

WHY BECOME A MEMBER OF CSD?



Why is CSD membership important?

- CSD was founded by cotton growers for the benefit of the entire industry and remains industry owned and controlled by members.
- A strong membership base is the backbone of CSD, providing the structure, direction and purpose of the company.
- CSD believes that every Australian cotton grower (and persons with an active participation in the industry) should have an investment in CSD through membership, in order to have input and to help enhance and protect the future of your business and your industry.

Why should I become a member of CSD?

- CSD wants to improve our engagement with the industry. Our members are one of our biggest assets and we want to create more pathways for communication.
- Our members provide guidance on direction for variety development, research priorities, tools and information to assist cotton production in Australia.

What does CSD offer members?

- CSD aims to provide Australian growers with the best seed, germplasm, seed treatments and biotechnology traits to deliver world leading yield and quality.
- Our Extension teams are strategically located across the entire cotton industry, offering an extensive insight to the latest variety, agronomic and crop management practices and research.
- CSD wants to share these insights with the Australian industry to assist with your decision making, while protecting this intellectual property from overseas interest.

How does CSD help me to grow cotton?

- For many years, CSD has been the key and trusted information provider for the Australian cotton industry, with formal relationships with CSIRO, Cotton Australia and CRDC (amongst others).
- CSD's Strategic Plan is focussed on increasing industry yield by two bales per hectare by the year 2020, and improving dryland cotton productivity by 20%. To achieve this goal, we have focussed our efforts on developing techniques to sustainably achieve high yields from our varieties.

Why is it important to stay in touch and up to date?

- Information is power - having access to the latest research (variety, agronomic and management) will enable you to keep your business at the forefront of innovation.

How is access to CSD's information changing?

- To date, we have made the information and data gathered from our extension and research activities freely available on our website to growers and industry both within and outside of Australia.
- A recent grower engagement survey overwhelmingly confirmed that this data is of importance to the Australian cotton industry and that it is in the best interest of our industry to ensure that this intellectual property remains in the hands of Australian growers.
- Exclusive member-only content for CSD members will be available from 2020 via a membership portal on our website. This content will include all of the information we currently provide for free, as well as additional tools, apps, calculators and access to higher level analysis of data and improved functionality tailored to you.
- From this date, only CSD members will be able to access the higher level information and resources currently freely available online.



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