

AN INITIATIVE OF

*Making More From Sheep*



# Winning with Wool

Emily King



EVENT SUPPORTERS:





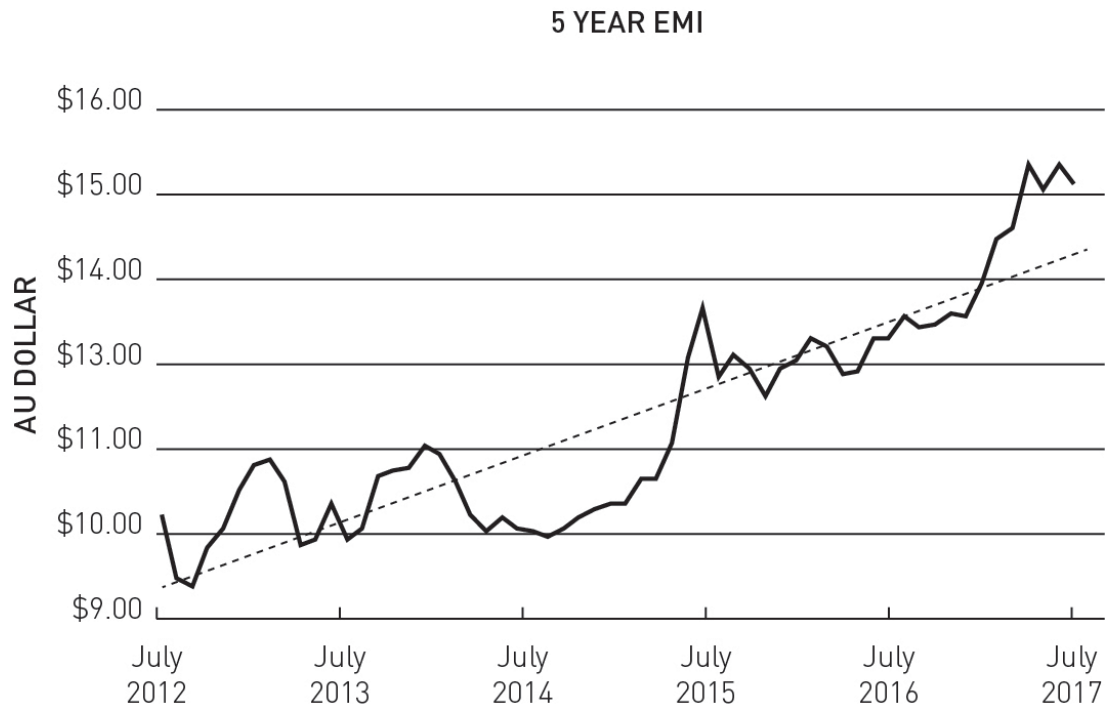
**THERE IS NO FINISH LINE.**



*Making More From Sheep*



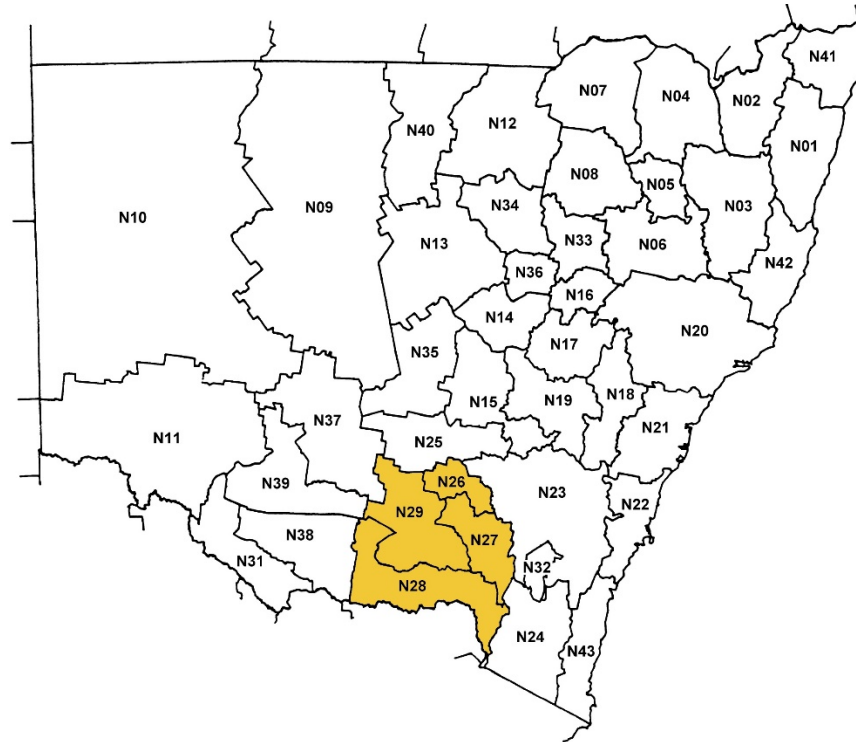
# Eastern Market Indicator (EMI)



