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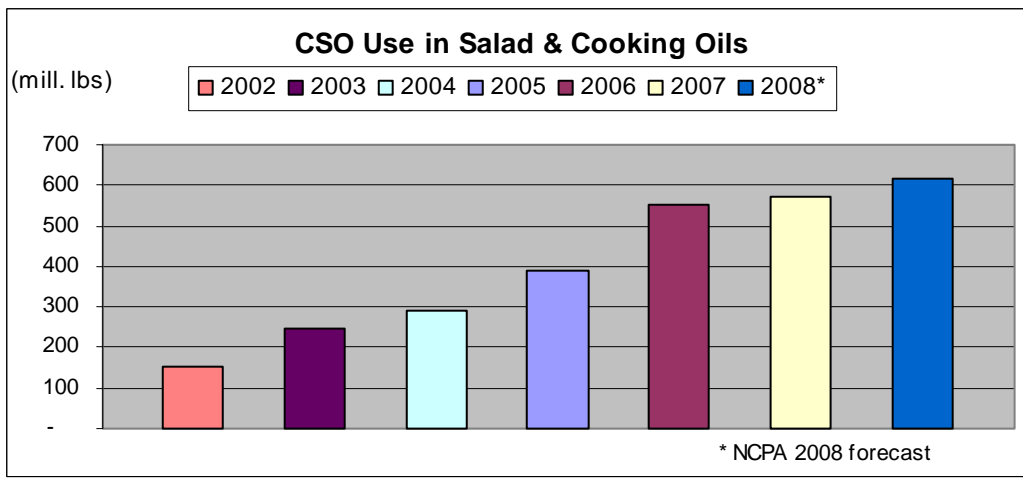
**Special points of interest:**

- Domestic usage of cottonseed oil headed higher in 2008.
- NCPA's Annual Convention at the Eldorado Hotel & Spa in Santa Fe, New Mexico.
- Follow the "Cottonseed Oil Comeback Tour" cottonseedoiltour.com.
- Mexican peso weakens against the US dollar and may impact sales of US cottonseed products.

## COTTONSEED OIL USAGE APPEARS HEADED HIGHER FOR 2008

Domestic usage of cottonseed oil may exceed that of a year ago by 2-5%, based on data supplied by US Census. In addition, in the category of "Salad or Cooking Oils", domestic usage of cottonseed oil appears headed higher by 8-10% for calendar year 2008 vs 2007. Although data is only available through October, conservative estimates would put total domestic consumption of cottonseed oil in edible products at over 775 million lbs, compared to 762 million lbs in 2007

and 621 million lbs in 2006. In the category of "Salad or Cooking Oils", usage of cottonseed oil will almost certainly exceed 600 million lbs, compared to 572 million lbs used in that category a year ago and 551 million lbs in 2006. Cottonseed oil's status as an ideal replacement in "trans"free solutions for food manufacturers and restaurants no doubt can be attributed as a major factor in the increase.



## COTTONSEED OIL COMEBACK TOUR HITS THE ROAD AGAIN

The "Cottonseed Oil Comeback Tour" campaign, which originally kicked off last fall, was so successful in building awareness of cottonseed oil that we decided to refuel the old VW Bus for Season 2. The 2008 virtual tour will feature half a dozen new premier roadside destinations, including restaurants and manufacturers successfully cooking with

America's original vegetable oil. Featured in the lineup: Better Made Snack Food Company, a Detroit-based manufacturer specializing in chips and popcorn; Café du Monde, New Orleans' famed bakery and purveyor of classic beignets; Leal's Mexican Foods, a family tradition across Texas and New Mex-

*(Continued on page 2)*

## E- Newsletter

The NCPA Newsletter will only be available online & via e-mail. Sign up by sending your e-mail address to [ststine@cottonseed.com](mailto:ststine@cottonseed.com).

### IN THE NEWS & ON THE SMALL SCREEN

Cotton trades, daily newspapers, magazines, local television news stations and national syndicated TV programs have all bragged about cottonseed oil. Messaging about cottonseed oil has recently appeared in Cotton Grower, The High Plains Journal, Snack World, The Kilgore News Herald, on KCBD-TV in Lubbock, Texas, and even on The Tonight Show with Jay Leno. Keep your eyes posted, because the next big news story may be about your favorite oil!

## WHAT'S NEW @ COTTONSEED.COM

NCPA discusses cottonseed products with "On the Farm" radio in the What's New section of the web site. NCPA's special release for deep-fried turkey's is available in the What's New section as well.....Cottonseed crushings for the week ending December 24 totaled 43,448 tons vs 58,424 tons the week before. Year-to-date crushings for 2008/09 stand at 953,773 tons compared to 1.08 million tons at this

point a year ago. For complete details, be sure to go to the Statistics section of the web site.....NCPA invites you to its **113th Annual Convention, May 1 – 5, 2009** at the Eldorado Hotel & Spa, Santa Fe, New Mexico. Hotel reservations may be made by calling the hotel directly at **800-955-4455** and note you are with the National Cottonseed Products Association. Room rates are \$189 for "run of the house" rooms, or you may

request a special "Deluxe" room at NCPA's special rate of \$269. Deluxe rooms offer additional space and luxury with a wood-burning kiva fireplace. Registration forms are available under the Convention link on the web site and may be mailed in for early registrations. Be sure to check back regularly for updates, business session announcements and other program updates.

