



Australian Government
**Cotton Research and
Development Corporation**

TRAVEL & CONFERENCE REPORT

Part 1 - Summary Details

Please use your TAB key to complete Parts 1 & 2.

CRDC Project Number: CRDC313

Project Title: Travel: Support for growers to attend ACSA Conference, Sept 07

Project Commencement Date: 6/08/07 **Project Completion Date:** 7/08/07

Research Program: 6 Value Chain

Part 2 – Contact Details

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Signature of Research Provider Representative: _____

Part 3 – Travel Report

(Maximum two pages)

1. A brief description of the purpose of the travel.

The purpose to attend the ACSA conference was to increase my level of knowledge in the Value Chain programme. In particular to gain a greater understanding of the drivers and barriers to positioning Australian Cotton at the forefront of quality resulting in better returns for Australian cotton growers.

2. What were the:

a) major findings and outcomes

b) other highlights

The conference was themed 40-40-4.0 which has become the industry's aspiration in terms of quality characteristics that will hopefully lead to market premiums for Australian growers. The conference focussed on the future for cottons like Sicala 350B and the opportunity for the Australian industry to exploit its advantage. The major findings from this discussion was there is clear space for the Australian cotton industry to position itself as reliable supplier into these small markets. According to Eduard Hegetschweiler, senior cotton trader with Reinhart, whilst this style of cotton was not considered a competitor to Hi-End ELS, it could fill a niche market between regular ELS and long staple cottons, however he did note that it was only a small market. He also discussed the importance of marketing our cotton more effectively, in a sense brand identification is key to attract market premiums. Fibermax was again highlighted through a presentation from Wally Darneille, President & CEO of the Plains Cotton Cooperative Association in Lubbock Texas. Wally indicated fibermax was increasing its market share considerably in Texas and Oklahoma which is competing directly with Australian cotton. As an Australian cotton grower you have to ask the fundamental question of "is this still the right strategy for our industry to exploit our home grown germplasm?"

3. Detail the persons and institutions visited, giving full title, position details, location, duration of visit and purpose of visit to these people/places. (NB:- Please provide full names of institutions, not just acronyms.)

As per conference programme.

4. a) Are there any potential areas worth following up as a result of the travel?

b) Any relevance or possible impact on the Australian Cotton Industry?

The areas of need in terms of further R&D is to investigate the performance of roller gins verses saw gins with the new types of quality being developed (350B). Whilst it is believed the roller gin will protect the quality better than saw ginning, we need to be satisfied the economic performance will provide the industry the confidence to invest in new ginning equipment. There is also a need to continue to invest in R&D looking at new ginning technologies associated with existing systems. We could also ramp up extending existing ginning R&D to ginning companies where the decisions are made on gin set up i.e. gin manager workshops etc.

5. How do you intend to share the knowledge you have gained with other people in the cotton industry?

Through my local Central Highlands Cotton Growers Association and the ACGRA committee and as an ACGRA representative on the ACIC Trade and Marketing committee and the CRDC facilitated Australian Premium Cotton Initiative.