



The Grower-Owned Association
Marketing Only California Cotton

THE QUALITY COTTON UPDATE

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SJV Acala market:

The typical March – April planting season time-

frame for Valley cotton growers also marks the approximate half-way point in the marketing season. Since the first ginnings of the 2009 crop were stored and made available for marketing, Acala prices have steadily moved upwards. With prices moving up about 2-3 cents over carrying costs from that time until now.

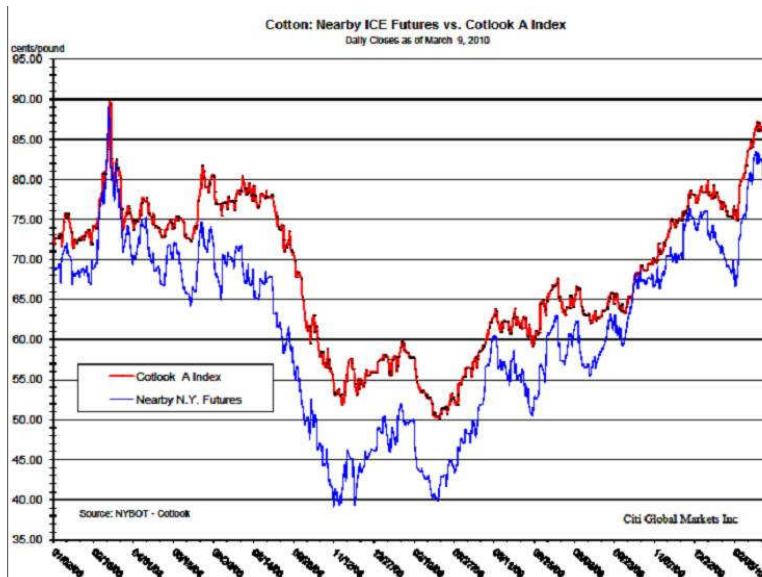
National Cotton Council Certified Producer Organization
International Cotton Association Member

(661)377-2490 Fax(661) 398-4334
4900 California Ave. Ste 115 B
Bakersfield Ca. 93309
www.sivqualitycotton.com

FSA 2010 Deadlines:

DCP & ACRE contracts	June 1, 2010
Small Grain certification	April 30, 2010
All Other Crop certification	July 15, 2010
Reconstitutions	August 1, 2010

Or see www.fsa.usda.gov



The A index (reflecting physical prices landed to mills in the far east) is now in the mid-eighty cent range. That means that mills are paying prices about 30% more than the same time last year. Yarn prices have increased as well since that time, but mills' raw cotton costs have outpaced those increases, especially over the last few weeks.

Did you know ?
SJV Quality Cotton uses 100% cotton bagging, an important element in minimizing contamination.

ECONOMIC TRENDS: Last 30 day changes

– SJV Quality Cotton Growers Association will once again be a sponsor of CCI's Sourcing USA Summit, a conference of the world's top textile interest executives. The conference aims to increase US cotton's market share worldwide

- Dollar ↑
- Prime Rate ↔
- CRB index ↑
- DJ Average ↑
- Natural Gas ↓
- Diesel ↓
- Polyester ↑

RECENT MARKET PRICE LEVEL — Roller Acala \$0.81 - 0.86
Saw Acala \$0.78 - 0.83

SJV Pima market:

World ELS prices continue to steadily increase as available supplies are pared down by a steady

demand. Cotlook has raised its quote for US Pima by 2 cents but has also raised Egyptian ELS quotes by 1 cent. This would bring the current theoretical value of the ELS Competiveness Payment to 12.37, up a cent from the previous eight weeks. While this is a valuable enhancement, it puts US Pima perilously close to the trigger (134% of CCC Loan value) which would completely eliminate the payment for any cotton not yet shipped. If this happens, world prices paid by mills would have to increase by another 12-15 cents to achieve higher grower-level prices beyond current

RECENT MARKET PRICE LEVEL — \$1.20 - 1.30

values.

ELS Competiveness Payment Values

