



Louisiana Cotton Pilot Fact Sheet

Location:	Northeastern Louisiana	Acres:	5,000
Timeline:	2011-2014	Growers:	15
		Crops:	Cotton

Project Summary:

Cotton Incorporated is working one-on-one with growers to enter three years of data into the Fieldprint Calculator in order to document current and changing practices in the Louisiana cotton growing region. Simultaneously, Natural Resources Conservation Service (NRCS) is exploring synergies to link the Fieldprint Calculator with the application process for various conservation programs. This pilot has been conducted in parallel with University of Arkansas research projects to evaluate field management options. In addition, the outcomes of this project will help to inform messaging and communications to buyers of cotton such as textile mills, brands and retailers.

Field to Market Sponsors:



Project Sponsors:

- Louisiana Cotton and Grain Association; Louisiana Farm Bureau Federation; Louisiana State University Agricultural Center; Louisiana Department of Agriculture and Forestry; and National Cotton Council

Goals:

1. Use the Fieldprint Calculator to quantify effects of land stewardship.
2. Demonstrate the Calculator's viability in providing accurate and realistic metrics.
3. Determining thresholds of user traction.
4. Determine the value that can be derived from the Fieldprint analysis in combination with partner research.

Fieldprint Calculator:

Cotton Incorporated has worked one-on-one with producers to enter grower data into the Calculator while simultaneously recording feedback about its usability and effectiveness. Cotton Incorporated then analyzed the corresponding Fieldprints to determine the efficiency and sustainability of field management operations and to identify areas of resource concern and opportunities for improvement. Based on these results, producers will continue to work with local resources to engage in appropriate programs and to receive on-farm technical assistance. Research projects to complement Field to Market analysis include: investigation of increasing ease of data entry for the Calculator; quantifying economic value of specific conservation and production practices; field-truthing correlations of Water Quality indices with laboratory water quality by the University of Arkansas; and evaluating how precision applications of inputs reduce costs, improve outcomes of Fieldprints, and increase profitability by the University of Tennessee. In cooperation with the National Cotton Council, presentations and updates are planned for Cotton and Rice Conservation Conference and Beltwide Cotton Conference.

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