

Cottonseed Outlook



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America Cotton Linter Association Meeting

Tunica, Mississippi

October 1, 2010

Cottonseed Oil PR Campaign

COTTONSEED OIL COMEBACK TOUR "AMERICA'S ORIGINAL VEGETABLE OIL"

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SEASON 3: ON THE ROAD AGAIN!

TOUR NEWS

Sep 20 **Extra, Extra!**
Whether you're frying up delicious donuts, crispy chicken or freshly cut fries, cottonseed oil is the perfect choice...

CAFÉ DU MONDE
Create a piping-hot beignet just like the original!
Café Du Monde
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3 CHEERS FOR...

Cottonseed Oil PR Campaign

The image is a screenshot of a Twitter profile page for the account @CottonseedOil. The background features a blurred image of a glass bottle of oil. At the top left is the Twitter logo, and at the top right is a 'Sign in' button. Below the header is a promotional banner for NCPA with the text: 'Get short, timely messages from NCPA. Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. Join today and follow @CottonseedOil.' A 'Sign Up' button is on the left, and a link to get updates via SMS is on the right. The profile header includes the name 'CottonseedOil', a bio: 'Bio America's original vegetable oil. Naturally trans free and never overpowers. (Pssst... The secret ingredient in Cafe du Monde's beignets and Utz potato chips!)', and statistics: 123 following, 37 followers, and 0 listed. Below the header are three tweets. The first tweet, posted at 9:01 AM Sep 24th via web, says: 'Potato chips were first made in Saratoga w/ lard, nowadays w/ cottonseed oil & other trans free oils. www.cottonseedoiltour.com/stories'. The second tweet, posted at 9:00 AM Sep 24th via web, says: 'Interesting NY Times article on the origin of potato chips this week: http://tinyurl.com/29bqvc3'. The third tweet, posted at 10:16 AM Sep 23rd via web, says: 'Heard from a very popular restaurant chain today that spent 2 months testing new oils & decided on a cottonseed oil/canola blend.' The fourth tweet, partially visible at the bottom, says: 'Of course, the best doughnuts are fried in cottonseed oil - neutral'. On the right side of the profile, there are sections for 'Tweets' (34), 'Favorites', and 'Following' (a grid of user avatars).

