Clever Cotton

Snapshot: CRDC's Strategic RD&E Plan 2023-2028

Paddock
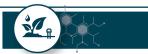### Our future fields

Data-driven decisions

Objective
Improve productivity, profitability, and sustainability by accurately monitoring and measuring every field on every cotton farm.

Impact
In 2028, a transparent and trusted data platform will deliver increased profitability and productivity through better decision-making, facilitating innovative research, and building trusted engagement.

Adaptive systems

Objective
Grow the profitability and resilience of Australian cotton-farming systems through innovative solutions, technologies and practices.

Impact
In 2028, Australian cotton-farming systems are resilient, biosecure, and able to thrive in an increasingly variable climate with enhanced resource efficiency.

Connected market intelligence

Objective
Enhance the sustainability, market access and diversity, and value of Australian cotton.

Impact
In 2028, Australian cotton growers are preferred suppliers of sustainable cotton.

People
Central to our success

Design and innovation

Objective
Embed collaboration in RD&E prioritisation, design, development, and adoption.

Impact
In 2028, growers can see RD&E addressing their problems and creating practical solutions to be adapted and adopted into their production systems.

Leadership and capacity

Objective
Develop people and skills to support industry RD&E.

Impact
In 2028, the development of world-class research capability supports industry goals.

Adoption and impact

Objective
Adopt knowledge and technology through dedicated development and delivery pathways.

Impact
In 2028, adoption has increased its rate, reach and effectiveness.

Planet
Our shared future

Natural capital

Objective
Implement resilient natural capital practices that support productivity, help maintain biodiverse ecosystems, strengthen capacity for adaptation to climate change, and progressively improve regional water, land and soil quality.

Impact
In 2028, cotton farms have maintained and enhanced natural capital and are more resilient to shocks.

Carbon

Objective
Establish a sustainable low-carbon cotton production system for a changing future.

Impact
In 2028, the cotton industry meets market, community and government expectations for carbon.

Circular economy

Objective
Develop the circular economy for Australian cotton.

Impact
In 2028, the cotton industry can participate in the circular economy, providing lasting end-of-life solutions for cotton textiles.