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NCC Applauds The Great American Cotton Plan

MEMPHIS, Tenn. – The National Cotton Council (NCC) commends Secretary Brooke Rollins and the U.S. Department of Agriculture’s (USDA) announcement today of the Great American Cotton Plan and welcomes the support of America’s cotton farmers.

NCC also thanks President Trump and congressional leaders for the cotton and tax provisions in the Working Families Tax Cuts Act and other recent actions that help cotton farmers plan ahead, reinvest in their operations, and keep family farms viable for the next generation. Together, these efforts make meaningful progress in strengthening the farm safety net, improving risk management tools, and supporting rural America.

Building on that momentum, NCC strongly supports the bipartisan Buying American Cotton Act (BACA) which would help increase domestic demand and production of U.S. cotton, encourage investment in U.S. textile mills, and create jobs here at home.

“Measures like BACA, along with the USDA’s Great American Cotton Plan and other recently implemented cotton initiatives, demonstrate key progress for America’s cotton industry,” said NCC Chairman Nathan Reed. “At a time when cotton producers are facing pressure from high input costs and market uncertainty, these steps are critical to the long-term success of our industry.”

As the USDA highlights U.S. cotton and its role in our economy, our environment, and our everyday lives, NCC's ongoing Plant Not Plastic campaign continues to reinforce and educate consumers that cotton is a natural, renewable alternative to synthetics.

The Council looks forward to continuing to work with USDA, the Administration, and Congress to advance policies that grow demand for U.S. cotton.

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