COTTON WEBINARS
WCRC-7 PLENARY MONTHLY LECTURE SERIES
7.00 to 9.00 AM (Eastern Time) 3 March 2021

Held at World Cotton Day 2020 Activities

Mr. Allan Williams
General Manager, R & D Investment
Cotton Research and Development Corporation

Dr. Marcelo Paytas
Director of INTA (National Institute of Agricultural Research)
Reconquista Santa Fe, Argentina

Topic: The challenges with cotton sustainability
Allan Williams has been involved in the cotton industry for pretty much his entire life, having grown up on a cotton farm and worked in various industry roles since 1995. Two intersecting themes have dominated Allan’s work in cotton: research and sustainability. His initial role involved working with cotton growers to review and prioritise research investments in cotton growing. Allan also led the development of the Australian cotton industry’s BMP program (now myBMP). Following 11 years working on BMP Allan then started working for the global Better Cotton Initiative, again leading the development of the definition of Better Cotton. This saw him expand his cotton farming perspective to locations including Brazil, West Africa, India and Pakistan. Since leaving BCI in 2012 Allan has worked for the Australian Cotton Research & Development Corporation, where he is now General Manager for R&D Investment. Allan also chairs the International Cotton Advisory Committee’s Expert Panel on the Social, Economic and Environmental Performance (SEEP) of cotton.

Topic: Is cotton a water guzzling crop?
Marcelo Paytas is the Director of INTA (National Institute of Agricultural Research) Reconquista Santa Fe, Argentina. Researcher and project leader of the cotton team with focus on crop physiology and agronomy, biotechnology and genetic improvement at INTA. Marcelo graduated as Agricultural Engineer at the National Northeast University, Corrientes, Argentina. Obtained a PhD at the University of Queensland, Australia in Cotton physiology and Agronomy. He is member of APPA (Association for the promotion of cotton production) which associates all representatives of the cotton chain of Santa Fe, Argentina. Coordinator of academic and technical agreements between INTA and other national and international organizations, mainly in South America. Member of SEEP (Social, Environmental and Economic Performance panel) of the International Cotton Advisory Committee (ICAC). Dr Marcelo’s main interest is to link and promote research and development together with the cotton industry through public and private interaction for sustainable production.

FORTHCOMING MONTHLY WEBINAR LECTURES

Dr. PG Patil: Wealth from Waste: Cotton By-product Value Addition
Dr. John Yu: The Power of Cotton Genomics
Dr. Bruno Bachelier & Dr. JP Gourlot: The Great Cotton Value Chain
Dr. Mehboob Rahman: Genomic-assisted Breeding in cotton