

*Cotton Farm Tour makes Univision's 6 o'clock newscast in Fresno*

KFTV 21 reporter Reina Cardenas covers the Sustainable Cotton Project's annual cotton tour for Spanish-speaking viewers of the evening news produced by the Univision network affiliate in Fresno.

Reinas interviewed Firebaugh City Manager Jose Antonio Ramirez, SCP field scout Luis Gallegos and one of the 80 tour participants. The interviews were conducted during the tour's afternoon session at the Firebaugh Community Center during the tour's afternoon session during a wind-swept rainy fall day.

*Here is an edited English translation of Channel 21's special report about the interest SCP's Cleaner Cotton® and organic cotton aired on Oct. 13, 2009.*

FIREBAUGH, Oct. 13, 2009 -- In Firebaugh on Oct. 13, to cover the annual Cotton Farm Tour organized by the Sustainable Cotton Project

(interes organic – organic interests) headline  
(vista expeciale – special visit)

Reina Cardenas interviews Jose Antonio Rameriz, Firebaugh city manager,  
Luis Gallegos, field scout for the Sustainable Cotton Project

KFTV Anchor David Ibarra: There is a local product that not only benefits consumers but farmers. Reina Cardenas reports.

Reporter Reina Cardenas: The number of participants increases every year because of the interest in growing organic (and Cleaner) cotton. The tour attracted many representatives from different companies. They want to learn about cotton production, which brought them to Firebaugh, The rain didn't diminish their interest. This community looks to this cotton as an economic source.

Cleaner Cotton® as growing cotton.(apparel) companies are attracted th interest about  
Reporter Introduction

Cardenas: the number of participants go up every year. Because they can learn closely the process of growing organic cotton.

Despite the drought, nobody stops them from growing cotton

Organic cotton attracted many represtantives from different companies. Their interest in these type of products brought them to Firebaugh.

The rain didn't limited their interest.

This community looks to organic cotton as an economic income.

Rameriz: Organic cotton is very important here because it is generating jobs. Second its protecting the environment. Third, it has a good future because we are talking about cotton that is going to be sold at a higher price because it is organic.

Cardenas: more companies are interested in saving the environment. Many company representatives wanted to learn about the water crisis and how it affected cotton.

College of arts instructor: She came to learn if the state supreme court decision to shorten the water supply has affected everyone in the same way. Their interest will also benefit those who work in the fields.

luis (works with cotton): it affects a lot of people. It affects the workers. It also affects the people who buy cotton. Because cotton has a lot of toxic chemicals that is used when it is grown. It affects people who buy it. We are trying to promote the use of less toxic chemicals.

Reina – now instead of using pesticides they are using beneficial insect that are doing the same thing with minimal impact on the environment.

Rameriz: Apart from taking care of the environment, the air, the groundwater, we are really taking care of ourselves. The level is illnesses are going to go down.

Reina – Firebaugh hopes that despite the water crisis, the growers are going to have sufficient water to offer their products that could have value in the market. To help generate more jobs. (the city of Firebaugh hope that despite the water crisis there will be enough water to grow the cotton and people will opt to buy the products of higher value in the market that would help to generate more jobs.