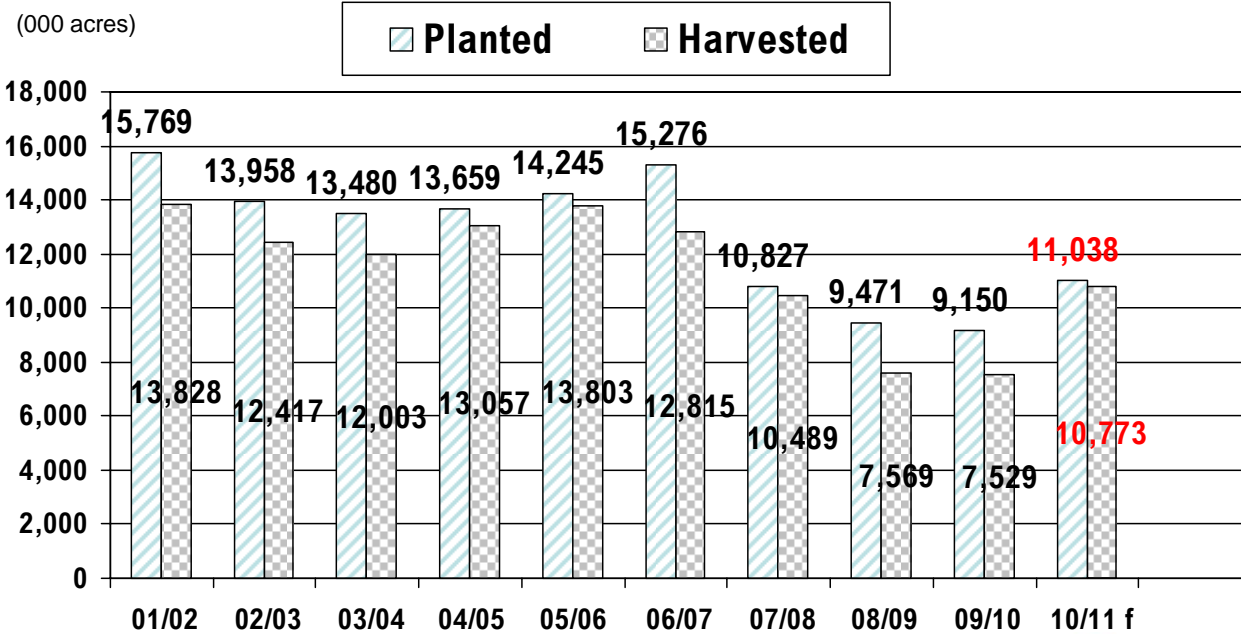
Cottonseed Oil PR Campaign

- **QSR magazine** names "2010: Year of Cottonseed Oil " - July 2010
- **Cotton247.com** - July 2010
- **Cotton Grower e-News** - July 2010
- **Southwest Farm Press & Southeast Farm Press** – July 2010
- **Delta Farm Press** – August 2010
- **Cotton Grower** - Sept. 2010 print issue
- **Cotton Farming** - Sept. 2010 print issue
- **Mid-South Farmer** - 2 print stories in development



2010/11 Cotton Outlook

(USDA, Sep. 2010 est.)

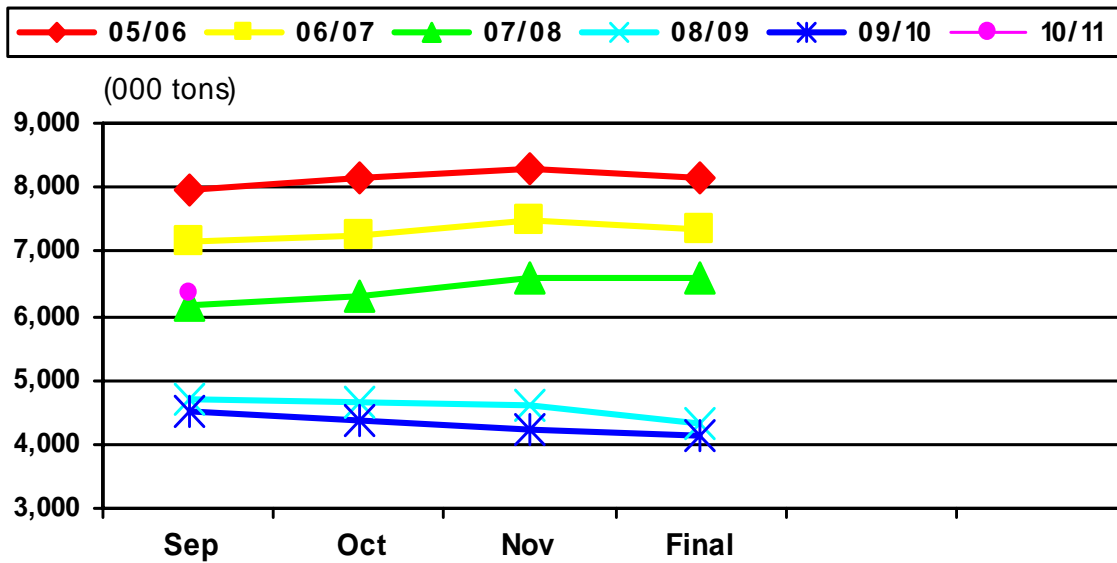


Cottonseed Production Forecasts

(000 tons)	Sep	Oct	Nov
2005/06	7,984	8,147	8,302
2006/07	7,149	7,256	7,482
2007/08	6,163	6,287	6,539
2008/09	4,713	4,666	4,599
2009/10	4,535	4,382	4,209
2010/11	6,372	??	??

