

## CCA Market Survey –making a big difference

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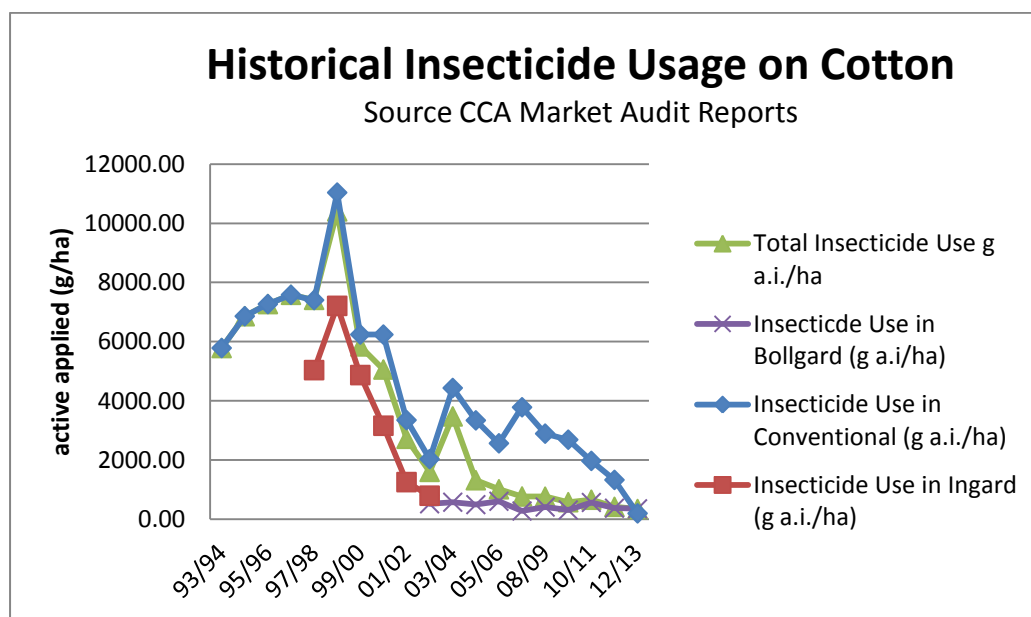
It is well recognised that agronomists and consultants play a critical role in helping growers obtain their agronomic information – but what is less known is that they also play an important role in informing the cotton industry, wider supply chain, the community and government of practice change within the sector, helping the industry to better tell its story.

This is particularly the case for the Crop Consultants Australia (CCA) Market Audit. CCA coordinates the Cotton Market Audit each year on behalf of the cotton industry, a service they have provided for over 20 years with funding provided by the Cotton Research and Development Corporation (CRDC).

The CCA Market Audit is a critical set of data that helps the industry talk about its practice changes and improvements to the general public, to regulators, to growers and also as feedback to consultants. CCA continues to demonstrate their commitment to this process with the recent provision of data management programs used to collate the data and generate reports for the Audit, as well as the appointment of Liz Todd as project manager. Importantly, the Cotton Market Audit report amalgamates individual data so members remain anonymous.

### Social licence to farm cotton:

The Cotton industry, through Cotton Australia, has worked to shape public perception, with one of the key issues addressed being insecticide usage. The CCA Market Audit has provided the data on the massive reduction in insecticide usage by the cotton industry, which has been used as the foundation to develop messages. One of the most important messages the industry has to tell is: Over the last fifteen years, Australian cotton growers have reduced their insecticide use by about 95 percent, with some crops not sprayed for insects at all – a message that is made possible through the data provided by the CCA Market Audit.



### Informing discussion with regulators (such as APVMA):

Ensuring ongoing access to pesticides will continue to be a challenge for the cotton industry. The Australian Pesticide and Veterinary Medicines Authority's (APVMA) Chemical Review Program reconsiders the registration of agricultural and veterinary chemicals in the marketplace if potential risks to safety and

performance have been identified. The Cotton Market Audit is used to inform discussion during reviews. As this usage of the data has increased, it has become apparent that more detailed information, including accurate records of timing of application and target pests is needed, helping to support reliance on a particular product for a particular pest and determine usage risks across the season.

The recently released APVMA report *Neonicotinoids and the Health of Honeybees in Australia* (found here: [http://www.apvma.gov.au/news\\_media/docs/neonicotinoids\\_overview\\_report\\_february\\_2014.pdf](http://www.apvma.gov.au/news_media/docs/neonicotinoids_overview_report_february_2014.pdf)) highlights the role of CCA Market Audit information in informing these issues:

*“Since the introduction of GM cotton, there has been a very significant reduction in the total amount of pesticides applied to cotton – 96 percent of cotton planting in Australia is now ‘Bollgard II’ and the total amount of insecticide active constituent (ac) applied has decreased from ca. 6.24 kg ac/ha in 2000-01 to 0.54 kg ac/ha in 2010-11 (information provided by Cotton Australia, 7 Feb 2013). In Bollgard II cotton, foliar applications of the neonicotinoids acetamiprid, clothianidin, imidacloprid and thiamethoxam made up about 7.5 percent of the total foliar insecticide applications in 2010-11, with about 0.04 kg ac/ha of neonicotinoids applied by spray during this particular season.”* Page 27, *Neonicotinoids and the Health of Honeybees in Australia*.

In recent years, CCA Market Audit information has also contributed to Cotton Australia submissions to major APVMA reviews of chemical groups; diuron, fipronil and dimethoate.

