



## **THE EXPORT FILES: U.S. COTTON SALES SURGE AT SUMMIT**

*FAS Funding Source: MAP*

Cotton Council International (CCI) presented its ninth biennial Sourcing USA Summit Nov. 5 – 7, 2016, in Rancho Palos Verdes, California, to facilitate U.S. cotton networking opportunities for more than 400 attendees from 31 countries, an assembly representing 16% of global cotton use. CCI organizes the Sourcing USA Summit in cooperation with Cotton Incorporated and the United States Department of Agriculture (USDA) Foreign Agricultural Services (FAS).

The U.S. cotton industry and its allied industries are integral supporters of the Sourcing USA Summit, in addition to Cotton Incorporated and the USDA's Market Access Program (MAP) funding. The 2016 Sourcing USA Summit had 19 U.S. cotton exporter sponsors and 13 allied industry sponsors, multiplying the funding provided by USDA.

The Summit explored topics surrounding the use of U.S. cotton in the textile supply chain, including innovation and global economic issues. CCI reiterated the consistent quality and reliable supply of cotton grown in the United States, and the commitment of U.S. cotton producers to maintaining their strong relationship with the global cotton supply chain.

U.S. exporters reported sales of about 78.8 million pounds of U.S. cotton during the Summit, valued at approximately \$62.2 million. Textile mill buyers said that they expect to purchase an additional 1.8 billion pounds of U.S. cotton in the six months following the event. As a result of the Summit, 90% of buyers reported that they are likely to increase their purchases of U.S. cotton over the next year. Survey respondents also reported making more than 580 new business contacts during meetings.