



## 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](http://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](http://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/](http://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 **13 July**. A confirmation email is sent.
- Step 4. Enjoy the benefits of CCA membership discount, and positive industry contribution.

### 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.

- 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

Visit <http://cropconsultants.com.au/cottonmarketaudit/> for further details