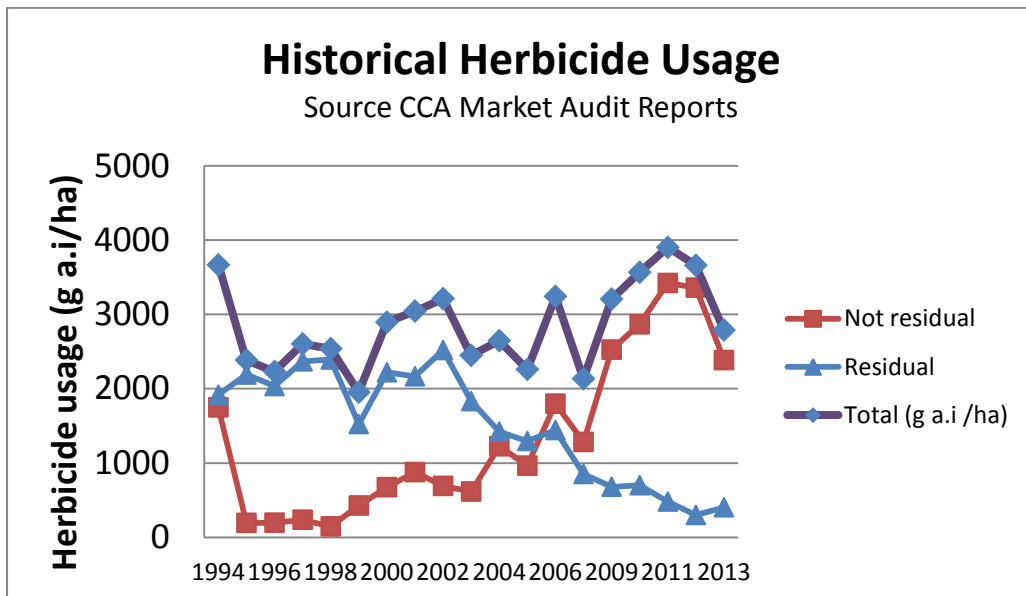
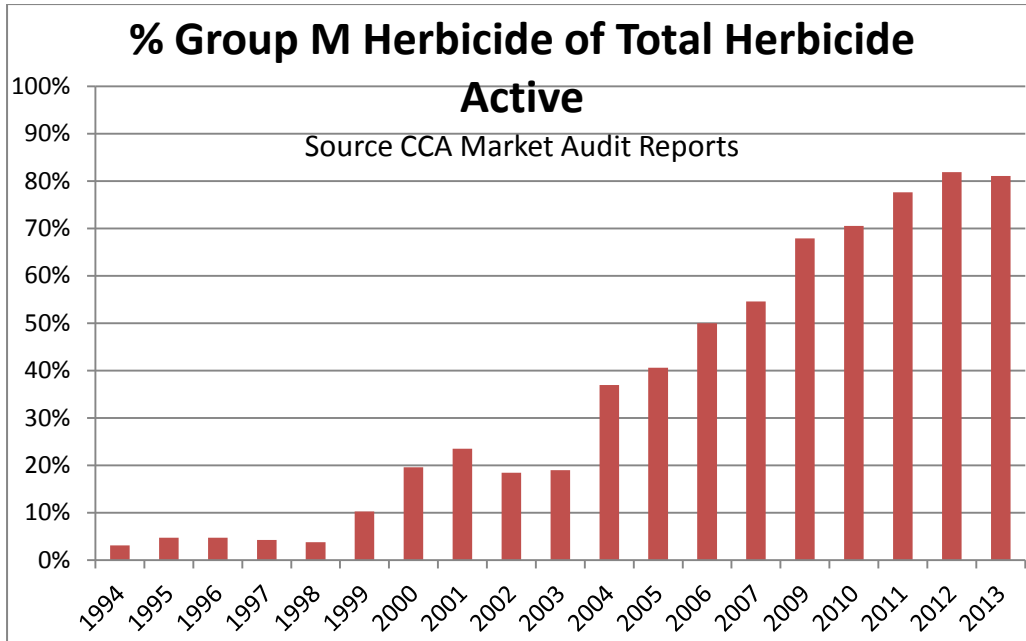
#### Supporting industry submissions:

Industry insiders may take the extent of practice change in cotton pest management over the last twenty years somewhat for granted; we *‘just get on with it’*. However, many people outside the industry can have very fixed views about cotton and pesticide use. The CCA summary use data reporting annual average decline in insecticides is utilised by Cotton Australia in discussions with politicians and their advisors, policy submissions, educational materials and promotional materials.

What growers and others inside the industry know about the change in pesticide use, our industry can prove due to the data submitted to the annual CCA Market Audit.

#### Informing growers, consultants and industry on trends

The CCA Market Audit, as well as the annual CCA qualitative survey, are used to advise the cotton industry of trends, emerging issues and potential threats. This information is used to inform research investment, policy direction and also extension materials. CCA survey material is a reliable source to present to industry trends to industry and regularly features in many CRDC Spotlight and Cottongrower magazine articles. The CCA Market Audit has also been used by researchers. We encourage all consultants and agronomists to participate in the 2014-15 CCA Market Audit.



The credibility and usability of this data is reliant on the quality of data supplied. For more information, or to participate, please contact Liz Todd on 0457 831 512, via [projects@cropconsultants.com.au](mailto:projects@cropconsultants.com.au) or visit [www.cropconsultants.com.au/cottonmarketaudit/](http://www.cropconsultants.com.au/cottonmarketaudit/)