



Case Study
2013 AgriRisk High
Achiever of the Year
RECIPIENT

Glen and Julieanne Rogan
“Rogan Pastoral Company”
St George, Queensland

Rogan Pastoral Company is an amalgamation of 3 properties located in the St George irrigation area in Queensland. The family moved to the district in 1973 from Walgett NSW when a ballot block, "Benelong", became available after Beardmore Dam was built.

The first cotton crop was planted in 1978 and the family has been committed to cotton ever since, growing 400 to 800 hectares each year. The irrigation infrastructure was developed over a 20 year period with the earthworks completed by the family themselves, saving costs and allowing flexibility in times of drought and low commodity prices.

When CSIRO introduced new high quality varieties, and CRDC implemented the Premium Cotton Initiative, Glenn saw and took an opportunity to do something different. For the last seven seasons, Glenn has been committed to growing long staple cotton varieties and last season grew 100% Sicala 340BRF variety for sale into niche markets.

The average yield for the farms in 2012-13 was just under 11 bales/hectare (even with a major hail event), although the crop is managed with a much greater focus on quality rather than yield. The crops are pushed out for as long as possible to ensure the longer staple lengths required to secure a premium for Glenn's cotton, that has been as high as \$100 per bale.

Glenn is a visionary who saw an opportunity in linking his family's story with the products that consumers purchase at retail via "ingredient marketing". Coupled with a point of difference, in growing a variety different to most growers, Glenn partnered with Australian Weaving Mills (AWM) who produce a line of towels using 100% Glenn's Australian Super Cotton. AWM has attached Glenn's story to its DriGlo towel range, with swing tags, magazine articles, a website and in-store appearances all helping to build brand awareness.

The Rogan's Australian Super Cotton brand was launched at the 2012 Australian Cotton Conference and has attracted keen interest from brand owners and spinning mill customers. The brand has multiple layers including the Australian family farming story, high quality and care for the natural environment and was designed to position Australian cotton against competing nations such as America and Egypt.

Rogan Pastoral Company is fully committed to myBMP and was one of the first farms in the industry to achieve certification. There's a very strong emphasis on water use efficiency, on-farm storages eight metres deep and a "measure to manage" philosophy implemented throughout the operation. All dams have been surveyed for seepage and evaporation and Glenn sees real opportunities in manipulating the cotton plant's physiology to achieve even further water use efficiency gains. A current project is to carbon map all of the farm's inputs, another good news story that will be added to the Australian Super Cotton's brand attributes.

The Rogan family exemplifies the great Australian farming family story and is selling this story to the world, for the betterment of the entire Australian cotton industry.

