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## **View From the Chair**

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### **Fall 2003, Allen Terhaar**

The IFCP officers commend the IFCP membership on the significant progress they achieved at the organizational level, and in their progress toward developing a plan for moving forward with national demand enhancement efforts. We heard some excellent reports from India, Turkey, and Colombia at the IFCP seminar, in Gdansk. We also heard some very appropriate suggestions from IFCP members on activities to consider in moving the agenda forward, particularly a suggestion to hold an intensive session on consumer research and demand enhancement strategies during the first half of 2004. Each of these ideas should be given serious consideration within the scope and financial resources of the IFCP.

While the progress to date is impressive, in a lot of ways our work is just beginning. Cotton consumption continues to be challenged by alternative fibers in every market around the world. In spite of an increase in cotton off take in recent years, cotton continues to lose market share. An optimistic future for the full range of participants in the cotton sector -- from producer, to trader, to manufacturer, to retailer -- can only come if the consumer is convinced of cotton's advantages and acts upon that conviction by purchasing our products.

The IFCP is a catalyst and a coordinator for efforts to enhance demand within our countries. I want to thank each of the members for their contributions to the IFCP, and urge others to join us in enhancing visibility and demand for products by joining the IFCP.

Allen Terhaar  
Chairperson  
International Forum for Cotton Promotion

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