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Cotton Australia Welcomes ATMAC Grant Phase 2

Cotton Australia has welcomed an announcement by Minister for Agriculture David Littleproud to award more than \$1.5m to assist in securing new global markets for Australian cotton.

Minister Littleproud said the Agricultural Trade and Market Access Cooperation (ATMAC) grant of \$1,515,700 builds on the first phase of the Export Market Diversification Strategy.

Cotton Australia will jointly deliver the works with the Australian Cotton Shippers Association supported by the Cotton Research Development Corporation.

Minister Littleproud said the funding will continue to develop important growth markets such as Vietnam, Indonesia, Turkey, India, Pakistan and Bangladesh and drive further demand with customers.

Cotton Australia CEO Adam Kay said that the first phase of the ATMAC funding greatly assisted marketers to translate international buyer interest into orders with the 2021 crop sold out and forward orders pointing to a similar result for the 2022 crop.

“We have worked hard to establish a reputation among global cotton buyers for the high quality that we produce and the sustainable methods we use to grow cotton. That reputation has assisted us greatly to fill the gap left by China.

“With a forecast crop of 5.2 million bales in 2022, market diversification is crucial and this ATMAC grant gives us a unique opportunity to capitalise on the high level of interest and potentially find more buyers so we can cement an enduring pipeline of demand.”

“What this also means is that we can work towards avoiding stockpiles and establish a clear roadmap for our future marketing efforts,” Mr Kay said.

“Our Cotton to Market program has done a great job of positioning Australian cotton in the world textile market by assisting brands and retailers to source cotton from Australia and raise the profile of Australian cotton globally with a range of stakeholders.

“We expect that demand to grow as more consumers become aware of how Australian cotton is grown and demand our sustainably and ethically grown cotton for their products,” Mr Kay said.

ACSA Chairman Roger Tomkins acknowledged the importance of the grant in ensuring Australian cotton can match the promotional activities of its competitors, particularly the USA and Brazil.

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