



CHALLENGES BEING ADDRESSED

- ✓ **Improving yield and quality**
- ✓ **Competition for natural resources**
- ✓ **Meeting community and market expectations**
- ✓ **Managing climatic variability**
- ✓ **Attracting and keeping skilled labour**
- ✓ **Cost-price squeeze**



THE AUSTRALIAN COTTON INDUSTRY

- ✓ **High quality fibre**
- ✓ **Largely contamination free**
- ✓ **Used in 35-40 count English yarns (and higher)**
- ✓ **Short transit times to the bulk of the world's spinning mills**
- ✓ **World's highest yields (3 x average)**



Australian Government
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www.crdc.com.au

AUSTRALIAN COTTON QUALITY

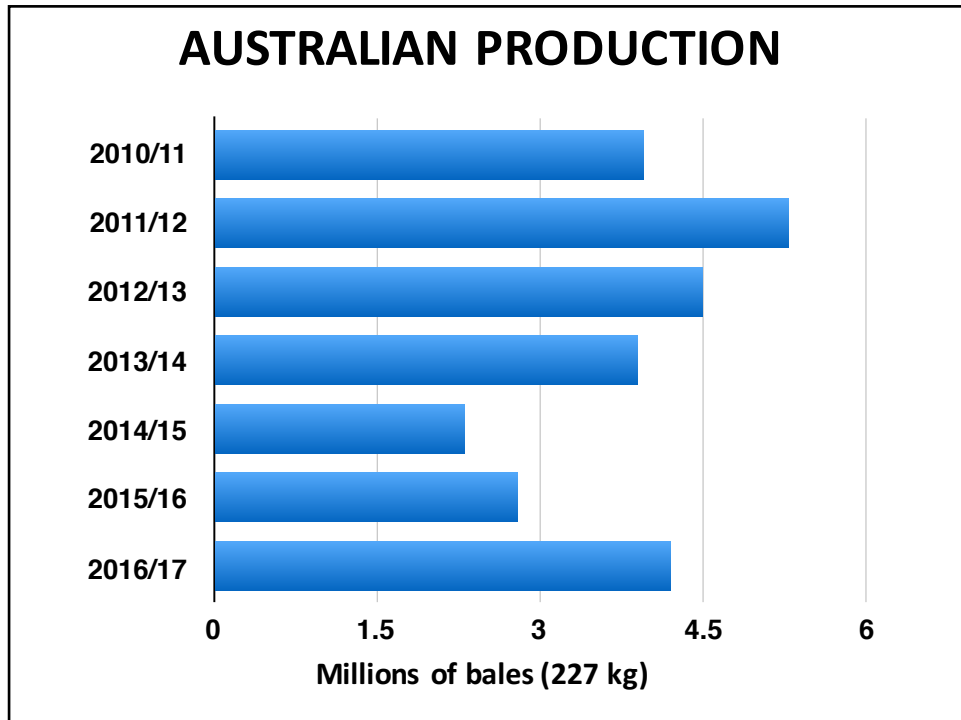
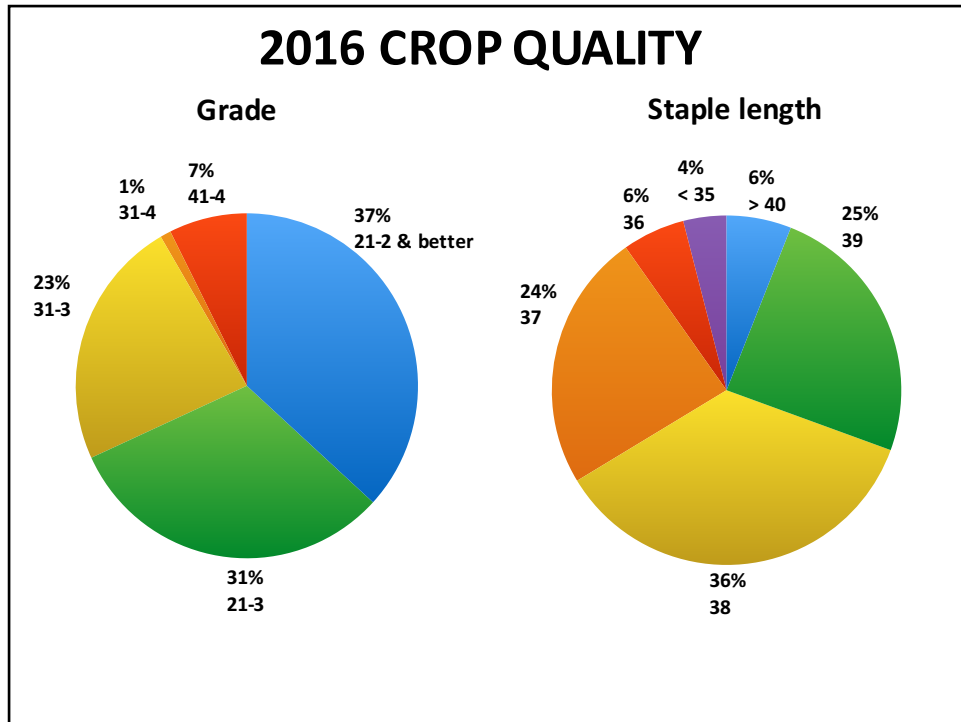
Typically

