Cotton Tour 2011: An Inside Look at the Fiber in the Field

Consumers will get a behind-the-scenes look at how San Joaquin Valley growers are reshaping the future of California’s $700 million-a-year cotton industry during a day-long tour on Tuesday, November 8.

The free event offers an on-the-ground look at conventional cotton cultivation and the Sustainable Cotton Project’s Cleaner Cotton™ production in the heart of the Central Valley. Participants will inspect the crop before harvest, meet with farmers and visit a cotton gin during the tour.

Buses will leave the Best Western Apricot Inn – Interstate 5 and West Panoche Road about 23 miles southwest of Firebaugh – at 8:30 a.m. and return about 4 p.m. Registration is required and details are available under the events section of the SCP website, www.sustainablecotton.org.

The annual tour also highlights the successful efforts of SCP growers, who follow sustainable agriculture and biointensive integrated pest management practices to reduce the application of the most toxic pesticides used in cotton production.

Founded in 1996, the Sustainable Cotton Project is a California nonprofit that has worked with valley growers to produce environmentally friendly Cleaner Cotton™ to the consumer market. For more information about the Cotton Tour, contact Director Marcia Gibbs at (530) 370-5325.

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