

**MEDIA RELEASE**

**COTTON FOCUS ON EXTENSION AND KNOWLEDGE MANAGEMENT**

Ms Letitia Cross, has been appointed to the newly created position of Extension and Knowledge Manager, with the Cotton Catchment Communities Cooperative Research Centre

Announcing the appointment, CEO of the Cotton CRC, Guy Roth, said: “Ms Cross had broad background in marketing, extension, relationship management and communication within the agricultural sector and rural communities.

“She has a sound knowledge of cotton communities, the CRC, its participants and aspirations, and will lead the development of our extension and knowledge management, a new position created to ensure our research is adopted quickly by industry and our community partners,” Mr Roth concluded.

The extension and knowledge programs will focus on farm trials, short courses, university courses, science for schools, information delivery systems, decision support tools, and technical support to the Cotton industry’s Best Management Practice (BMP) system.

The position is jointly funded by the Cotton CRC and NSW Department of Primary Industries, where Letitia will also be responsible for its cotton extension program.

Ms Cross said: “I am excited about the opportunity to work with the Cotton CRC, which is known worldwide for the high standard of its research, extension and education activities.

“In conjunction with our partners I look forward to the challenges of providing an industry-wide focus on the uptake of cutting edge technologies and knowledge developed to enhance sustainable production for the Australian Cotton Industry.”



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