

Experiences in facilitating the uptake of novel technologies
and best management practices to cotton growers in eastern
Australia – a rural retail and consultancy model

Claire Welsh, Business Development Manager, Cotton Grower Services Pty Ltd



The Australian Cotton Industry.



Outward Looking



World Leading Technology



Environmentally Sustainable



Australian cotton is both rain-grown and grown using irrigation water.



Australian Cotton Production Areas.



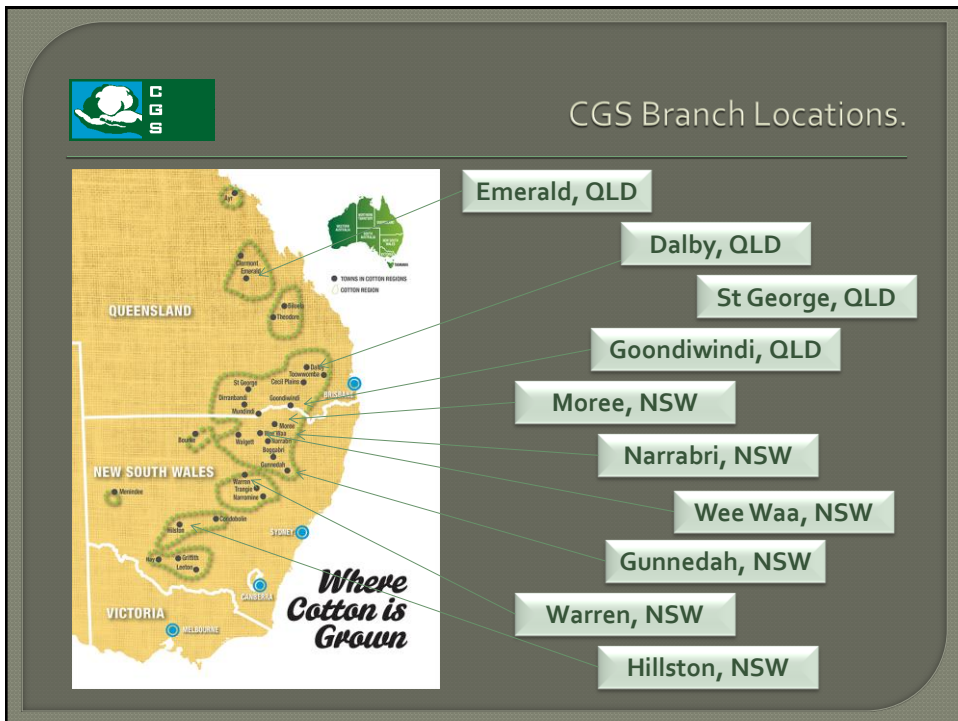
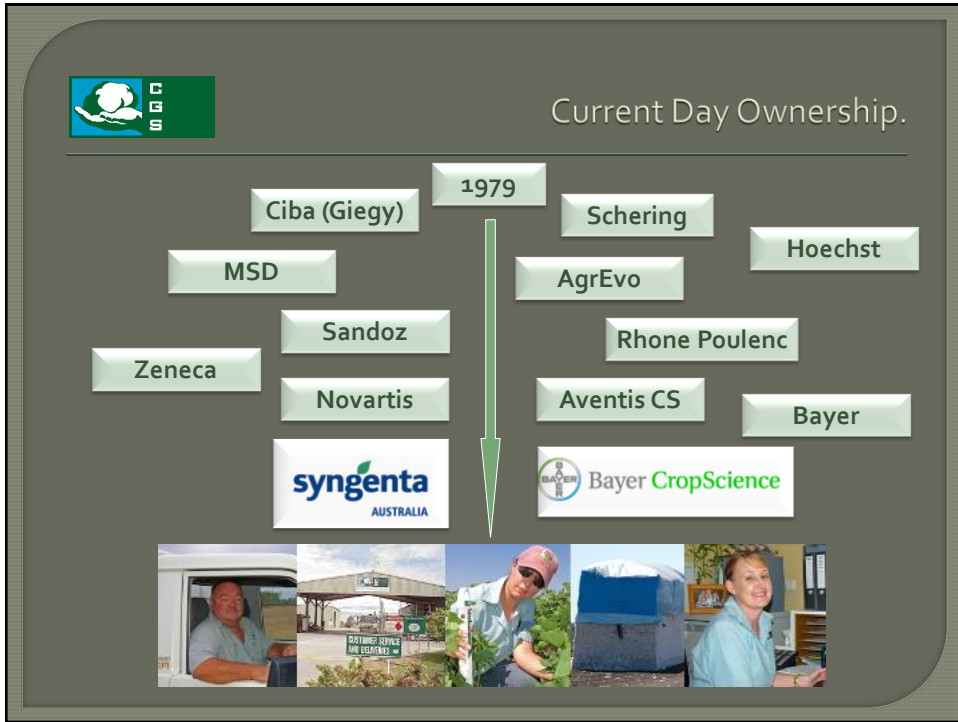


