

CRDC Project Number: CCA1201

Project Title: Annual Qualitative and Quantitative Surveys for Australian Cotton Industry

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Final Report Executive Summary

Provide a one page Summary of your research that is not commercial in confidence, and that can be published on the World Wide Web. Explain the main outcomes of the research and provide contact details for more information. It is important that the Executive Summary highlights concisely the key outputs from the project and, when they are adopted, what this will mean to the cotton industry.

This annual survey project measures the impacts and outcomes of research and production critical to the Australian cotton industry. Crop Consultants Australia (CCA) has collected quantitative and qualitative data for the industry since the early 1990s. The data helps the industry to better understand the impact of research and extension, technology adoption, farming practices and product usage as well as identifying new opportunities.

The project collected and provided quality quantitative and qualitative data of good geographical representation (coverage of Australia's cotton production area) relating to economic, environmental and social factors of Australia's cotton industry. The data collected each year and provided to CRDC is able to be compared with data from other years to determine progress on various issues and changes in management practices.

The data provided to CRDC is utilised by industry for benchmarking, trending and research purposes.