



Cotton farming takes to the digital airwaves

The CottonInfo Team has embraced online video media to spread the message on best practice cotton production.

The crew from Australia's leading online agricultural TV site, Digital Farm TV were in Moree in early April and to cover the cotton harvest and to interview local growers and cotton industry representatives. Supported by local Regional Development Officers, Alice Devlin, Sally Dickinson and Geoff Hunter, the Digital Farm TV video production crew conducted a number of interviews covering important industry topics including:

- Industry stewardship
- Harvest and labour issues
- CSD variety trials

Development and Delivery Team Marketing Manager, Rohan Boehm said the team is embracing online media to better target news and information.

“Our aim is to be highly responsive to grower needs and to develop our own best practice communication systems with on the spot information where and when it is needed,” Rohan said.

“The major trend in information delivery globally is for quick and timely grabs of information delivered online – and video has emerged as the number one online media.

“Digital Farm TV is an emerging leader in online news for agriculture and we are encouraged by the opportunity to deliver CottonInfo news and innovation reports through this channel and straight to the growers and the industry.”



Go to www.digitalfarmtv.com to see Auscott's Sean Boland discussing the Gwydir cotton harvest this week.

If you have your own cotton story to tell or suggestions on what you'd like Digital Farm TV to cover for the cotton industry, contact Rohan Boehm at CRDC:
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