

Bio

Shawn Holladay

Shawn Holladay, a fourth generation West Texas cotton producer who resides in Lubbock, serves as the National Cotton Council's chairman for 2023 upon being elected at the NCC's 2023 annual meeting and after serving as the industrywide organization's vice chairman in 2022.

Shawn has served in many NCC capacities including serving as a director and an advisor and on multiple NCC committees including previously chairing its Farm Policy & Economic Policy and its Budget committees. He was chairman of American Cotton Producers in 2018 and 2019. He previously served as chairman of the ACP's Farm Policy Task Force for multiple years and proved to be a tireless advocate for sound farm policy development. He also was played a key role in the creation and implementation of the seed cotton program for U.S. cotton producers.

Additionally, Shawn was a founding member of the Plains Cotton Growers (PCG) Political Action Committee, the PCG's political action arm that provides a unified voice and advocacy for cotton producers in U.S. politics. He is a past PCG chairman and is a past president of Lamesa Cotton Growers. He represented U.S. cotton producers internationally – including as a member of Cotton Council International trade delegations to China and South America.

Shawn, along with his wife, Julie, and daughter, Katy, own and operate H2H Farms. Their operation covers land in Dawson and Martin counties of West Texas primarily producing cotton. Shawn, who participated in the NCC's Producer Information Exchange program, also is a partner in United Gin Corporation, located south of Lamesa, Texas.

Shawn was awarded The Gerald W. Thomas Outstanding Agriculturalist Award for Production in 2018 by the Texas Tech College of Agricultural Sciences and Natural Resources. He was the recipient of the 2017 Cotton Achievement Award from *Cotton Grower* magazine and was Farm Progress' High Cotton Award winner for the Southwest Region in 2012.