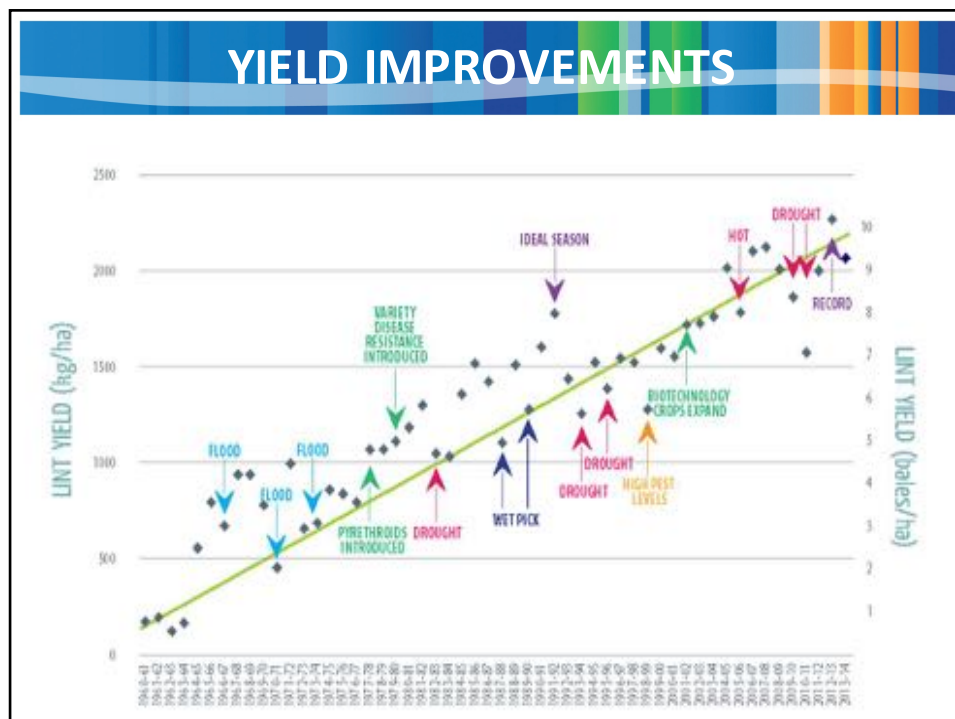
- ✓ **Strict middling - middling**
- ✓ **1-5/32" – 1-1/4" (37 – 40, 29 – 32 mm)**
- ✓ **G5 micronaire**
- ✓ **29 -34 GPT strength**
- ✓ **Uniformity 81 -83**



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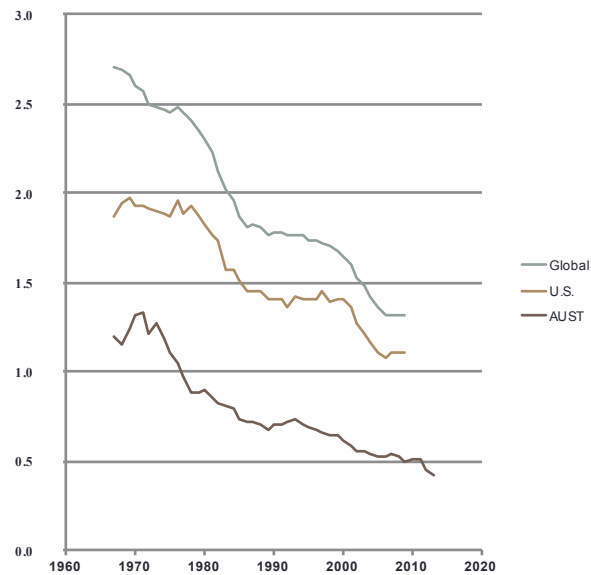
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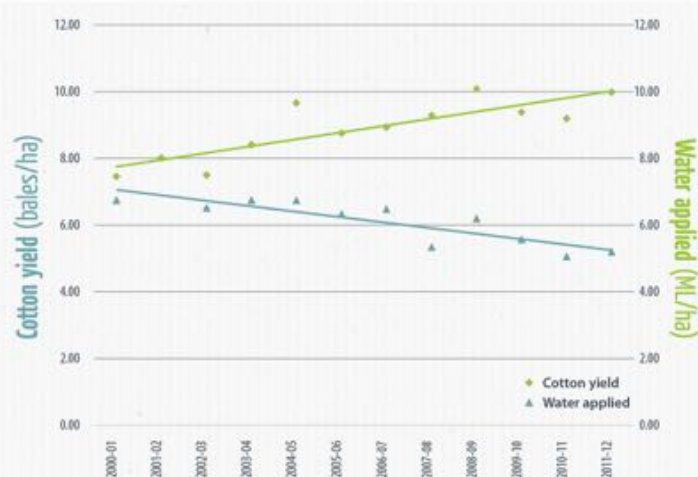


LESS LAND NEEDED

**Hectares to
Produce a
Metric Ton of
Cotton Fibre**



WATER USE EFFICIENCY



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WATER USE EFFICIENCY



95 % REDUCTION IN PESTICIDE USE



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MYBMP – SUSTAINABILITY PROGRAM



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MYBMP MATTERS

myBMP - for growers, powered by research...

myBMP demonstrates to the community the Australian cotton industry's improved farming practices and careful management of our natural resources.

