

OUR PURPOSE

To facilitate the delivery of a cotton industry that:

- adopts world's best practice in production, environmental and catchment management
- secures international competitiveness using research to increase yield and fibre quality
- generates improved social and economic conditions in cotton communities

OUR PROGRAMS

- The Farm
- The Catchment
- The Community
- The Product
- The Adoption

OUR OUTCOMES

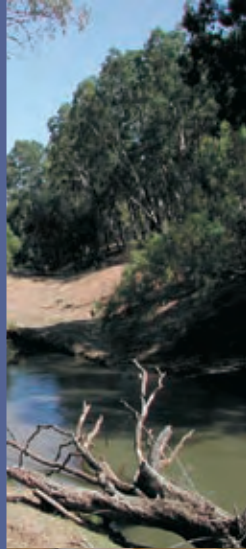
- Internationally competitive cotton farming systems
- Best practice cotton enterprises delivering sustainable ecosystems and reduced impacts on catchments
- Mutually beneficial interactions between industry and regional communities
- High quality consumer-preferred cotton
- Increased adoption of new knowledge and enhanced decision-making capability of people working in or with the cotton industry, its catchments and communities

OUR MISSION

To provide high quality collaborative research, education and adoption activities which benefit the Australian cotton industry, regional communities and the nation

OUR TARGETS

- Progress towards our outcomes is measured against a suite of quantitative and verifiable targets



Strategic Plan 2006 – 2012 2008 Revision

COTTON CATCHMENT COMMUNITIES
Cooperative Research Centre

"Prosperity through innovation"



Established and supported under the Australian Government Cooperative Research Centres Programme

1 THE FARM



Enable the cotton industry to improve profitability and sustainability of production by:

- Developing improved integrated pest management systems for cotton pests (insects, diseases and weeds) which are profitable, sustainable and less dependent on inputs
- Enhancing understanding of the water balance in cotton farming systems and developing tools to maximise water use efficiency
- Developing systems to improve the management of plants and soil that ensure profitable production and stewardship
- Developing cotton farming systems which have enhanced resilience and adaptive capacity to climate variability and change
- Developing and introducing novel commercial products which enhance crop management and profitability



- SOME TARGETS**
- Reduce potential environmental impacts of cotton pesticides by at least 50 per cent
 - Reduce the irrigation water used per bale of cotton produced by at least 50 per cent
 - Introduce at least two new crop protection products which are suitable for commercialisation

2 THE CATCHMENT



Enable best practice cotton enterprises to deliver sustainable ecosystems and reduced impacts on catchments by:

- Characterising river health and ecological responses to flow variability in two key floodplain catchments and assisting catchment bodies to develop science-based riparian health indicators
- Benchmarking current groundwater conditions in cotton catchments and improving the reliability of aquifer recharge modelling
- Establishing baselines for on-farm water quality and developing remediation processes with the capacity to deliver both farm and catchment benefits
- Developing best practice techniques and guidelines to enable industry and catchment bodies to better assess, manage and monitor biodiversity and ecosystem services in cotton catchments
- Developing a set of farm and catchment information resources and tools that are consistent with good science, best practice, practical adoption and catchment goals



- SOME TARGETS**
- Improve the reliability of groundwater recharge estimates in cotton regions by at least ten per cent
 - Develop an integrated model which will improve predictions of the ecological benefits of environmental and managed flows in the lower Gwydir

Enable mutually beneficial interactions between industry and regional communities by:

- Documenting the cotton industry's contribution to the economic and social fabric of cotton growing regions
- Identifying opportunities for, and assisting with the implementation of, strategies for enhancing the flexibility and resilience of cotton communities, including labour and regional business resources
- Identifying ways in which the community and industry can address and contribute to future natural resource policy issues collectively in cotton catchments, including greater knowledge of the impacts that changing water allocations and natural resource management have on socio-economic issues

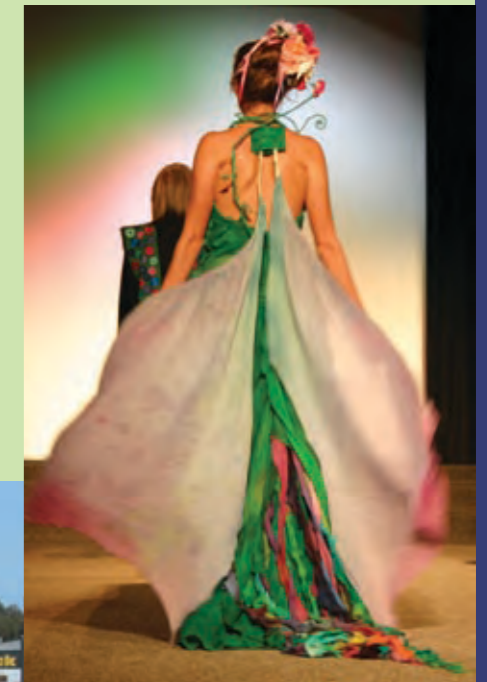


3 THE COMMUNITY



- SOME TARGETS**
- Work with at least 20 local businesses to assist them in planning for the future
 - Benchmark the changing social and economic conditions in at least six cotton communities

4 THE PRODUCT



SOME TARGETS

- Reduce contamination in Australian cotton exports by at least 50 per cent
- 75 per cent of Australian cotton produced using Best Management Practices as the primary Quality Assurance System for consumer confidence

Enable the industry to produce high quality consumer-preferred cotton by:

- Developing improved and internationally accepted objective measurement and valuation systems for Australian cotton
- Enhancing the spinning and marketing characteristics of Australian cotton
- Expanding the use of cotton in current and new applications, including international opportunities
- Enhancing Australian cotton as a brand
- Investigating and developing value-added products



OUR GOALS

5 ADOPTION



Increase adoption of new knowledge and enhanced decision-making capability of people working in or with the cotton industry, its catchments and communities by:

Extension & Knowledge

- Increasing the adoption of research in order to enhance productivity, sustainability and profitability
- Providing technical support to enhance development and adoption of the cotton industry's Best Management Practices system
- Increasing the adoption of recognised precision farming practices on at least 50 per cent of the annual cotton area

Education & Training

- Providing educational opportunities that offer a flexible path for skills and knowledge development at all levels of the industry, including:
 - a PhD program
 - Postgraduate cotton courses
 - Various undergraduate activities
- Providing up-to-date specialist short courses and vocational training for cotton consultants, agribusiness, cotton growers and their staff
- Promoting science and agriculture in schools



SOME TARGETS

- Adoption of recognised precision agriculture and spatial information techniques on at least 50 per cent of the Australian cotton crop
- Successful completion by Cotton Catchment Communities CRC students of at least 50 postgraduate degrees
- Delivery of a university course in cotton production to at least 125 students
- Delivery of short training courses to at least 200 industry personnel

PARTICIPANTS



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