

AN INITIATIVE OF

Making More From Sheep



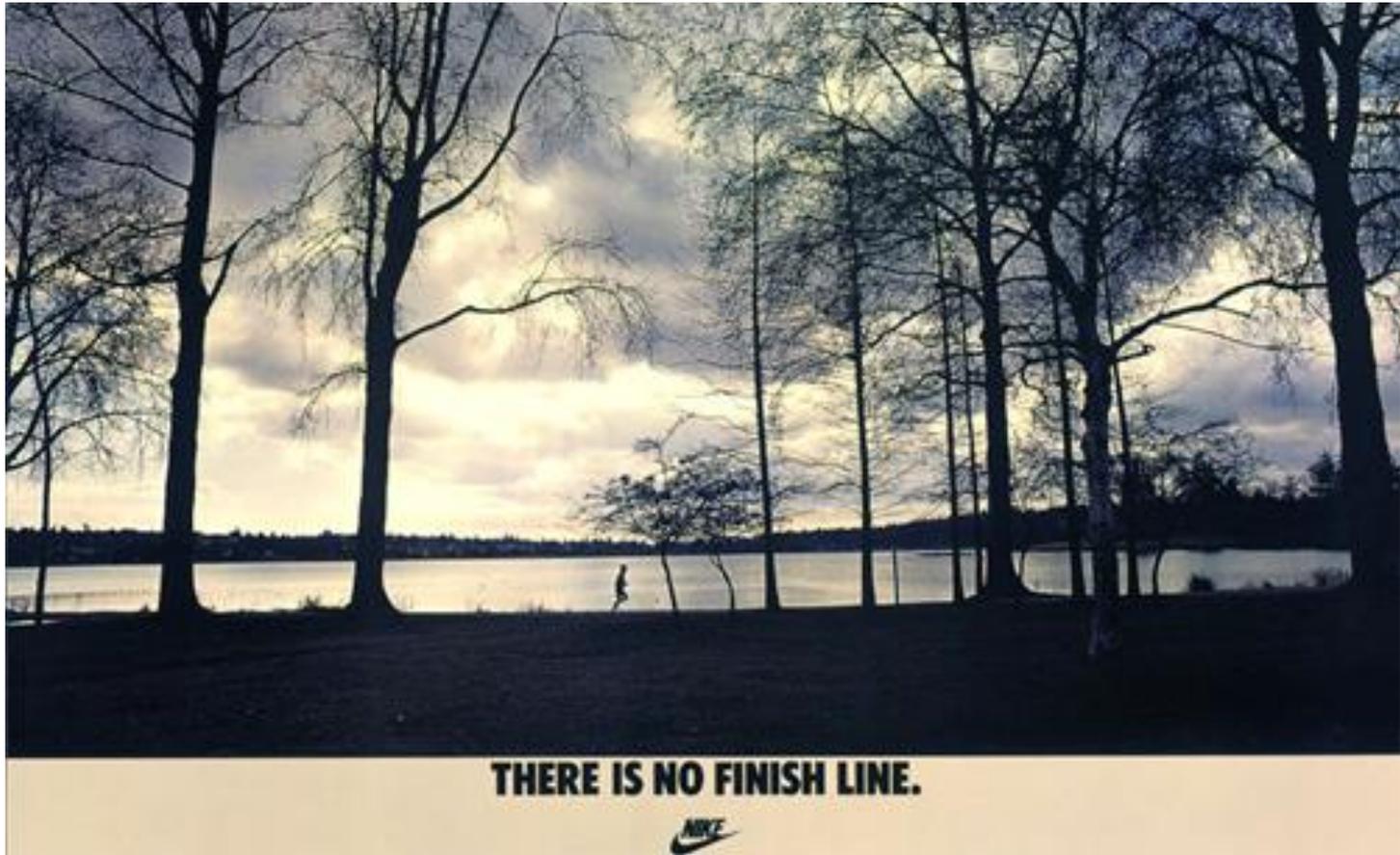
Winning with Wool

Emily King



EVENT SUPPORTERS:



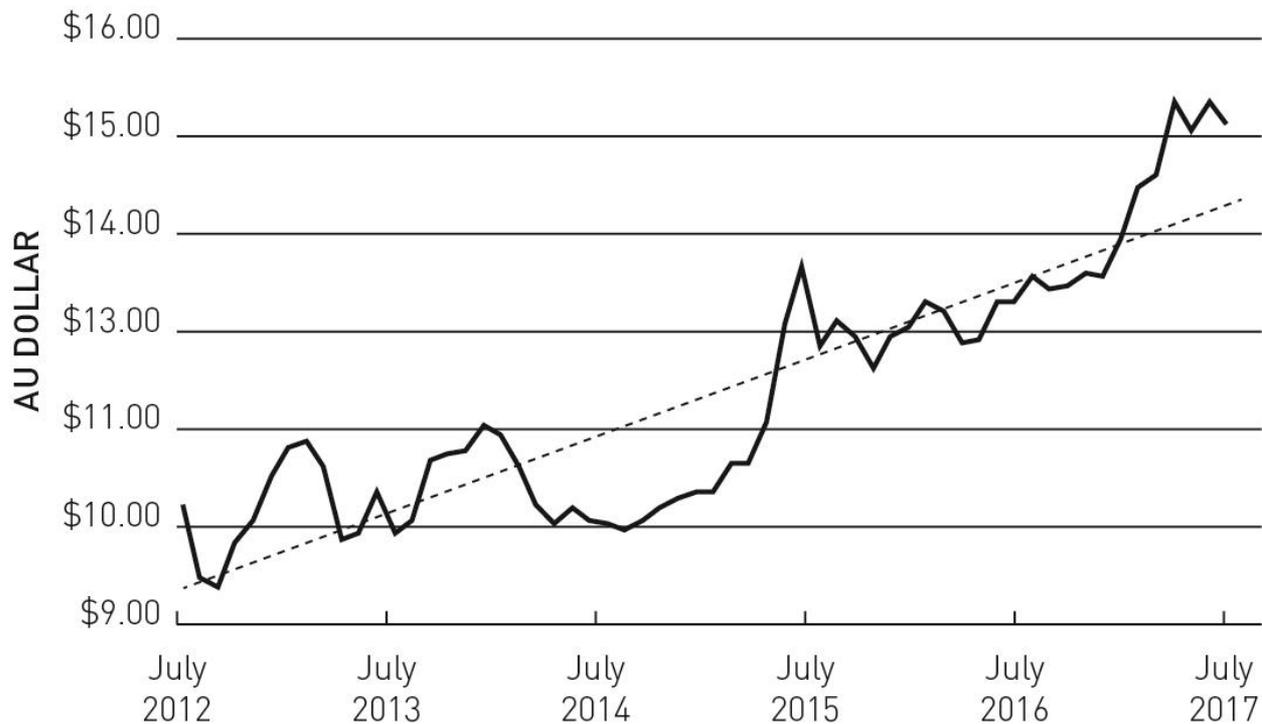


Making More From Sheep

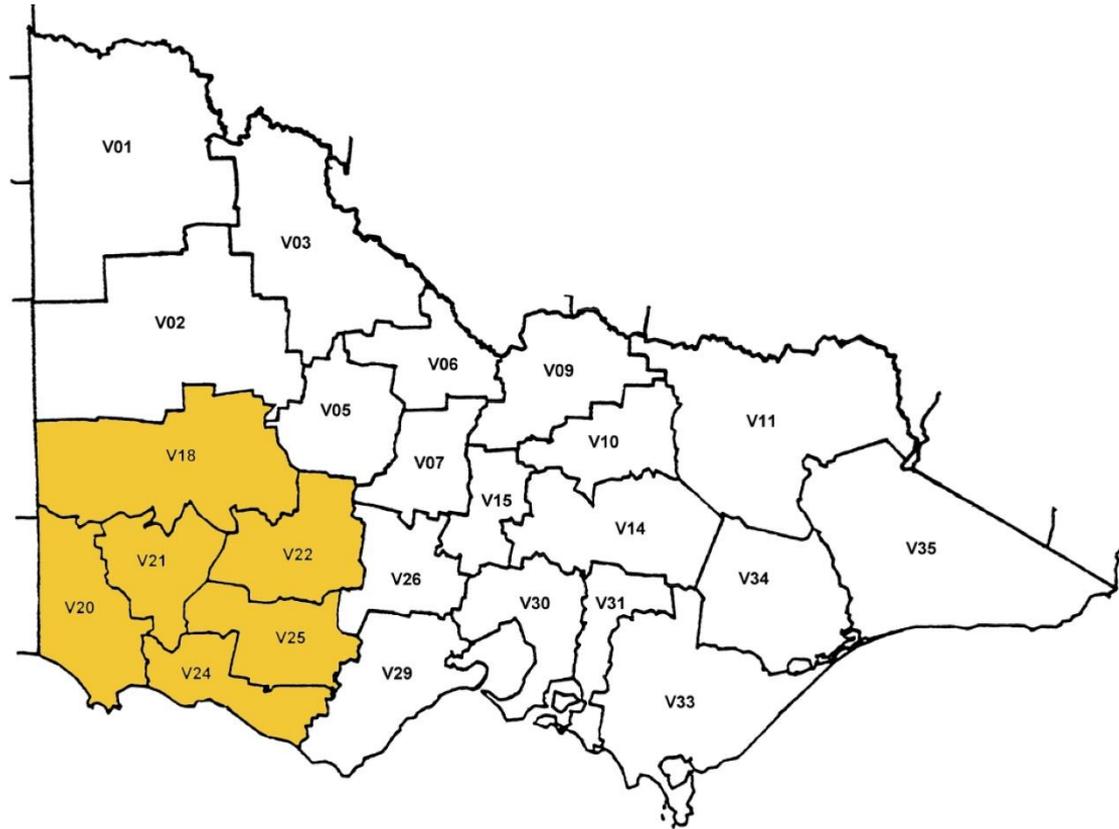


Eastern Market Indicator (EMI)