*Making More From Sheep*

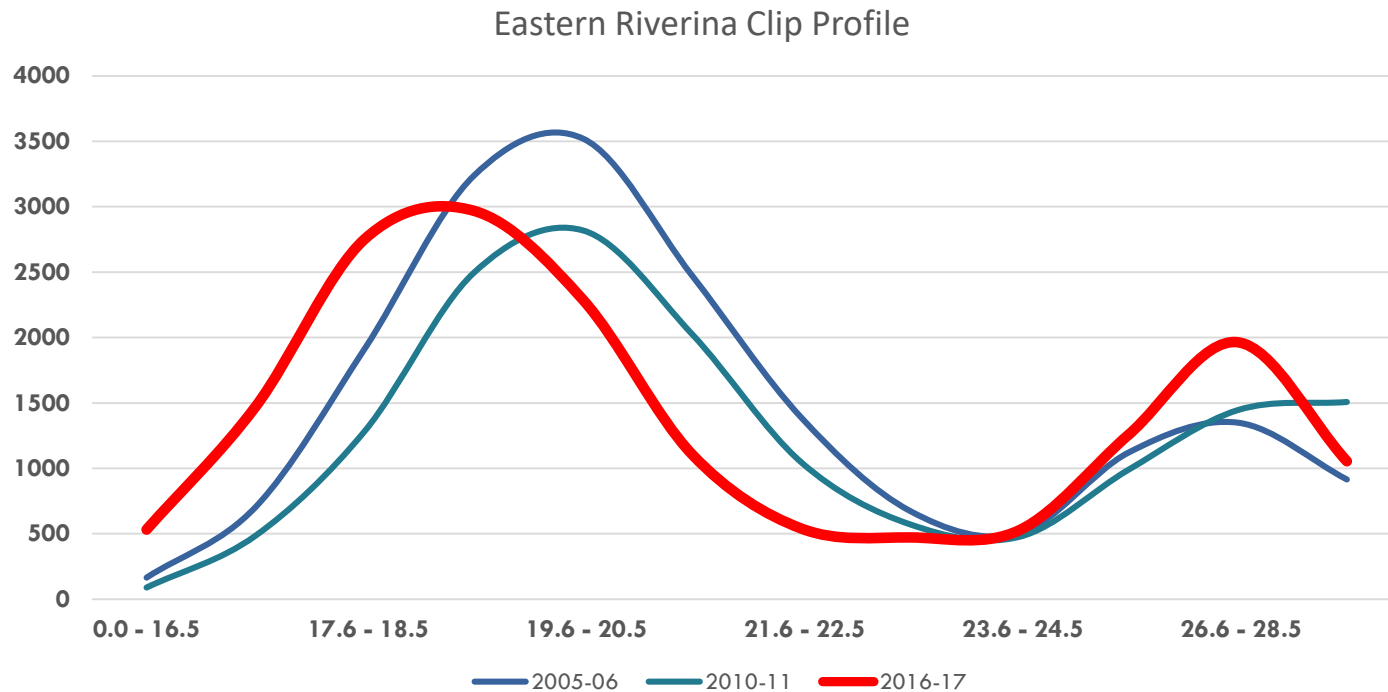


# East Riverina Wool Statistical Areas (WSAs)



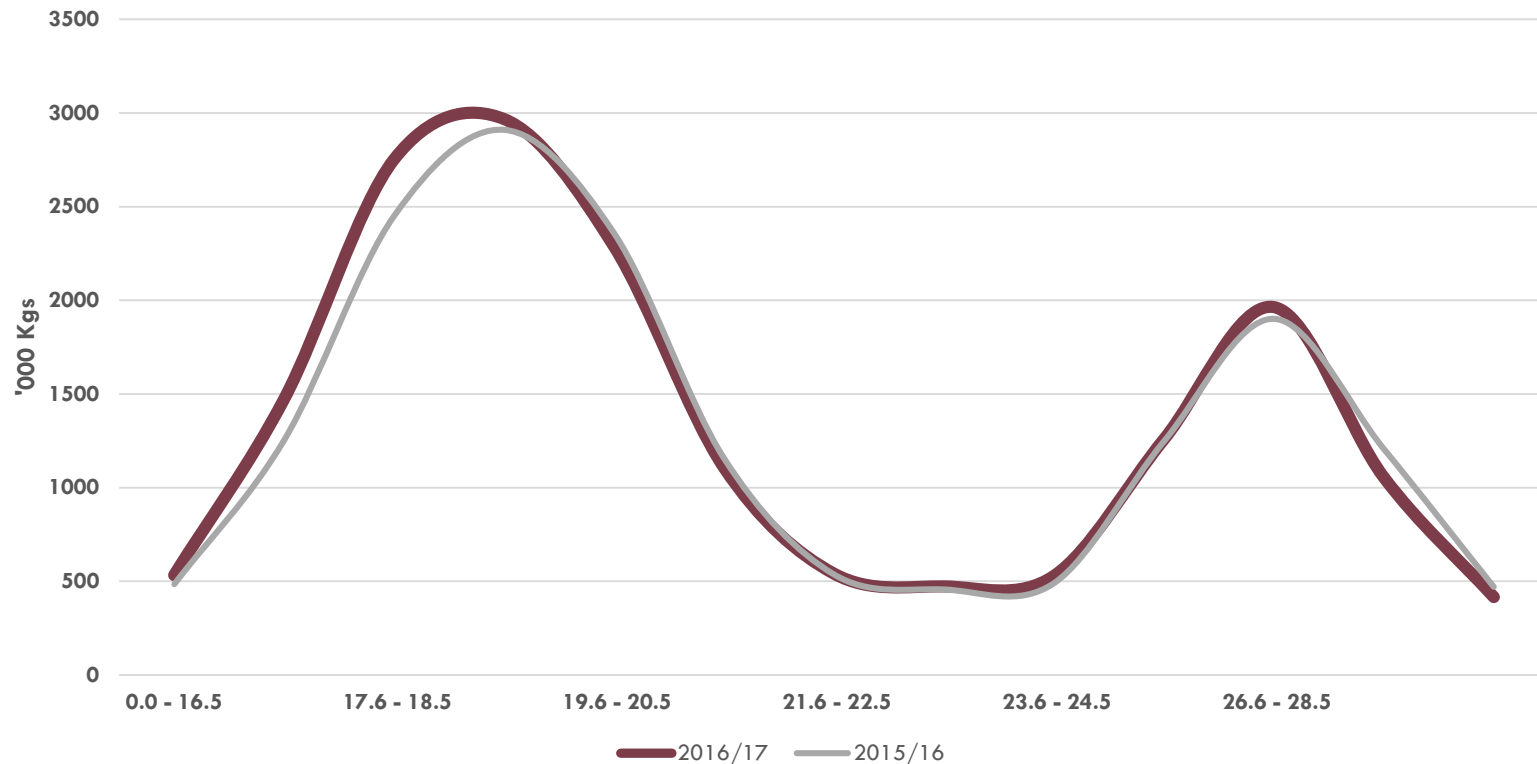


# Eastern Riverina Clip Profile: 2005/06 – 2016/17



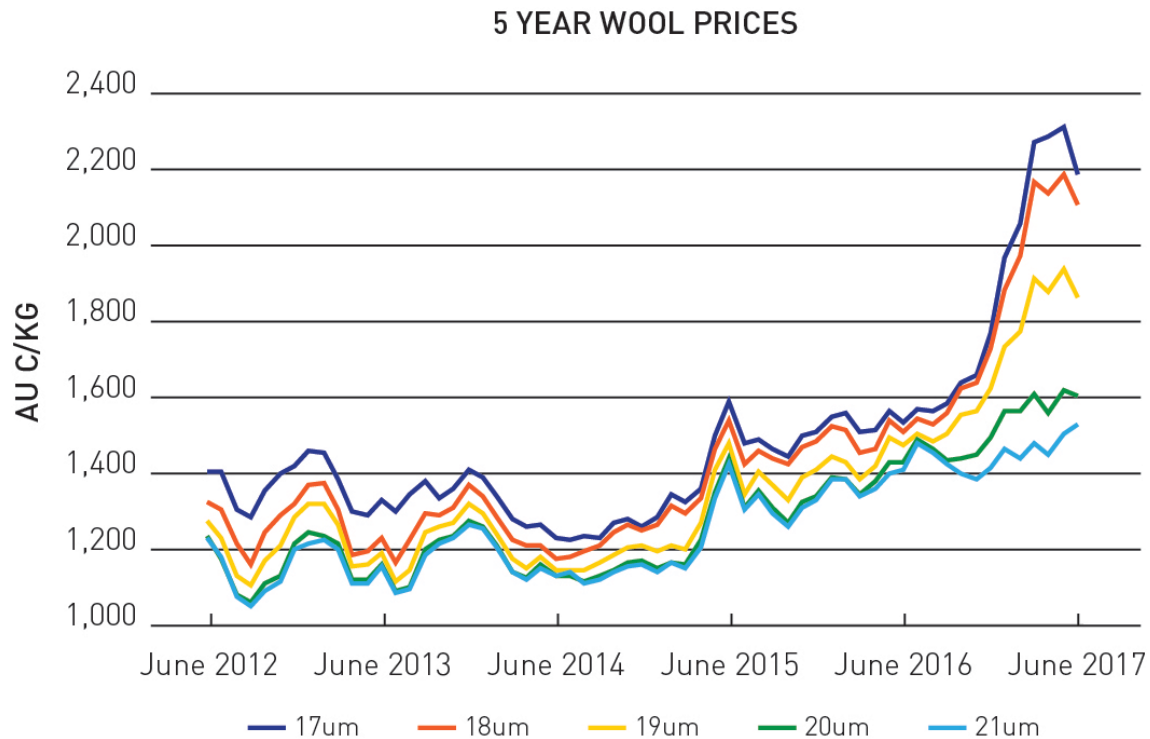


# Eastern Riverina Clip Profile: 2015/16 – 2016/17



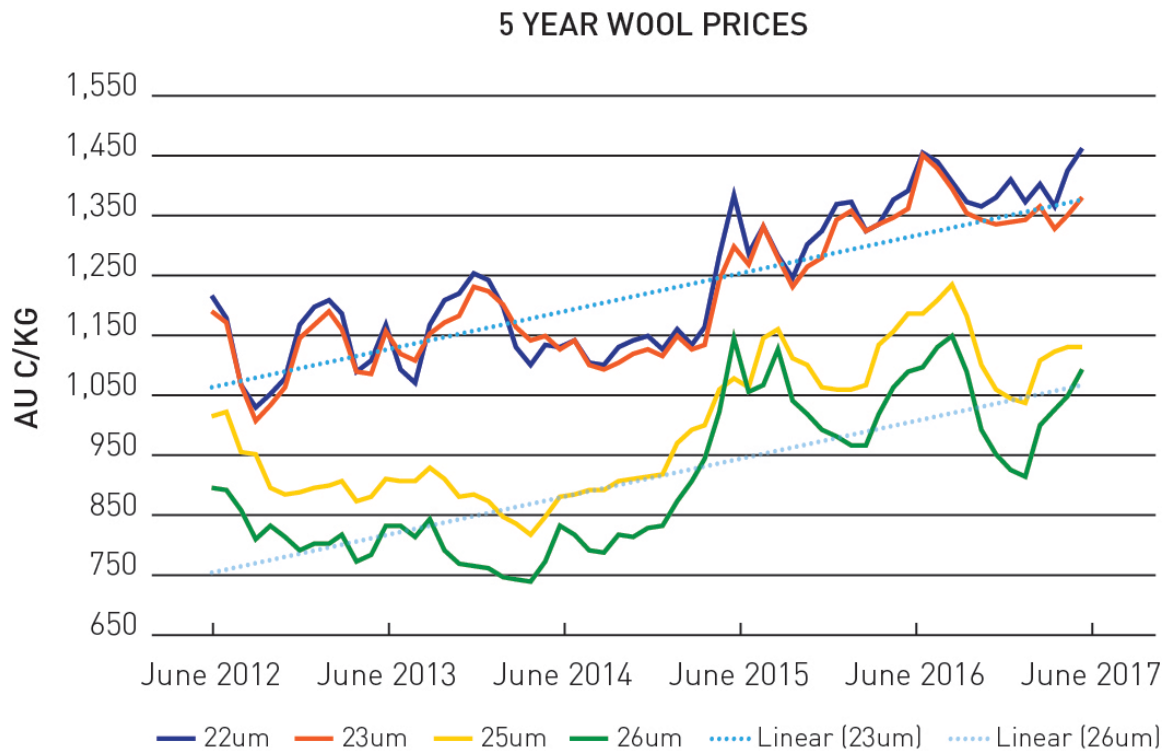


# 5 year Australian wool prices: 17 – 21 $\mu\text{m}$






# 5 year Australian wool prices: 22 – 26 $\mu\text{m}$







# PROVENANCE



**COUNTRY ROAD**

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Raising the Sheep

