

Southwest Cotton Field Report

A monthly cotton report provided by Americot, Inc. sales representatives.

July, 2010

The Triangle Area (from Plainview to Muleshoe to Hereford). The cotton crop is looking very good right now in early July. With the recent rains, weeds and new flushes will be a concern so growers are going to have to get out another shot of glyphosate. While they are applying the glyphosate, most of the growers are going to add plant growth regulator in the mix. When the temperature warms up over the next few days, the cotton is going to take off growing so it's going to be important that growers are watching their plant growth carefully and managing it correctly.

The dryland crop doesn't look like dryland production. Most of these acres will need a plant growth regulator as well. Also, if the crop is still young enough, more fertilizer could be needed to maximize production.

Consultants say overall insect activity up to this point has been fairly low. We have had some fleahoppers and other insects but in most cases growers haven't had to treat for them. There are some plant bugs but they haven't reached treatment threshold. With all the rain we have accumulated, growers need to be scouting vigorously because the cotton is going to be growing fast. We have so much potential we don't want to lose that.

For the remainder of July, keep scouting or have your consultants scouting your fields. Keep up with your fertilizer and make sure you have correct levels to maximize your crop yield potential.

If you have questions about your Americot/NexGen varieties and how they're growing off, call **Gary Sanders** at 806.777.4534.

Lamesa south (including Dawson, Martin, Midland and Howard counties and the Rolling Plains). As of right now the cotton crop is in very good shape. We have cotton anywhere from blooming to just being replanted. So we have a pretty wide spectrum of stages of cotton. But overall the cotton crop looks good. We needed the early July rains but the cool overcast weather needs to move out and we need some good warm sunny days to really make this cotton crop take off.

The main thing to look for, especially with all the moisture that we have had, is managing the plant height. So growers need to apply their plant growth regulators (PGRs) in a timely fashion. It is critical because much of this cotton is really growing fast.

The two primary pests that I have been running into that growers are watching carefully for are plant bugs and fleahoppers. So they need to keep an eye on those. There are several insecticides they can use to control those pests. Additionally, make sure you finish up your fertilizer by the middle of the month.

If you have questions about your Americot/NexGen varieties and how they're growing off, call **Dane Higgins** at 432.528.0039.

East of Lubbock, and the Texas panhandle, as well as western and central Kansas, Oklahoma and the Rolling Plains. In West Texas we have accumulated huge soaking rains. North and East Lubbock received nearly ten inches of rain. So we really have to watch plant growth and use our PGRs to help control plant growth. There has even been some dryland cotton that was Pixed before these rains.

Most of our area endured that big rainfall but it was a good soaking rain so I don't think it did any damage. So the cotton crops are in fantastic shape. Growers in Western Kansas say their crops are in good shape right now, too. Fleahoppers are definitely out there right now so growers have to keep a watchful eye on their threshold and treat when necessary.

If you have questions about your Americot/NexGen varieties and how they're growing off, call **Jerry Montgomery** at 806.577.8011.

Lubbock, Lynn, Garza, Haskell, Knox and Stonewall counties. As of right now everything is too wet. This cotton is really taking off but everyone's main concern now is how they are going to get Pix applied on their dryland and irrigated cotton. It's too wet for ground rigs so everybody is getting in line for an aerial PRG application. The cotton is looking great. It is growing fast and starting to really load up. We just need to apply a PGR so that the plant puts all of its energy into putting on squares rather than just growing a tall plant.

Additionally, there are a few aphids here and there. So we are really watching the aphids and making sure we have them managed.

We have survived the hail season. We have been fortunate to not accumulate the usual hail storms that we have during this time of the year. We just need some dry sunny weather so that we can apply a PRG and this cotton will really grow strong.

If you have questions about your Americot/NexGen varieties and how they're growing off, call **Jeff Armes** at 806-632-1383.

Lubbock to the southwest (including Hockley, Cochran, Terry, Yoakum, Gaines and Andrews counties). The rain we have accumulated has really hampered growers from getting into their fields and applying their PGRs. We need the cotton fields to dry up a little so that they can apply their PGRs because the cotton is growing pretty aggressively. Additionally, we have patches of cotton that are little behind because of the weather. This cool cloudy weather has knocked us down on the heat units that we need. We are going to have to make up some of that time on the backside. But overall the cotton crop is looking very good.

Some growers still have to get their fertilizer applications out in their fields. It would be good if we could get the remaining fertilizer applied before peak bloom. We are also dealing

with an array of bug issues. We are seeing insects such as aphids, plant bugs, fleahoppers and even a few stink bugs and bollworms. Most growers are tankmixing glyphosate with their PGR's along with insecticides to save trips across the field. Hopefully we can stay on top of things if the weather cooperates!

If you have questions about your Americot/NexGen varieties and how they're growing off, call **Doug Fairbanks** at 806.790.1601.

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