

## **U.S. Textile Mill Manufacturers' Valuation of Cotton Quality Attributes**

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This study determined the quality premiums and discounts paid by U.S. textile mills for cotton grown in different regions of the U.S. during the 1992 - 1994 period. Data were collected on the purchase of about 40% of U.S. mill use of cotton. Prices were estimated and analyzed for the different U.S. marketing regions. Among the several major findings, the results showed that there are some significant differences in market premiums and discounts for Texas cotton compared to cotton from other regions. Texas farmers and merchants learned that they face a different market demand, and they learned the specific ways in which this cotton was valued differently, giving them a better position in the market.