



CRDC’s Strategic RD&E Plan 2018–23 snapshot

Our purpose

Investing in world-leading RD&E to benefit Australia’s dynamic cotton industry.

Our vision

CRDC: Powering the success of Australian cotton through world leading RD&E.

Our outcome statement

Increased economic, social and environmental benefits for the Australian cotton industry, and the wider community, by investing in knowledge, innovation and its adoption.

GOALS



Increase productivity and profitability on cotton farms



Improve cotton farming sustainability and value chain competitiveness



Build adaptive capacity of the cotton industry

KEY FOCUS AREAS

- Optimised farming systems
- Transformative technologies
- Protection from biotic threats and environmental stresses
- Sustainability of cotton farming
- Create higher-value uses for cotton
- Measurement and reporting throughout the value chain
- Science and innovation capability, and new knowledge
- Futures thinking

ENABLING STRATEGIES



Strengthening partnerships and adoption



Driving RD&E impact

KEY FOCUS AREAS

- Partnerships and collaboration
- Best practice (*myBMP*)
- Innovation and commercialisation
- Impact and effectiveness