

Preface

The Siratac Research Project was jointly conducted by the Faculty of Agriculture at Hawkesbury Agricultural College and the NSW Department of Agriculture.

Our objective was to undertake a collaborative research study to identify and investigate problems associated with the perceived "poor adoption rate of Siratac, and develop an action plan and advisory programme to significantly improve adoption"¹.

This document is the final report for the Cotton Research Council and it summarises our findings, including:

- i). issues regarding Siratac's market and its position within that market,
- ii). research into attitudes and expectations of users, non-users and past users,
- iii). a summary of an industry consultative group meeting regarding a future direction for Siratac and Siratac Ltd., and developments since that meeting, and
- iv). conclusions and recommendations to achieve the defined future direction, and potentially improve acceptance.

The concept of Siratac as an automated crop (insect pest) management information system is relatively new and offers significant potential to the cotton industry. Yet, despite this potential, Siratac's future appears somewhat unclear.