Cottonseed Production Forecasts - USDA

Sep, Oct, Nov

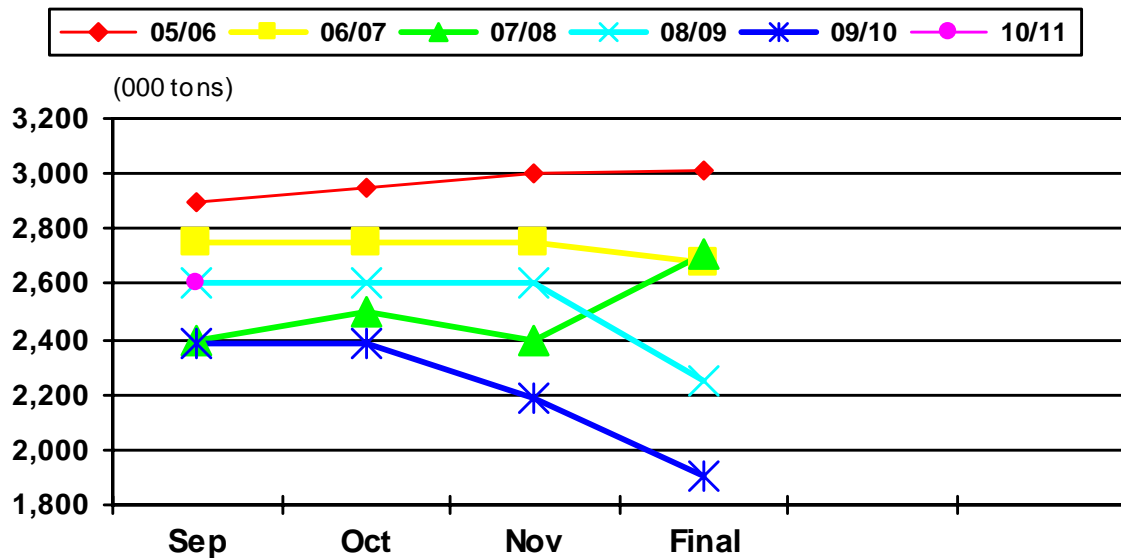


Cottonseed Crush Forecasts

(000 tons)	Sep	Oct	Nov
2005/06	2,900	2,950	3,000
2006/07	2,750	2,750	2,750
2007/08	2,400	2,500	2,400
2008/09	2,600	2,600	2,600
2009/10	2,388	2,388	2,188
2010/11	2,600	??	??

Cottonseed Production Forecasts - USDA

Sep, Oct, Nov



Cottonseed Supply

(Aug-Jul marketing year; 000 tons, USDA: Sep. 2010 est)

	NCPA	CSD/Inform	USDA
Beginning Stocks	351	342	342
Production	6,372	6,472	6,372
Total Supply	6,723	6,814	6,714

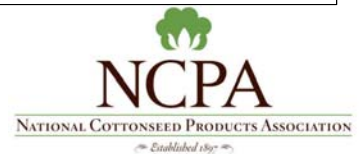
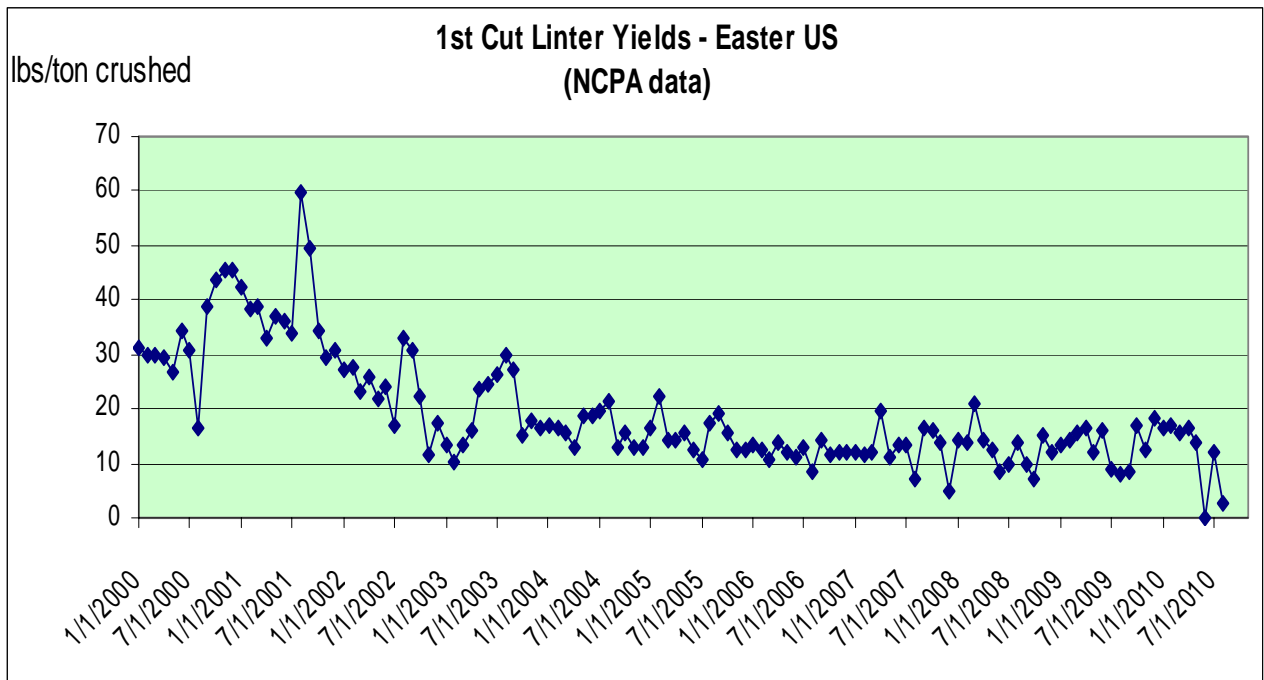


