

2011 COTTON CONSULTANT OF THE YEAR

Virgil King



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Cotton Farming

Virgil King's 30-Year Career



With hard work and the dedication of his entire family, the 2011 Cotton Consultant of the Year has earned the respect of both farmers and his colleagues.

It took a leap of faith for Virgil King when he decided to pursue a career as a cotton consultant nearly 30 years ago. Fact is, it was downright frightening. He had just earned his master's degree from Mississippi State University after receiving a bachelor's degree from the University of Mississippi.

The resident of Lexington, Miss., was ready to tackle the only career that he ever wanted. It wasn't going to be easy, but somehow he felt he could see his dreams being realized if he worked hard enough and developed important relationships with farmers in the area.

He didn't even own a truck when he first walked into the local bank to take out a loan. His young business only had a handful of customers as he began the task of attracting clients to his young consulting business.

"That was a fearful experience for me," says King. "The cotton acreage in the 1980s was small



in some areas, but thankfully it was our main crop near Lexington. It was hard to make a living. But I stepped out there on faith, and my wife Rossie and I built this business from the ground up."

When Holmes County producer Larry Killebrew took a chance and hired King to be his consultant, it opened the door to a career that has steadily grown. That's usually how a consultant's business expands. Word gets around quickly about how he takes care of a producer's crop.

With each passing year, more customers came on board.



At left, Virgil is pictured with wife Rossie. Above, he is joined by son Nick, daughter-in-law Ann, granddaughter Virginia and grandson McCarty.

As a reward for a career that has earned the respect of both farmers and fellow consultants, *Cotton Farming* magazine and Syngenta are proud to honor Virgil King as the 2011 Cotton Consultant of the Year.

To say that King will cherish this award for the rest of his life is an understatement. He sometimes finds it hard to believe that a small town native from central Mississippi could actually have come this far in a career.

“I was shocked when I heard that I won this award,” he says. “It’s overwhelming when I think about it. I have spent many hours of hard work for my clients in a way that would be honorable for them. I am extremely thankful to my family and farmer friends who have supported me through all of these years.”

Born

Native of Jackson, Miss., where he was born in 1957.

Education

Earned bachelor’s degree from University of Mississippi and master’s degree from Mississippi State University.

Career

After working with consultant John Kimbrough during his college years, King began his career as a cotton consultant in 1981 after completing graduate work at Mississippi State.

Experience

Currently, King’s Ag Consulting offers production recommendations on cotton, corn and soybean acreage in central Mississippi and Delta regions. The business has been in operation for nearly 30 years.

Family Life

Virgil and his wife Rossie have two sons, Nick and Virgil IV. Rossie and Nick are a part of King’s Ag Consulting. Rossie also teaches school in Lexington. Virgil IV is a certified public accountant and resides in Memphis, Tenn.

Other Highlights

Virgil’s father was a merchant with F.W. Woolworth. The family previously lived in Illinois; Texas; Greenville, Miss.; and Jackson, Miss.

Virgil is active in numerous ag organizations and is currently serving his second term as president of the Mississippi Agricultural Consultants Association.



Virgil King joins producers Bryan Killebrew, Larry Killebrew and Chris Killebrew during harvest of the 2011 cotton crop.

“What makes Virgil such a good crop consultant is that he worries about the crop as much as I do. No matter what happens in a field, it’s personal to him.”

– Larry Killebrew, Producer,
Holmes County, Miss.

“What I like about Virgil is that he will walk every field and tell you exactly what’s going on with your crop.”

– Kenny Rodgers, Producer,
Belzoni, Miss.

“Virgil has a real knowledge of the crop. He understands the physiology of cotton and that’s very important.”

– Phil Nichols, Producer,
Holmes County, Miss.

Virgil King Discusses What It Takes To Be A Consultant

How important is it to have consultant friends?

“It is crucial to be surrounded by these other professionals and benefit from their experience – day in and day out. It helps when you have colleagues who are facing the same problems in this business.”

How can a consultant build trust with a farmer?

“When other farmers see how well you give recommendations on a particular farm, it helps spread the word. That’s how you build trust and grow your business.”

Can you describe the contributions that your wife and son make to King’s Ag Consulting?

“My wife Rossie manages the books and is a tremendous support. If we’re having computer problems or need another truck, she is right there for us. My son Nick has been with us four years, and my growers have complete trust in him. They know the quality of his work.”

Cotton Consultant of the Year Award Recipients, 1981-2011

1981 Bob Stanford, Flagstaff, Ariz.	1992 John Christian, Raymondville, Texas	2003 Danny Pierce, Princeton, N.C.
1982 Jep Gates, Memphis, Tenn.	1993 Billy McLawhorn, Cove City, N.C.	2004 Tucker Miller, Drew, Miss.
1983 Dennis Bouchard, Minter City, Miss.	1994 Dwain Reed, Courtland, Ala.	2005 John Hunter, Lubbock, Texas
1984 John Nickelsen, Shafter, Calif.	1995 Barry Aycock, Parma, Mo.	2006 Jack Royal, Leary, Ga.
1985 Dwight Lincoln, Portland, Ark.	1996 Ray Young, Wisner, La.	2007 Danny Moore, Marion, Ark.
1986 Grady Coburn, Cheneyville, La.	1997 Lonnie Bull, Cameron, S.C.	2008 Ray Young, Wisner, La.
1987 Stanley Nemece, Snook, Texas	1998 Chuck Farr, Crawfordsville, Ark.	(Lifetime Achievement Award)
1988 Robert Moore, Hartsville, S.C.	1999 Bob Griffin, Jonesboro, Ark.	2009 Joe Townsend, Coahoma, Miss.
1989 Curtis Wilhelm, Harlingen, Texas	2000 Roger Carter, Clayton, La.	2010 Mark Nemece, Waco, Texas
1990 Mills Rogers, Cleveland, Miss.	2001 Harold Lambert, Innis, La.	2011 Virgil King, Lexington, Miss.
1991 Clyde Sartor, Vicksburg, Miss.	2002 Lee Hutchins, Sinton, Texas	

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