, as mentioned in last month's newsletter, classing information for the classed bales from New Mexico and Texas are not reported by the USDA in order to protect individual identities.

More detailed information on the classed bales to date can be obtained via the 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](#).

The table to the right is a summary of the crop data by current state reporting levels for the year to date.

The color grade percentages for Grade 2 and above remained the same for Arizona over the month and California saw a 0.2% increase from 84.6% to 84.8%

Staple length percentages were reported to have a shift higher across the board over the month. For Arizona the 1-3/8" decreased 3.2% and the 1-7/16" decreased 2.3%, while the 1-1/2"+ increased 5.5%. California also reported a similar shift in staple lengths over the month. The 1-3/8" decreased 0.2% and the 1-7/16" decreased 2.4%, while the 1-1/2"+ increased 2.5%. The overall classing figures from the office report indicate that the crop average percentage for 1-1/2"+ fiber is currently 67.7%

For the rest of the measured and reported fiber characteristics, the reported data remains much the same for this month.

With a USDA production estimate of 367,000, most of the classing for the current crop year should be completed next month.

### Percentage of High Grades:

*(Color Grade 2 and above)*

Arizona	99.3%
California	84.8%

### Staple Length Percentages:

Arizona	1-3/8"	22.1%
	1-7/16"	36.6%
	1-1/2"+	41.3%
California	1-3/8"	2.6%
	1-7/16"	29.8%
	1-1/2"+	67.5%

### Strength Averages in GPT:

Arizona	39.9
California	41.4

### Uniformity Averages:

Arizona	85.4
California	85.6

### Micronaire Averages:

Arizona	4.17
California	4.0

As reported by USDA-AMS, December 10, 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, December 15, 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	1.6
Germany	31.6	18.0	5.7	18.3	20.4	16.8	14.5	9.2
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	2.0
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>16.7</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	252.7
India	67.1	43.2	76.0	75.0	91.6	146.7	27.2	77.4
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	11.6
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	41.1
Taiwan	46.3	20.2	59.9	7.6	31.3	29.8	2.9	6.4
Thailand	25.3	17.0	21.1	15.3	22.1	24.1	8.8	6.8
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>415.9</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	2.0
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>12.3</b>
Rest of World	0.1	0.0	0.0	0.0	2.4	14.6	3.8	13.2
<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>457.7</b>

Source—USDA/FAS U.S. Export Sales—December 10, 2009 - Sales listed in thousand 480-lb. bales - \* Listed in running bales through December 4, 2009



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