

ABSTRACT

Objective of the presentation: Highlight the importance of maintaining high-quality field-level data, and demonstrate how accurate, reliable, and well-managed data is essential for informed decision-making, improved operational efficiency, and optimized outcomes. Emphasize the risks of poor data quality, the benefits of clean data, and strategies for ensuring data integrity in field-level operations within the Better Cotton context.

Agenda for the presentation:

- Scale of Better Cotton
- Benefits & threats to data quality
- Strategies & tools for ensuring data integrity