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NEWS

January 2010

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

www.supima.com

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Supima Design Competition Fashion Show

Supima proudly hosted a fashion show of the third annual Design Competition for Emerging Designers on January 19, 2010. The fashion show was the culmination of the competition which began on October 21, 2009 during an open casting call held at Bloomingdale's New York flag ship store. The venue for this event was all new, as well this time around, with the event being held in the theater of the New York Times Center.



The stage provided the show with a dramatic backdrop as the black-out curtains were raised to reveal artistically lit birch trees in a garden setting within the New York Times atrium.

The stunning designs from the previous design competition were on display (left) earlier in the day during Supima's Premium Fabric show known as PREFAB.



One of the outstanding new designs from the competition (above) highlighted the exceptional work and detail that these young designers are capable of. **Continued on page 2...**

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 Design Competition Fashion Show ... continued.

The six finalists chosen for the competition included Gina DeSilva (pictured below left), Nadia Ivanova, To-Tam and To-Nya the Sachicka twins, Heber Sanchez, Robin Tomas and Michael Venker.

Each of the six designers was provided with Supima fabrics and

charged with creating four original designs. Three of the four designs were to be eveningwear pieces and were to be represented by one of each of the three fabric categories: fine-shirting fabric; fine-knitted jersey; and, denim and corduroy. The fourth design was to be a unisex t-shirt.

At the end of the evening, supermodel Coco Rocha announced the nights winners. Gina DeSilva was awarded "Best of Show" for her excellent craftsmanship and use of fabric.

The best t-shirt design was won by Robin Tomas for his triple layer creation (pictured below right).



Supima Premium Fabric Show—PREFAB

The 6th Supima Premium Fabric show—PREFAB was held in New York this past January 19. The show presents a selection of fabrics,

from licensees that have been arranged into various collections such as: sophisticated; sheer; sturdy; supple; and, soft.

The PREFAB show provides buyers from brands, retailers and designers a hands-on look at premium fabric alternatives.



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	390
Imports	19	9	6	0	2
Total Supply	662	852	1,046	587	697
Domestic Use	51	39	36	29	30
Exports	520	672	833	232	600
Total Use	571	711	869	261	630
Unaccounted Stocks	-13	47	-21	-21	0
Ending Stocks	78	188	156	305	67
Stocks to Use Ratio	13.7%	26.4%	18.0%	116.9%	10.6%

Released January 12, 2010 by the USDA World Agricultural Outlook Board (WAOB).
Listed in thousand 480-lb. bales

American Pima Update

There is no question that there has been a resurgence in demand for American Pima cotton during the third quarter of 2009 and into the 2010 year.

The most recent United States Department of Agriculture (USDA)—Foreign Agricultural Service (FAS) export report from January 22 has already placed the total export sales figure for the 2009/10 crop at 543,000 bales. This figure is almost double that of last year and already exceeds the export figure from the 2003/04 crop year.

As a result of the intensity of American Pima sales and shipments, the January 12 supply/use report from the USDA—World Agricultural Outlook Board (WAOB) also increased their annual export forecast to 600,000 bales.

In addition, the production estimate was increased from 367,000 bales to 390,000 bales as a result of better than expected yields in Arizona and California.

Keep up to date with updated production numbers via the Supima website by using this link: <http://www.supima.com/view-reports/production/>

As production and export shipments continue at a rapid pace, the current crop situation continues to be tight. The current USDA—WAOB report now estimates that ending stocks will be about 67,000 bales. However, at the current rate of about 10,000 bales of sales per week, that ending stock figure would be consumed before reaching the end of this crop year about 20 weeks away.

As of January 21, the USDA has reported in the office classing report that 376,537 bales have been classed.

The quality of cotton has remained relatively unchanged throughout the classing season. The report indicates that 84.2% of the Visalia classing has a color grade of 2 and better. The average strength is 41.2 GPT, the average micronaire is 4.0 and the average uniformity is 85.6.

The breakdown of the classing information by state for what is currently being reported is summarized in the table to the right. More details can be obtained on the Supima website here: <http://www.supima.com/view-reports/classing/> or via the list of important web links below.

Percentage of High Grades:

(Color Grade 2 and above)

Arizona	98.2%
California	83.7%

Staple Length Percentages:

Arizona	1-3/8"	11.3%
	1-7/16"	31.6%
	1-1/2"+	57.1%
California	1-3/8"	2.8%
	1-7/16"	30.7%
	1-1/2"+	66.5%

Strength Averages in GPT:

Arizona	40.3
California	41.3

Uniformity Averages:

Arizona	85.6
California	85.5

Micronaire Averages:

Arizona	4.22
California	3.97

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

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

http://www.fsa.usda.gov/FSA/webapp?area=home&subject=e_cpa&topic=fta-e

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

By State: 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	125.75	125.25	112.25	91.50	82.00	72.75
46	125.50	125.00	112.00	91.50	82.00	72.75
44	120.50	120.00	107.00	86.50	80.75	72.50
	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, January 22, 2010 (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	2.0
Germany	31.6	18.0	5.7	18.3	20.4	16.8	14.5	10.4
Italy	34.0	16.6	6.9	11.2	14.3	10.6	2.1	3.3
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	0.6
Turkey	9.9	1.9	21.5	24.9	6.4	16.5	8.2	2.4
Other	0.2	0.6	0.6	0.6	1.0	4.4	1.0	0.0
Europe Totals—	97.0	58.3	57.6	69.1	58.8	72.1	27.3	18.7
Bangladesh	33.4	20.9	16.2	2.2	11.8	13.7	9.0	6.1
China	63.5	81.9	128.1	246.3	163.6	176.4	57.5	277.2
India	67.1	43.2	76.0	75.0	91.6	146.7	27.2	98.7
Indonesia	68.2	60.4	47.6	41.3	59.4	68.0	20.3	10.3
Japan	82.6	62.5	73.2	44.0	49.8	53.3	14.8	12.4
Korea Republic	7.2	9.3	24.7	10.8	21.8	22.5	4.7	12.4
Pakistan	101.8	93.4	182.6	55.9	113.6	159.0	26.8	56.1
Taiwan	46.3	20.2	59.9	7.6	31.3	29.8	2.9	8.4
Thailand	25.3	17.0	21.1	15.3	22.1	24.1	8.8	8.9
Other	9.4	6.9	21.1	4.2	6.7	18.4	17.1	1.4
Asia Totals —	504.8	415.7	650.5	502.6	571.7	711.9	189.1	491.9
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	3.1
Peru	31.2	28.8	50.2	1.9	13.6	28.2	2.4	11.9
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
W. Hemi Totals—	34.0	47.1	60.0	10.1	19.6	33.9	6.6	16.1
Rest of World	0.1	0.0	0.0	0.0	2.4	14.6	3.8	15.6
World Totals	635.9	521.1	768.1	581.8	652.5	832.5	226.8	543.0

Source—USDA/FAS U.S. Export Sales—January 22, 2010 - Sales listed in thousand 480-lb. bales - * Listed in running bales through January 14, 2010



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