



United States Department of Agriculture The Great American Cotton Plan

For questions on the note below, please contact the Delta Strategy Group team.

On May 28, Secretary of Agriculture Brooke Rollins announced the Great American Cotton Plan, a comprehensive United States Department of Agriculture (USDA) initiative to strengthen the cotton farm economy, restore domestic textile manufacturing, expand cotton trade opportunities, and increase demand for products made with U.S.-grown cotton. The plan highlights the Buying American Cotton Act (BACA) as central to its legislative agenda, identifying it as a key opportunity to increase domestic demand for U.S.-grown cotton and an effort the Administration will continue to advance in partnership with Congress. The press release can be found [here](#), and the full plan [here](#).

Attached are several high-level key takeaways of the initiative, prepared by Delta Strategy Group.

Key Takeaways

BACA

- USDA will continue working with Congress to support BACA, which is a central legislative priority within the Great American Cotton Plan and represents a key opportunity to increase domestic demand for U.S.-grown cotton.

Domestic Consumption and the Plant Not Plastic Initiative

- USDA and the Department of Health and Human Services (HHS) are promoting the Plant Not Plastic initiative to encourage consumers to choose products made with U.S. cotton over synthetic, petroleum-based alternatives such as polyester, nylon, and acrylic, aligning the effort with the Administration's broader Make America Healthy Again (MAHA) agenda and growing consumer concern about microplastics.
- USDA is ensuring the BioPreferred Program remains funded after a lapse in mandatory funding so that biobased products can continue to be certified to use the BioPreferred label.

Domestic Production

- USDA is prioritizing cotton processors and manufacturers within Rural Development's Business and Industry (B&I) Guaranteed Loan Program to increase domestic production capacity, and the Economic Adjustment Assistance for Textile Mills (EAATM) program payment rate will increase from three cents to five cents per pound of cotton processed under the Working Families Tax Cuts Act.



Cotton Trade

- The Working Families Tax Cuts Act authorizes an additional \$285 million per year for the Supplemental Agricultural Trade Promotion Program (SATPP) beginning in fiscal year 2027, and USDA is pursuing Trade Reciprocity for U.S. Manufacturers and Producers (TRUMP) Missions while repurposing prior administration funding to launch the America First Trade Promotion Program (AFTPP).
- The U.S. Trade Representative (USTR) secured commitments from Indonesia to import at least 163,000 metric tons of U.S. cotton annually for five years and then maintain a minimum of 150,000 metric tons, and from Bangladesh to receive tariff reductions on apparel produced using U.S. cotton and textile inputs.
- For the first time in history, Cotton Council International (CCI) participated in the Agribusiness Trade Mission (ATM) to Indonesia in February 2026. USDA will continue to support CCI's participation in future ATMs in order to further prioritize U.S. cotton trade.
- Over the last ten years, CCI has been a top recipient of Market Access Program (MAP) funding and leveraged MAP funds through the COTTON USA Licensing Program to drive global demand.

Protecting Cotton Growers

- USDA Agricultural Research Service (ARS) scientists are screening existing germplasm for resistance to the cotton jassid pest and obtaining resistant germplasm from other countries to counter the threat it poses to U.S. cotton production.
- The Working Families Tax Cuts Act expanded producer access to Supplemental Coverage Option (SCO) insurance on farms enrolled in Agriculture Risk Coverage (ARC) or Price Loss Coverage (PLC), increased the seed cotton reference price for ARC and PLC programs by 14 percent beginning in fall 2026, and raised payment limits for cotton growers participating in ARC and PLC from \$125,000 to \$155,000, indexed to inflation.