



COTTON MARKET AUDIT

Collecting Cotton Data from Australia's Leading Crop Agronomists

Critical Industry Reporting

CCA coordinates the Cotton Market Audit each year on behalf of the cotton industry. The project is supported with funding from the Cotton Research & Development Corporation.

The Cotton Market Audit is an important and reliable set of data that helps the industry talk about its practice changes and improvements to the public. It informs regulators and product reviews, provides direction to research and policy priorities, and identifies trends, emerging issues and potential threats important to growers and agronomists.

Collecting Cotton Data

CCA Crop Agronomist and Consultant members are encouraged to share their cotton crop agronomy data at the end of each season to contribute to the Cotton Market Audit. The Cotton Market Audit report amalgamates data so members and farms remain anonymous.

Data contributions represent on average 40% of cotton production. **CCA is seeking more consultants and agronomists to participate in the survey to achieve at least 50% coverage of cotton production.**

Options to Participate

Data Management Program

- Manages client data and records field activities
- Shares data directly to Cotton Market Audit
- Free to CCA members

dmp.cropconsultants.com.au



- Manages client data and records field activities
- Shares data directly to Cotton Market Audit with permission
- Agworld subscribers

www.agworld.com.au

Excel Spreadsheet Templates

- Records detailed field activities or summary of season activities
- Email to CCA to include in Cotton Market Audit
- Free to CCA members

cropconsultants.com.au/cottonmarketaudit/

- Step 1. Let CCA know if you intend on participating so we can keep in contact.
- Step 2. Enter agronomy data throughout the season using one of the options to participate.
- Step 3. Check and submit data by **12 July**. A confirmation email is sent.
- Step 4. Enjoy the benefits of CCA membership discount, and positive industry contribution.

CCA is committed to protecting the privacy of participants in the Cotton Market Audit. AgWorld will send us your data provided that you have given permission for them to do so. A consent form is available at the link below. This must be completed by all authors of AgWorld data.

https://docs.google.com/forms/d/e/1FAIpQLSc1yTWBNanrq7TXlulqCM2YOy0Q4aggTMxb2Ju9clL8Ui_YRw/viewform?vc=0&c=0&w=1&flr=0

Alternatively, you can run your own custom CCA report in AgWorld and forward the data download to us at projects@cropconsultants.com.au. Instructions for running the report in AgWorld can be accessed at <https://help.agworld.com/en/articles/5190079-cca-cotton-market-survey-report-from-agworld>

Incentives to Participate

The CCA Board offers incentives in appreciation for contributions to the Cotton Market Audit. Two levels of CCA membership credit values are offered based on the type of data provided and available to individual contributors or businesses, at the discretion of the CCA Board. A new initiative has been introduced for 2021 in addition to the existing incentives. Participants can enter a draw to win a holiday voucher, valued at \$1,500.

- 🔗 **Full Dataset** CCA membership credit valued at \$325 (per dataset)
- 🔗 **Summary Dataset** CCA membership credit valued at \$250 (per dataset)
- 🔗 **Both Surveys** Free CCA Seminar Registration if the Cotton Consultants Survey is also completed
- 🔗 **New for 2021** Participants will be eligible to win a \$1,500 accommodation voucher, based on participating in the Cotton Market Audit and completing the Cotton Consultants Survey.

Prize Draw Details:

The more you participate in CCA Surveys, the more chances you have to win the \$1,500 accommodation voucher. The prize draw is in addition to the existing incentives offered for survey participation.

Survey Participation	Chances to Win
Cotton Market Audit – Detailed Dataset	5
Cotton Market Audit – Summary Dataset	2
Consultants Survey – Complete	5
Consultants Survey - Part	2



Visit <https://cropconsultants.com.au/cotton-data/cotton-market-audit/> for further details.

COTTON CONSULTANTS SURVEY

The Cotton Consultants Survey is a qualitative survey completed by Crop Consultants Australia members each year. The survey covers a broad range of topics, from staffing and professional development needs to every aspect of producing and managing a cotton crop (soils, pests, weeds, fertiliser, technology and water).

Consultants participating in the Cotton Consultants Survey are entitled to claim a \$50 Wish gift card. As an added bonus, those that complete both the Cotton Consultants Survey and the Cotton Market Audit will receive a complimentary registration to the next CCA Cropping Solutions Seminar and Dinner.

More information is available at www.cropconsultants.com.au/cotton-data/survey-overview/, or you can contact us at projects@cropconsultants.com.au

The CCA Survey Project is supported by the Cotton Research and Development Corporation

