3 key goals:
Improve practices
Improve R&D communication
Improve industry responsiveness

3 part team:
Regional Extension Officers
Technical Leads
myBMP Experts

As at June 2018:

98% of consultants and 92% of cotton growers are now aware of CottonInfo

95% of consultants and 88% of growers think CottonInfo has assisted with practice change in key areas

14,000 connected participants (cotton growers and consultants) with over 990 extension activities

Of 126 events where intention to change was evaluated, 1600 growers indicated they would change practices as a result of increased awareness or knowledge

94% of consultants and 90% of growers believe CottonInfo provides useful, credible information

100% of consultants and 78% of growers source information from CottonInfo

95% of participants in the 2015 CottonInfo Irrigation Automation Tour, said they would do something differently on their farm as a result of the tour

73% of attendees at the 2016 CottonInfo Nutrition Research Tour said they were likely to adopt new practices as a result of the tour

75% of participants in the 2016 CottonInfo IPM workshop series reported higher levels of confidence about growing high-yielding crops using IPM after the workshop

100% of the those who provided feedback at the CottonInfo-ICAN regional weed management workshops in 2017 said the information learned would help with decisions in the field

77% of attendees at the 2018 CottonInfo Nitrogen and Irrigation Research Tour saw an opportunity to improve their own irrigation efficiency and management practices

Helped the cotton industry reach its 2018 target of increasing productivity by 3% per ha per year

863,000 the number of views the 152 CottonInfo best practice videos have had on YouTube

78% of cotton growers are participating in myBMP (our goal = 80%)