

ABSTRACT

The cotton industry is dependent on the constant flow of data from organizations across the globe. This talk explores the significant effort that is required to create 'good data' and covers why the work is worth it. Various elements that might constitute 'best practice' will be discussed, as well as the steps required to achieve it. New developments in traceability legislation may soon present a significant challenge to the global cotton industry but, if this is met head-on, the data generated could provide advantages to the trade beyond those of simple legal compliance.