

Texas Cotton Fieldprint Project

Location: Hale and Floyd Counties, Texas
Timeline: 2011-2014

Acres: 8,000
Growers: 26
Crops: Cotton

Project Summary:

The National Cotton Council is working with cotton growers to develop economic and environmental performance-based production metrics for grower improvement. In addition, the Natural Resources Conservation Service is exploring synergies to link the Fieldprint Calculator with the application process for various conservation programs. Data has been captured between 2007 and 2012 in order to document progress of management practices promoted by the Texas Alliance for Water Conservation. The outcomes of this project are helping to inform the sustainability of cotton production messaging and communications to textile mills, brands, and retailers.

Field to Market Sponsors:



Project Partners:

- Texas Alliance for Water Conservation (TAWC); Texas Tech Agricultural Economics, Plant and Soil Science

Goals:

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

Outcomes:

In partnership with Texas Alliance for Water Conservation, National Cotton Council has entered six years of data for 26 growers into the Fieldprint Calculator. NCC staff has analyzed the corresponding Fieldprints based on participants' operations and current level of efficiency and sustainability. From these initial outcomes, NCC developed an analysis based on outcomes that ranks participants' field outcomes based on resource use, productivity, and economic prosperity. Based on these results, producers will continue to work with on the ground resources to engage in appropriate programs and receive on-farm technical assistance.

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