



Cotton Market Audit Participant Guidelines

Guidelines for the supply and management of survey data

1. Summary

The Cotton Market Audit is a quantitative survey performed annually by Crop Consultants Australia (CCA) members and provides data on product usage including seed, seed dressings, herbicides, insecticides, target pests, plant growth regulators and harvest aids. The data provided by individual agronomists is combined into a Cotton Market Audit Report each year.

CCA aims for data coverage of over 50% of Australia's key cotton producing area. This data provides a strong indication of products (type and quantity) used to produce a cotton crop each season.

The Cotton Research and Development Corporation (CRDC) contracts CCA to manage the Cotton Market Audit survey as part of the 'Annual qualitative and quantitative surveys for Australian cotton industry' project.

2. Governance

CCA has policies and procedures in place to manage all aspects of the survey project which are overseen by a dedicated Survey Director (Board member) and reviewed by the CCA Board at monthly meetings. The CCA Project Manager is committed to delivering the survey project.

3. Customers

The Cotton Market Audit Report is supplied to CRDC each year. CCA is also able to offer the data for purchase by chemical companies and product manufacturers once a risk assessment is conducted by CRDC and CCA to safeguard the industry from misuse of the data.

4. Data Collection Methods

CCA members are encouraged to submit their data by 30 June each year. The following methods are currently available to collect and supply data for the survey:

- ✉ Excel templates – templates designed for the collection of all, or season summary data. The completed templates are emailed to CCA.
- ✉ CCA Data Management Program – CCA has its own data management program (DMP) available to members at no charge. CCA has direct access to the data entered.
- ✉ Agworld – members (or their clients) subscribed to Agworld can grant permission in writing for Agworld to supply their data to the CCA Cotton Market Audit.

5. Data Collected

The agronomic cotton data collected each season from agronomists includes:

- ☞ Consultant name, business name, contacts, farm name, field name (collected for internal tracking purposes only) *
- ☞ Region, field size, irrigated/dryland, planting date
- ☞ Products applied to field (planting seed, seed treatment, fertiliser, herbicide, insecticide, fungicide, growth regulant, adjuvant, surfactant, harvest aid, defoliant)
- ☞ Area product applied, rate, band width, row configuration, units, target pest, total volume product applied

*Contact and farm identifiers are collected for the specific purpose of tracking source data and conducting queries if required. Only the CCA Project Manager and Executive Officer has access to this data. All reports generated and shared with the CCA Board and the industry do not contain consultant or farm details, and respondents remain anonymous.

A third party, Morgan Rural Tech, is engaged to maintain the CCA Data Management Program that collates the data sets into the final Audit Report. Confidentiality and data management agreements are in place to protect the ownership and access to the data.

6. Extended Data Trial

A pilot program is being trialed in 2022 to expand the scope of the Cotton Market Audit. Additional information will be collected to assist with setting research priorities and to measure the impact of current programs on practice change.

CCA members apply to participate in the extended data trial through an Expression of Interest process. Data can be provided via Agworld or Excel spreadsheet and can either be detailed or summary datasets. Detailed datasets are at a field level, whereas summary datasets are at farm level or less.

The additional information supplied falls into five categories, as listed in the table below.

Category	Inclusions
Nutrient Efficiency	Yield, Ground-applied fertilizer (pre-plant, side-dress, water-run)
Irrigation	Water use, type of irrigation, energy source for pumps, water source
Fertiliser (foliar)	Foliar applied nutrients in crop
Tillage Operations	Includes tillage in crop and the preceding fallow, type of operation and date of operation
Miscellaneous	Crop rotation (previous crop, length of fallow), Distance to nearest ginnery

7. Data Entry Subsidy Trial

A pilot program is being trialed in 2022 to try and ease the burden for consultants that submit data to the Cotton Market Audit. CCA is offering a limited number of subsidies to assist with data entry for the 2021/22 season. The value of each subsidy is \$1,500 (plus GST) to be paid on provision of an invoice to CCA.

Participants can use this to pay someone to do the data entry, or they can keep it for themselves as payment for their own time. This subsidy will be paid in addition to any other rewards provided for participation in CCA surveys for 2021/22.

These subsidies are awarded on a first-in basis. They are only to be paid if data is submitted for the 2021/22 season. The subsidy will only be provided for more than 1,000 hectares for detailed datasets and more than 2,500 hectares for summary datasets.

8. Participant Annual Action Plan

Timing	Activity	Who
Recording Data		
August	Confirm Survey Team via email/questionnaire	Project Manager Survey Team
August	Survey Team commence recording agronomic data from planting to picking	Survey Team
March	Reminders to Survey Team to enter and check data	Project Manager
May	Reminders to Survey Team to enter and check data	Project Manager
June	Data entry due by 30 June	Survey Team
Reporting Data		
July	Run reports and follow up data queries	Project Manager
August	Follow up data queries and final Audit Report prepared	Project Manager
December	Confirm Survey Team submission of data and entitlement of benefits.	Executive Officer Team

9. Participation Benefit

CCA members who submit full season and detailed data to the Cotton Market Audit are entitled to receive a membership credit per dataset valued at \$325.00 GST inclusive.

CCA members who submit a season summary or limited data are entitled to receive a membership credit valued at \$250.00 GST inclusive.

CCA members who also participate in the Cotton Consultants Survey are entitled to receive a free registration at the next CCA Cropping Solutions Seminar (2021) or Regional Workshops (2020).

Credits are applied to individuals or businesses, depending on the level of contribution and business arrangements. All final decisions are at the discretion of the CCA Board. Membership credits apply to the next year's membership.

Benefits available for the extended data trial in 2022 are determined according to the type of data supplied, the number of hectares and whether it is provided as a detailed or summary dataset. Participants supply a tax invoice to CCA to claim the agreed amount as described in the tables below.

Detailed Datasets (Field level)

Data Supplied	Detail Supplied	Hectares Supplied				
		<500	500-1,000	1,000-2,500	2,500-5,000	>5,000
Nutrient Efficiency	Detailed	\$300	\$450	\$700	\$850	\$1,000
Irrigation	Detailed	\$250	\$400	\$600	\$750	\$850
Fertiliser - foliar	Detailed	\$100	\$200	\$250	\$350	\$400
Tillage Operations - fallow & in-crop	Detailed	\$250	\$400	\$600	\$750	\$850
Miscellaneous	Detailed	\$150	\$200	\$300	\$400	\$500
TOTALS	Detailed	\$1,050	\$1,650	\$2,450	\$3,100	\$3,600

Summary Datasets (Farm level or less)

Data Supplied	Detail Supplied	Hectares Supplied				
		<500	500-1,000	1,000-2,500	2,500-5,000	>5,000
Nutrient Efficiency	Summary	\$200	\$250	\$400	\$450	\$500
Irrigation	Summary	\$125	\$200	\$275	\$375	\$425
Fertiliser - foliar	Summary	\$50	\$75	\$100	\$150	\$200
Tillage Operations - fallow & in-crop	Summary	\$125	\$200	\$300	\$375	\$425
Miscellaneous	Summary	\$75	\$100	\$150	\$200	\$250
TOTALS	Summary	\$575	\$825	\$1,225	\$1,550	\$1,800

10. Permission to use data

On the submission of data to CCA through the various collection methods stated, you are giving CCA permission to access and use your cotton agronomic data for the purposes of the Cotton Market Audit.

Agworld subscribers must give permission in writing for Agworld to generate a report on your behalf and supply to CCA for the purposes of providing data to the Cotton Market Audit.

Contact

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