

Revitalising rain on range augers well for Trade Show

By Brian O'Connell

There was 120 mm of rain in Kentucky one night in the middle of January. That's Kentucky on the Great Dividing Range in northern New South Wales — not the blue grass and fried chicken State.

Those people who have heard of our Kentucky think more in terms of cherries than cotton but Kentucky's big storm played its part in revitalising part of the Australian cotton industry.

The downpour along the divide came at the end of a very wet week right across Queensland and the Macintyre, Gwydir and Namoi catchments. The run-off that made its way down those rivers significantly lifted levels in all the storages. The water from the Kentucky storm made its way down the Kentucky Creek, into Rocky River and then joined the Gwydir to flow into Copeton Dam.

The floodwaters moving down the Gwydir and the other river systems below the dams also meant growers were given the opportunity for high-flow pumping into on-farm storages.

Amidst all this talk of water, it is little wonder that the organisers of the National Australian Cotton Trade Show can happily report an increased 'buoyancy' amongst growers and suppliers in the cotton industry.



The 2004 National Australian Cotton Trade Show will feature many new exhibitors.

This year's crop has received a huge boost and there is the foundation for a return to close to average planting levels in 2004–05.

The National Australian Cotton Trade Show is designed specifically to meet the needs of producers, suppliers and processors within the cotton industry. The 2004 trade show will be held in Moree on Wednesday and Thursday, May 26 and 27.

Launched in 1998, the trade show

attracts the majority of the nation's cotton-growers from all cotton producing areas to do business with more than 200 cotton specific exhibitors.

The Moree site incorporates both conference facilities and a working cotton farm to accommodate in-field and irrigation demonstrations. This has seen the trade show become the preferred venue for new product launches into the cotton industry.

All the features that have made the



West of the Divide — Wallaby Rocks, Kentucky Creek: a wall of water on its way to Copeton Dam.



East of the Divide — Dangar Falls in full flood with water on its way to the coast.

trade show a premier event on the cotton calendar are back in 2004, bigger and better than ever. And so are the exhibitors — all the regulars have booked their sites again for this year's trade show and, four months out, there are already bookings from over a dozen companies attending for the first time.

Along with new companies there will be new initiatives at Moree in May. These include invitations to international cotton producing competitors and consumers to attend the trade show as 'guest nation' exhibitors.

This will provide an opportunity for growers and suppliers to arrive at a better understanding of the current level of sophistication and future potential of competitors in the international market place.

ALSO NEW IN 2004 — LINKS TO AUSTRALIAN COTTON CONFERENCE

Over the past six years the Cotton Trade Show has proven very successful in responding to the requirements of exhibitors and the interests of growers. So much so that the Australian Cotton Growers Research Association (ACGRA) has appointed the organisers of the trade show to promote and coordinate the trade



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display at the Australian Cotton Conference.

The ACGRA believes this alliance will deliver obvious synergies for both exhibitors and visitors to the Cotton Conference. This has already been realised in part with attractive 'gateway to the cotton industry' exhibitor packages linking attendance at the trade show and the conference.

The conference is heading back to the

Gold Coast in August 2004. The venue is to be the new Gold Coast Convention and Exhibition Centre, next door to Jupiter's Casino at Broadbeach.

For visitors and exhibitors alike there are the benefits of an easily accessed and improved trade display layout at a new venue. This will feature a number of new attractions designed to encourage continued industry support of this cotton industry institution.