## FOURTH GENERATION FARMER

Wool is Julian von Bülow's blood, he is the fourth generation of von Bülow to run sheep on *Haardt*—a sprawling farm situated in the heart of Tasmania. His wife, Heidi, owns the property that produces 150 tonnes of fine Merino wool a year from the over 2,000 sheep that run on their property. It's a pretty good plan. The key is to raise a nation best where there's none that's definitely unique."

Recently the von Bülows, along with Tasmanian Merino and Thergans, have been part of a coalition of four to produce and market single origin Tasmanian wool to the world. "We had a couple of meetings to put forward our idea of single source, Tasmanian origin wool," said Master Colonel of Tasmania Merino. "Then the *Tilligook* rolls in. They see they're out of the idea and run with it. It's an interesting journey over the past few years, we've learnt a lot. We had a great concept and a big flock, but it wasn't so socially accepting. The market had been before or was used to New Zealand suppliers with about 60 tonnes of top cut wool, which produces about a quarter of a million garments."

"For brands and I'll have a way of getting closer to our customer," says Julian. "On the one hand, it's producing a lot of wool and running sheep, we can sometimes get the wool out. This collaboration gave us the opportunity to get into the market. To use it's the best quality of wool given to maintain ownership of the wool and then use it in all the ways the garment. It gives you a sense of direction and allows you to really focus on what you're doing."

Once the wool leaves the farm, it's taken to Italy, where it is processed using water that runs from the Dolomites Alps. "This is the best spinner in the world as in Italy," says Dieter Beyer of Thergans who has taken the journey of the finest wool to Italy and then into the manufacturer. "It's in the



ONE GENERATION  
ONE FAMILY  
ONE WESTFIELD

**Westfield**

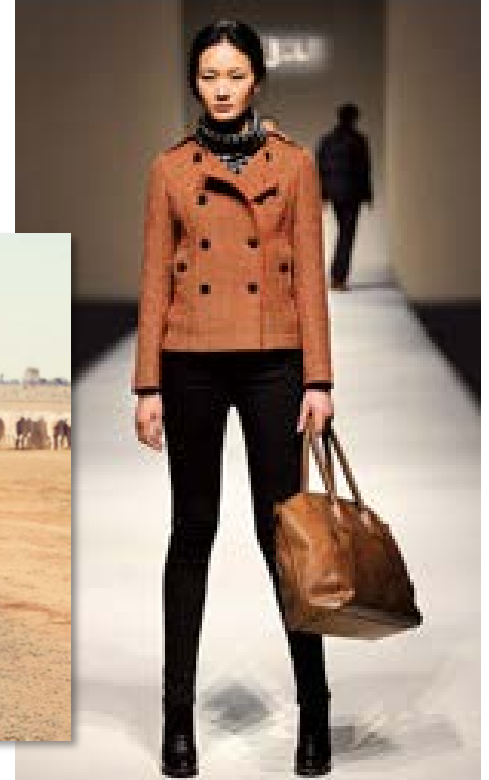
THE WOOL MARK COMPANY



# PROVENANCE



# ICICLE





# SLOW FASHION



## Fast Fashion Facts

### Water

"It takes "2,700 liters of water to make just one" t-shirt"



