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IPF Service to Cotton Industry Award

Third generation Murrumbidgee farmer Rob Houghton has been awarded the prestigious Incitec Pivot Fertilisers Service to the Cotton Industry Award.

The award was announced at the Southern Valley Cotton Growers Association annual awards dinner by Incitec Pivot Fertiliser's Vice President Ammonia & Liquids, Trent Cosh.

While farming is in his blood, Rob is a recent but passionate convert to growing cotton, yet he is a pioneer in the South, becoming one of the original growers to plant cotton in the region.

In making the announcement, the attendee's heard Rob is an innovator in irrigation joining the Irrigation and Extension Committee (IREC) in 2013, later becoming Chair because he recognised the importance of extension and face to face meetings for farmers to share knowledge, guide research, generate new ideas and learn from each other.

Cotton Australia CEO Adam Kay said Rob deserves the recognition as the 2021 Services to Cotton Industry award winner because he works tirelessly for the improvement of the entire irrigation industry as well as others.

"All cropping farmers ultimately benefit from Rob's efforts because he is so generous of his time and resources. He has dedicated hundreds of hours as Chair but also through his management of the IREC Field Station site which hosts research aimed at helping everyone to improve their crop outcomes."

Throughout the region Rob has a reputation for going above and beyond, particularly with efforts to make the sector become more efficient and economical. One example is the design and installation of the first fully automated irrigation system in the Murrumbidgee Valley at the IREC Field Station.

"Rob has also been proud to support mental health initiatives in the bush and is a keen participator and advocate of Active Farmers, the organisation that provides fitness classes, mental health services and health workshops in farming communities and aims to foster social interaction, build community connections and resilience."

Mr Kay said Rob's contribution was recognised at the Southern Valley Cotton Growers Association (SVCGA) Awards dinner recently. The 2022 Cotton Industry Award winners will be announced during the Australian Cotton Conference on the Gold Coast from August 16-18 2022.

"With COVID having an impact over the last couple of years it has been difficult to undertake the cotton awards program and the tours of farms by judges. But that has been achieved for the 2021 winners who have all now been announced and the 2022 winners who will be announced at the conference."

My Kay encouraged anyone with an interest in cotton specifically, or agriculture generally, to register for the Australian Cotton Conference. For more information visit: www.australiancottonconference.com.au

Cotton Australia is the peak representative body for Australia's cotton growing industry.



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