

CRDC's plan to deliver \$1B in value to Australian cotton

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Once every five years, CRDC creates a new Strategic Plan. and the new plan Clever Cotton has been just launched.

Clever Cotton sets out CRDC vision for a sophisticated, prosperous and sustainable Australian cotton industry that is strongly connected to its value chain. It's the roadmap that guides all of CRDC's research, development and extension (RD&E) investments from 2023 to 2028.

Over the next five years, CRDC aim to deliver \$1 billion in additional value to the Australian cotton industry through RD&E. CRDC's goals primarily have investment approach, and most importantly, planned impact for the next five years.

In 2023-24, the first year of the plan, cotton growers and the Australian government will co-invest \$25.3 million into Clever

Cotton via CRDC, in collaboration with our research partners. Over the life of the plan, we intend to invest \$125 million.

Clever Cotton is built around three pillars - Paddock, People and Planet - and nine investment areas.