Get the latest scientific knowledge, resources and personal support to meet best practice standards along the entire cotton value chain right here.



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To get the latest scientific knowledge, resources and personal support.



The Australian cotton industry's joint extension program

REVIEW myBMP MODULES AND LINKS

ENVIRONMENTAL REPORTS & AUDITS

- First -1991
- Second - 2003
- Third – 2012

21 year commitment to comprehensive independent environmental reviews.







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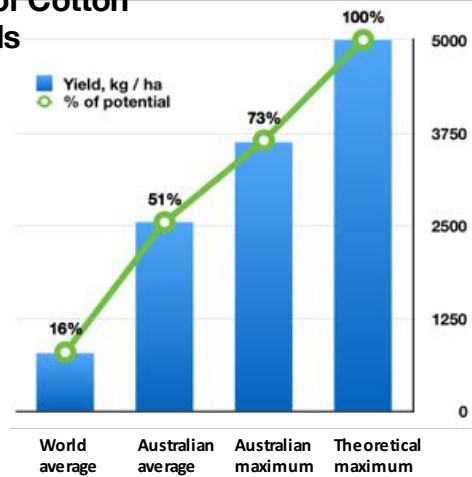


NATURAL RESOURCE MONITORING AND MANAGEMENT



CLOSING THE YIELD GAP

Yield Potential of Cotton vs Current Yields



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LABOUR EFFICIENCY



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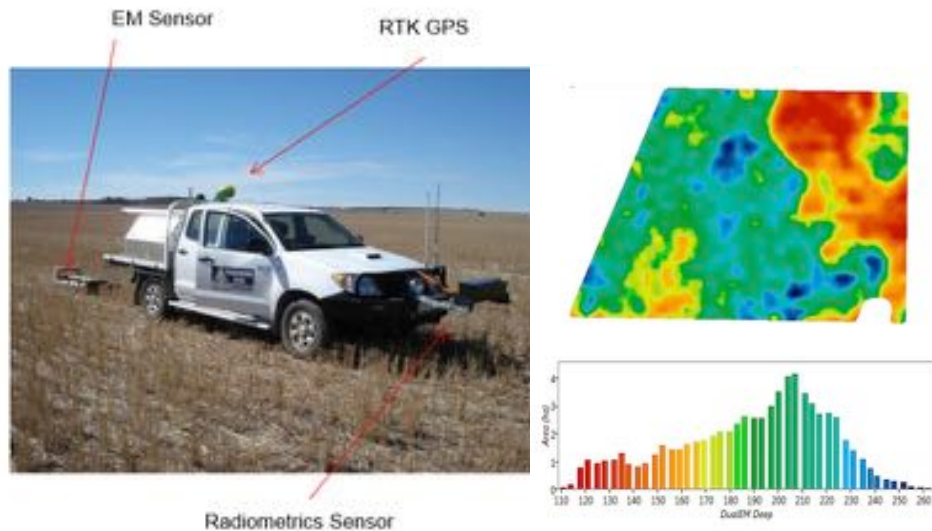
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DIGITAL WATER MONITORING



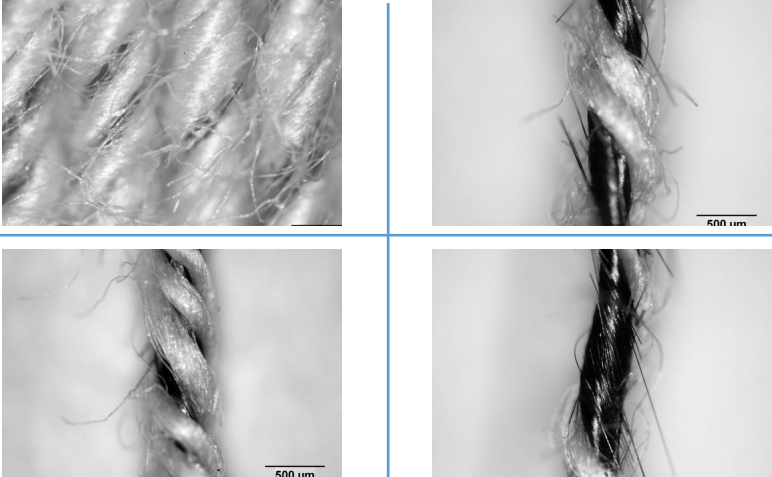
GPS SOIL SURVEYS AND SOIL MAPS



UNMANNED AERIAL VEHICLES



PRODUCT INNOVATION



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