

## SECTION 1 OVERVIEW

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# Cotton Trade Show makes a comeback in '09

There were over 150 suppliers from the cotton and grain industries exhibiting at the Trade Show. These ranged from heavy machinery manufacturers and dealers through to banking services together with the research and extension providers. Exhibitors came from Western Australia, South Australia, Victoria, NSW, Queensland and New Zealand. They had some 750 staff on site to meet with growers from all cotton and grain growing areas in the north.

Over 800 came through the gate on the Wednesday (this included over 500 growers and their staff) and over 1000 on the Thursday (including 600 growers and their staff).

The organisers were very pleased with the support from exhibitors and growers. Exhibitor numbers – particularly on the major outdoor machinery sites – were up on the last Trade Show in 2007. Similarly grower numbers were up by about 30 per cent on 2007.

Around 50 mm of rain across most of the growing area a week before the event certainly helped – plus there were some new product releases amongst the machinery and input suppliers that attracted considerable interest. The Federal Government 50 per cent tax rebate on equipment purchases was certainly not a deterrent but, as many growers remarked, you had to have an income to make this effective.

There was a good grain representation from amongst the exhibitors and the growers. The expanded focus reflects the new reality of farming in the North – water availability is, and has for sometime been, problematic at best and growers will take what ever cropping opportunity presents itself to stay in business.

