

myBMP – best practice benefits the whole industry

The Cotton industry's *myBMP* program is one of the key plank's behind cotton's reputation as an innovative and proactive Australian agricultural industry.

myBMP is the web-based best practice management system freely provided to all Australian cotton growers as a centralised location for access to important information, or to conduct a farm self-assessment against industry developed best practice standards. It provides tools to:

- Better manage business risk;
- Help improve on-farm production performance;
- Maximise potential market advantages; and,
- Demonstrate responsible and sustainable natural resource management.

As well as meeting future challenges early, *myBMP* supports continual industry improvement.

While most Australian cotton growers already meet the majority of industry best practice principles, grower participation in *myBMP* also helps deliver a powerful information-based platform which can help industry influence

and achieve positive outcomes when working to protect important cotton industry farming rights.

After consultation with growers, researchers and industry bodies, in August 2010 *myBMP* was relaunched in a program that completely rejuvenated and extended the original BMP system.

The new *myBMP* is fully supported by Cotton Australia, the Cotton Research Development Corporation and Cotton Seed Distributors through the CottonInfo joint venture, and is a cornerstone component in delivery of industry extension work. Over the past year the *myBMP* program has undergone a major update, the result of feedback received since launching in 2010. These changes make *myBMP* even easier and faster to use and includes even more comprehensive information, resources and tools.

For more information or help in getting started call the *myBMP* team on 1800 268 866, visit the website at www.myBMP.com.au or send an email to admin@myBMP.com.au

Best practice where the whole industry benefits



www.myBMP.com.au

To arrange your personal introduction to *myBMP*, contact *myBMP* Service Manager, 1800 COTTON