

Smarter cotton data:

## **Building a new digital platform for a strong, sustainable industry.**

The Australian cotton industry is developing a new digital platform – the Australian Cotton Industry Data Platform – to improve how data is managed, reported and used. Once built, it will simplify and centralise data management, automate reporting, and help growers and the broader supply chain make better use of their data.

Led by the Cotton Research and Development Corporation (CRDC) with input from growers and the wider cotton industry, this industry-owned platform will support growing demands for sustainability, traceability and verified claims by making cotton data more accessible, accurate and useful. KPMG Australia has been appointed as the delivery partner to design and build the platform.

### **Why it's being built**

Right now, cotton data is often scattered, time-consuming to manage, and hard to put to practical use. At the same time, global markets are calling for greater transparency, traceability and verifiable information about how the cotton they buy was produced.

This new platform will address both challenges by making it easier to collect, manage and share trusted data across the industry. It will:

- Ensure growers retain full control and ownership of their data
- Reduce manual data handling and duplication
- Simplify sustainability and compliance reporting
- Improve traceability and support market access
- Help growers plan and make more informed decisions

### **How growers will benefit**

The platform is being designed and built with growers in mind. It will integrate with existing farm and business systems and turn everyday data into valuable information. It will help growers:

- Save time by automating data aggregation and reporting
- Gain insights to improve productivity and profitability

- Use verified data for market and sustainability claims
- Assess and share data freely and on a voluntary basis
- Maintain privacy and control, in line with the Australian Farm Data Code (led by the National Farmers' Federation)

Whether you're already using data tools or just getting started, the platform will support all levels of digital adoption. Training guides and demos will be available along the way.

### Why Australian cotton needs the platform

The platform will be a key piece of digital infrastructure to help secure a stronger, more resilient future for Australian cotton. It stems from the Australian Cotton Industry Digital Strategy which was developed in a cross industry collaboration led by CRDC, and builds on years of groundwork. This includes CRDC's leadership of the Accelerating Precision to Decision Agriculture (P2D) project, which highlighted the need for better data automation, system compatibility, and trust in how data is managed. The platform is part of CRDC's *Clever Cotton* Strategic Plan 2023–2028 and the Strategic Roadmap for Australian Cotton.

By improving how data is used and shared, the platform will help strengthen the industry's reputation as a trusted, transparent global leader.

### How to get platform-ready

The platform is being developed in phases. The build phase has commenced, with beta testing expected in the 2025-26 cotton season and full functionality expected by 2028. Growers and industry partners can prepare now by:

- **Cleaning up your data:** Make sure it's digitised, accurate, and exportable
- **Talking to your consultant:** Review how your current systems are set up
- **Volunteering for testing:** Join the beta phase to help shape the platform
- **Staying informed:** Visit [www.crdc.com.au/dataplatform](http://www.crdc.com.au/dataplatform) for updates, FAQs and to get involved
- **Get in touch:** Email [dataplatform@crdc.com.au](mailto:dataplatform@crdc.com.au) if you have questions.