### Waste

"...three out of four garments will end up in landfills or be incinerated"

### Textiles

"An estimated 400 billion square meters of textiles are produced annually, of which 60 billion square meters are left on the cutting room floor"



### Consumption

Americans "buy twice as many items of clothing as they did twenty years ago"



www.kendrascruggs.com  
source: www.greenpeace.org

### WOOL'S LIFE CYCLE ASSESSMENT





# HEALTH & WELLBEING

**WOOL FACTS**

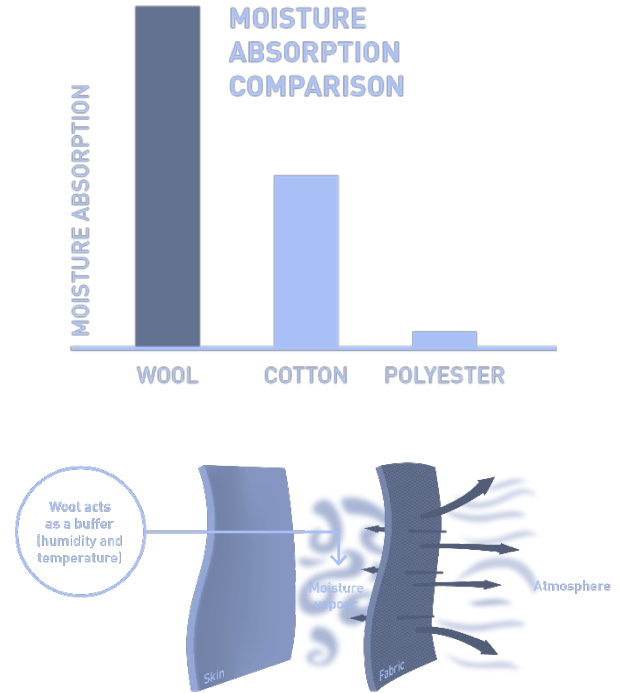
THE WOOLMARK COMPANY 

## WOOL IS GOOD FOR THE SKIN

Recently published research has demonstrated that wearing superfine Merino wool next to the skin is therapeutic for eczema sufferers. This adds to a growing number of research findings supporting the health and wellbeing benefits of superfine Merino wool. The research has shown that Merino wool assists those suffering from this chronic skin condition, challenging misconceptions that all wool is prickly and itchy.

**WHAT IS ECZEMA?**

EczeMa, or Atopic Dermatitis, is an allergic condition where the skin becomes dry, leading to cracking, bacterial infection, redness and itching. It affects around 30% of children and its prevalence varies geographically. The most common treatments currently include the regular application of moisturisers and topical steroids to reduce inflammation, as well as antibiotics to address infection.

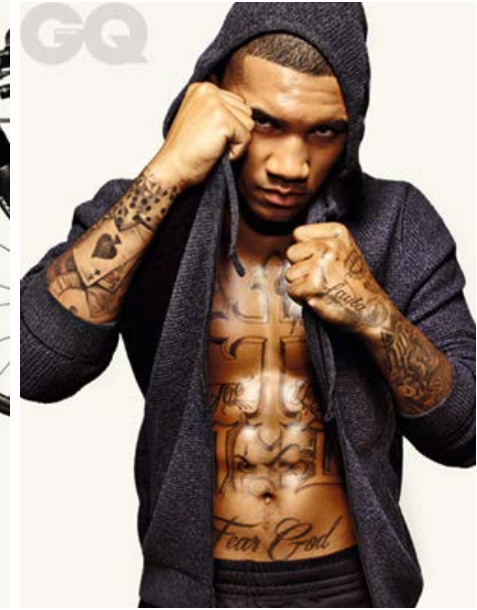





# Sport, Performance & Innovation



 |   
THE FIBRE OF RUGBY





# Summary

- Wool prices increasing and supply increasing = greater demand for Australian wool
- Trends for environmentally friendly fibre options that meet lifestyle, health and wellbeing needs are positive signs for wool
- As Nike says, 'There is no finish line.'