Cottonseed Disappearance

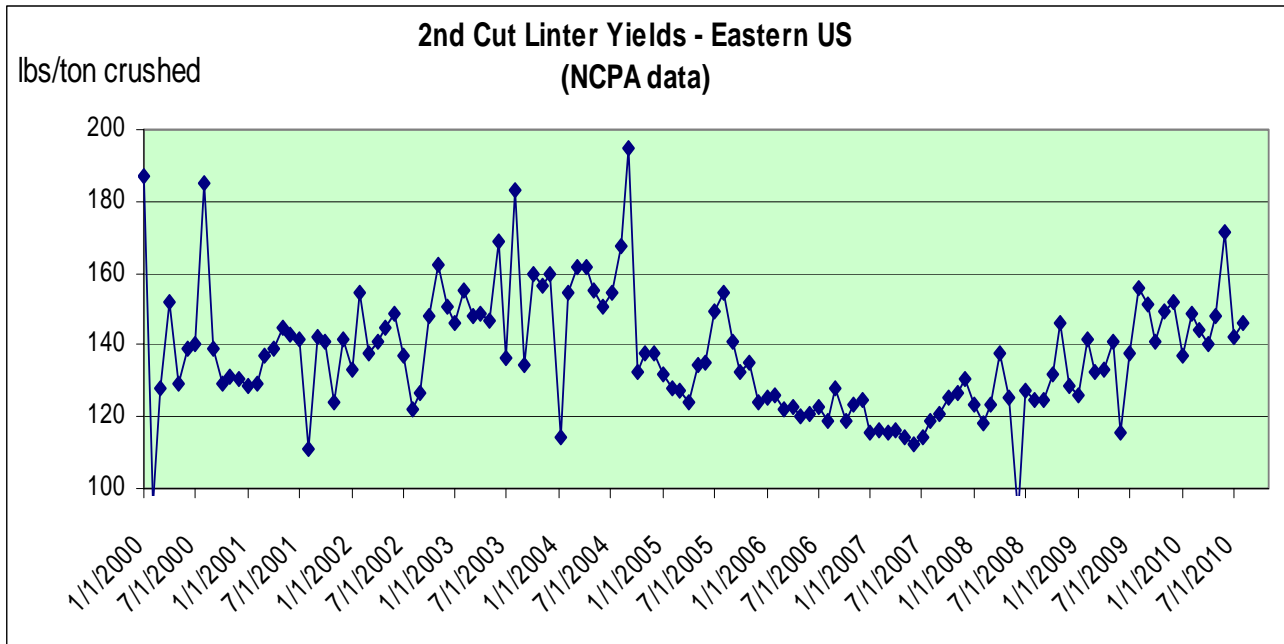
(Aug-Jul marketing year; 000 tons, USDA: Sep. 2009 est)

	NCPA	CSD/Inform	USDA
Crush	2,510	2,550	2,600
Exports	500	450	440
Feed, Seed, Other	3,200	3,225	3,164
Total Usage	6,210	6,215	6,214
Ending Stocks	513	599	500

