

'Super' cotton conference a first for the industry

The Australian Cotton Conference at the Gold Coast on August 12-14 will be the first time the industry has come together for a 'super' conference.

This is the result of an energetic and collaborative effort between the long-standing Cotton Conference organisers, Australian Cotton Growers Research Association (ACGRA), and the industry organisation representing the post-farm-gate sector of industry, the Australian Cotton Shippers Association (ACSA).

The Trade Display featuring the Case Cotton Club will again be the focal point of the social and business activities at the conference. All the latest technology will be on display including the official launch of the new Case Module Express pickers.

Top-class speakers presenting at the Conference will fully represent both the grass-roots of the cotton industry and post-farm-gate sector.

Growers, researchers and scientists will

be speaking about how they are preparing for future climates, varietal improvement, resource management and Best Management Practice.

From further along the production chain, ACSA's involvement has ensured leading figures from marketing, finance and textiles from Australia and abroad are on hand to offer key perspectives on how Australian cotton best fits the international landscape and how it expects to win back



markets by additionally offering satisfaction to emerging consumer demands and market trends.

The spotlight will then be turned to resource management, in particular water, with the third day of the Conference (with free admission to growers and staff) dedicated to 'growing cotton's future: practical solutions for managing water', which is the title theme for the day.

The day will focus on making the most of irrigation water and management technologies for mitigating and adapting to drought.

Cotton Australia and the Department of Agriculture, Fisheries and Forestry (DAFF) have both worked closely on developing the third-day program to ensure its relevance is very strongly meeting today's water resource decisions.

The well-rounded speaker list has allowed organisers to present practical solutions to the challenges the industry faces.

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