## COTTONSEED OIL TOUR—CONT.

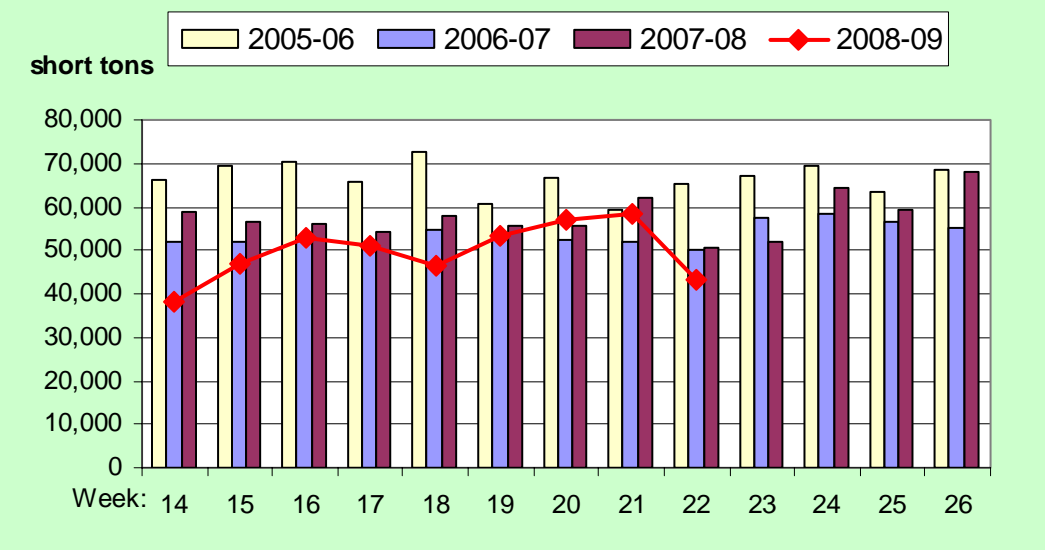
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ico; Brown's Chicken & Pasta, one of Chicago's favorite quick-serve restaurant chains; Anthony's Fish Grotto, a San Diego fish and chip eatery that

has been using cottonseed oil for 60 years; and House of Tsang, a product line featuring Asian-influenced sauces, oils and stir-fry sauces. Hop aboard the bus by visiting

our award-winning Website, [www.CottonseedOilTour.com](http://www.CottonseedOilTour.com).

### Weekly Crush Comparison

2nd Quarter - Season beginning Aug. 1



# Three Bright Days In Old Santa Fe



## **NCPA's 113th Annual Convention**

**The El Dorado Hotel • Santa Fe, New Mexico**

**May 2-4, 2009**

*We've lined-up an exciting list of speakers and presentations for this year's convention.*

*Visit [www.cottonseed.com](http://www.cottonseed.com) for more information or to register for the convention.*



# **NCPA**

**NATIONAL COTTONSEED PRODUCTS ASSOCIATION**

*Established 1897*

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*Representing the cottonseed  
processing industry*



### **113th Annual Convention**

May 1-5, 2009  
Eldorado Hotel & Spa  
Santa Fe, New Mexico

## MEXICO CONSULTANT REPORT

The Unica Casa de Cambio of Chihuahua (dollar exchange company) at the end of October had the dollar at 13.18 pesos to one U.S. dollar. This an increase of almost 20% from previous levels. During the month of October alone, the peso went as high as 14 pesos to one dollar, according to the same money exchange company. These sudden increases in the dollar's value against the peso could temporarily reduce imports of U.S. cottonseed products. Although other market conditions have been favorable for Mexican consumers of U.S. cottonseed meal, the peso/dollar exchange rate has erased this advantage, according to some merchandisers of U.S. cottonseed meal.....According to Genaro Bernal, Director of NUPLN-LALA, demand for their milk products such as yogurt and cheese may decline as Mexican consumers feel the effects of the latest economic crisis. Bernal suggests that mild inflationary pressures may actually stimulate their economy versus a recession which may cause further damage. He noted that in previous times of economic uncertainty in Mexico, inflation has actually helped stimulate the economy.....AYAMSA of Monterrey reports market conditions are affecting U.S. cottonseed meal sales but there is U.S. cottonseed meal available. Other merchandisers of cottonseed meal in Mexico also report U.S. cottonseed meal availability. ....The Union Ganadera of Chihuahua (feed cattle association) has inquired for

U.S. cottonseed meal since they will probably buy over 500 metric tons of U.S. cottonseed meal at the moment, getting ready for winter conditions when they supplement their cattle with a high protein supplement under range conditions.....The Union Ganadera of Coahuila (feed cattle association), which reports a yearly use of approximately 6,000 metric tons of U.S. cottonseed meal (yet to be confirmed), inquired on the availability of U.S. cottonseed hulls. ....Certain nutritional reports have U.S. cottonseed meal being used effectively in goat diets at levels of 100 grs. per goat in the state of Coahuila. Mexico's goat population is 9.13 million goats. ....NCPA-CCI sponsored a speaker, Dr. Dale Blasi of Kansas State University for the XII international Feedlot Conference to be held in Monterrey, November 6 and 7th.....According to Fernando Novoa of the Confederation Algodonera of Mexico (cotton association of Mexico), uncertainty in the future Mexican cotton production, unfavorable market conditions and poor government support may affect Mexico's cotton production for 2009-2010. For the latest estimate for Mexico's cotton bale production for the 2008-2009 cycle it is reported at 604,958 bales and 228,884 metric tons of seed. For complete details, see the Mexico Consultant's Report section of the NCPA web site at [cottonseed.com/MembersOnly](http://cottonseed.com/MembersOnly).

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# Best Wishes for the New Year from the members and staff of NCPA!