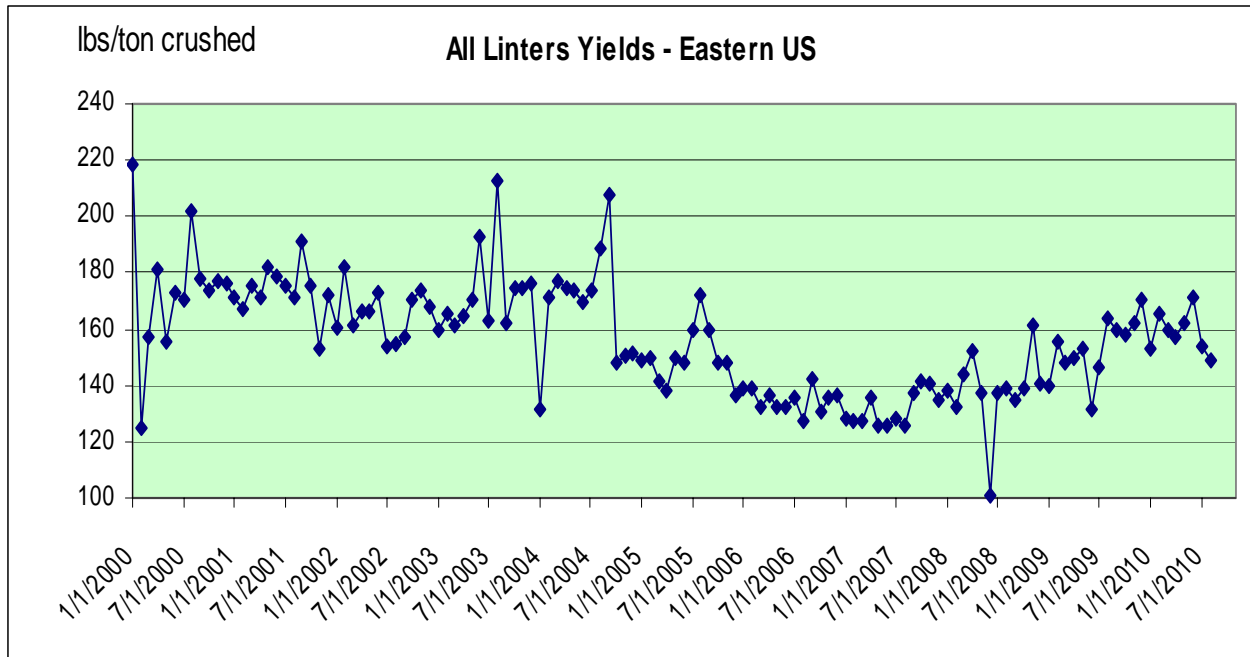
Cotton Linter Yields



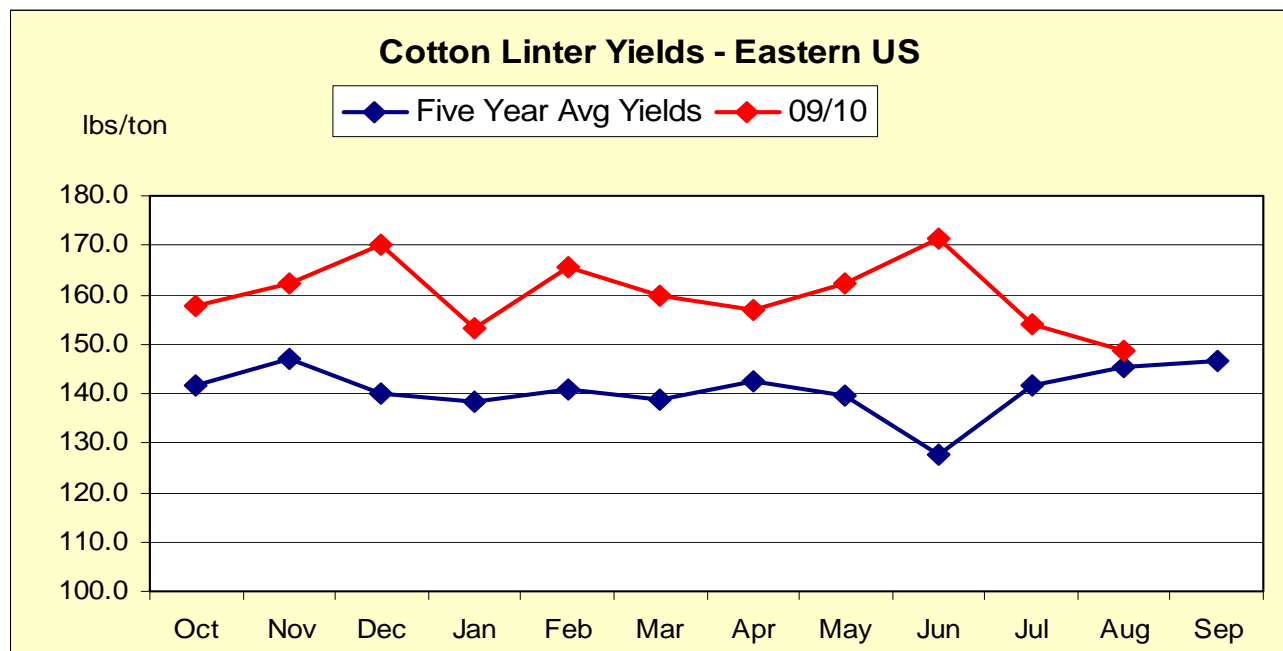
Cotton Linter Yields



Cotton Linter Yields



Cotton Linter Yields



Cotton Linter Production

(Oct/Sep marketing year)	Crush (million tons)	Linters (million lbs)	Yields (lbs/ton)
06/07	2.69	356.3	132.6
07/08	2.76	393.9	142.8
08/09	2.23	307.2	137.8
09/10 e	1.90	275.7	147.2
10/11 f	2.51	353.5	140.8