Our industry has a strong R&D focus.



Exporting Quality!







*CGS - a cotton focused & serviced based,
crop production & protection specialist.*



*The CGS rural retail
& consultancy business model.*



- ✓ Non-traditional pricing models for product sales.
- ✓ Reliable product availability & supply.
- ✓ Effective distribution networks, facilitating exceptional customer service.
- ✓ Services 2 distinct types of growers – large corporate & family based enterprises.



*The CGS rural retail
& consultancy business model.*

- ✓ Tailored & proactive agronomy advisory solutions – weekly visits enable open & effective communication with growers.
- ✓ Positionary branding as the “go-to” people for profitable cotton production.
- ✓ Cotton, Summer coarse grain & winter crop management.
- ✓ Strategic fallow management solutions & herbicide resistance management.
- ✓ Biotechnology services provision.
- ✓ Strategic soil & plant nutrition advice.
- ✓ Water use efficiency monitoring services & equipment.



*The CGS rural retail
& consultancy business model.*





Example One - Biotechnology

Bollguard II



Roundup Ready Flex



Example Two – myBMP Program.

myBMP Researcher and Industry Section

Welcome to the myBMP Home Page for researchers and industry. This page allows you to manage your communications with growers and to access and add information to support growers in implementing myBMP on farm.

Assistance Requests View assistance requests from users of the system

Add Resources Request to add a new resource to the myBMP site

myBMP Tools View the tools and resources for the myBMP program

myBMP Modules

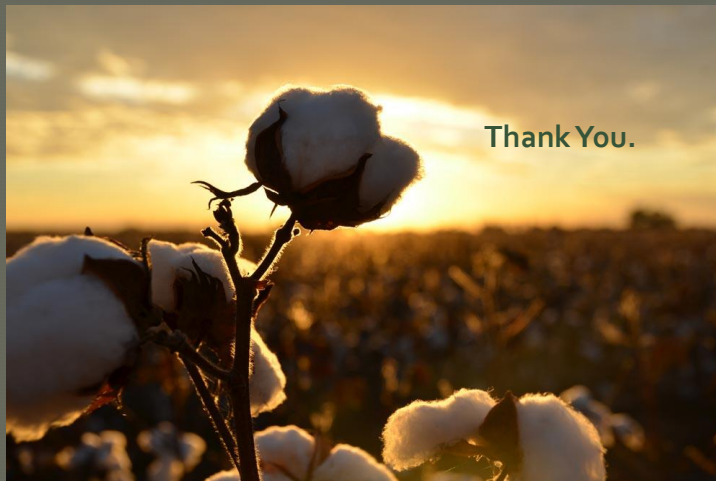
- Biosecurity
- Biotechnology
- Energy and Input Efficiency
- Fibre Quality
- Human Resources
- IPM - Insects, Weeds & Diseases
- Natural Assets
- Pesticide Management
- Petrochemical Storage & Handling
- Soil Health
- Water Management



Example Three – Nutrient Advantage for Fertiliser best management practice.



In Conclusion.



Thank You.