Variety Selection – 1st Decision and Potentially the Most Important
Cotton Producer’s Top Issues
2011 Survey

1. Production Costs
2. Weeds Resistance
3. Variety selection
4. Stress Tolerance
# 2011 Producer Survey - Key Research Issues -

<table>
<thead>
<tr>
<th>Percent Growers Who Ranked Issue in Top 5</th>
<th>SE</th>
<th>Mid</th>
<th>SW</th>
<th>FW</th>
<th>U.S.</th>
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<tbody>
<tr>
<td>Input Costs</td>
<td>66</td>
<td>64</td>
<td>73</td>
<td>70</td>
<td>69</td>
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<tr>
<td>Resistant Weeds</td>
<td>76</td>
<td>73</td>
<td>34</td>
<td>23</td>
<td>54</td>
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<td>Variety Selection</td>
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<td>36</td>
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Beltwide Coordination of Variety Evaluation

• Commercial varieties may come to the market with no public evaluation
  - Cotton Incorporated Initiative -
• **1st year** – Selected entries entered in large-plot replicated strip trials.
• **2nd year** – Management trials evaluate adaptation (+/- irrigation) and management (vegetative vigor, maturity)
Variety Selection

• Introduction – Bob Nichols
• Replicated Strip – Trial Program – Guy Collins
• Adaptation and Management of New Cultivars – Darrin Dodds
• Test Results Using the SeedMatrix Program – Dale Logan
• Bacterial Blight – Field Trash or Seed? – Tom Allen