5 YEAR EMI

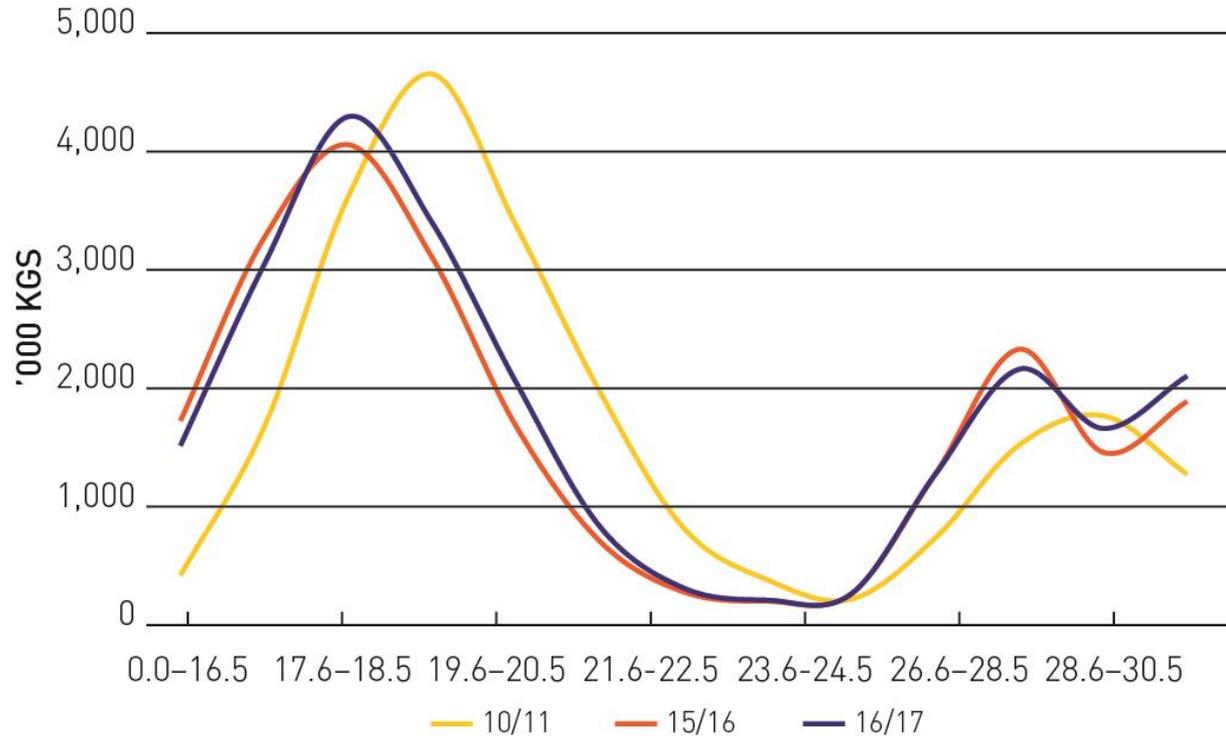


South-western Victoria Region Wool Statistical Areas (WSAs)



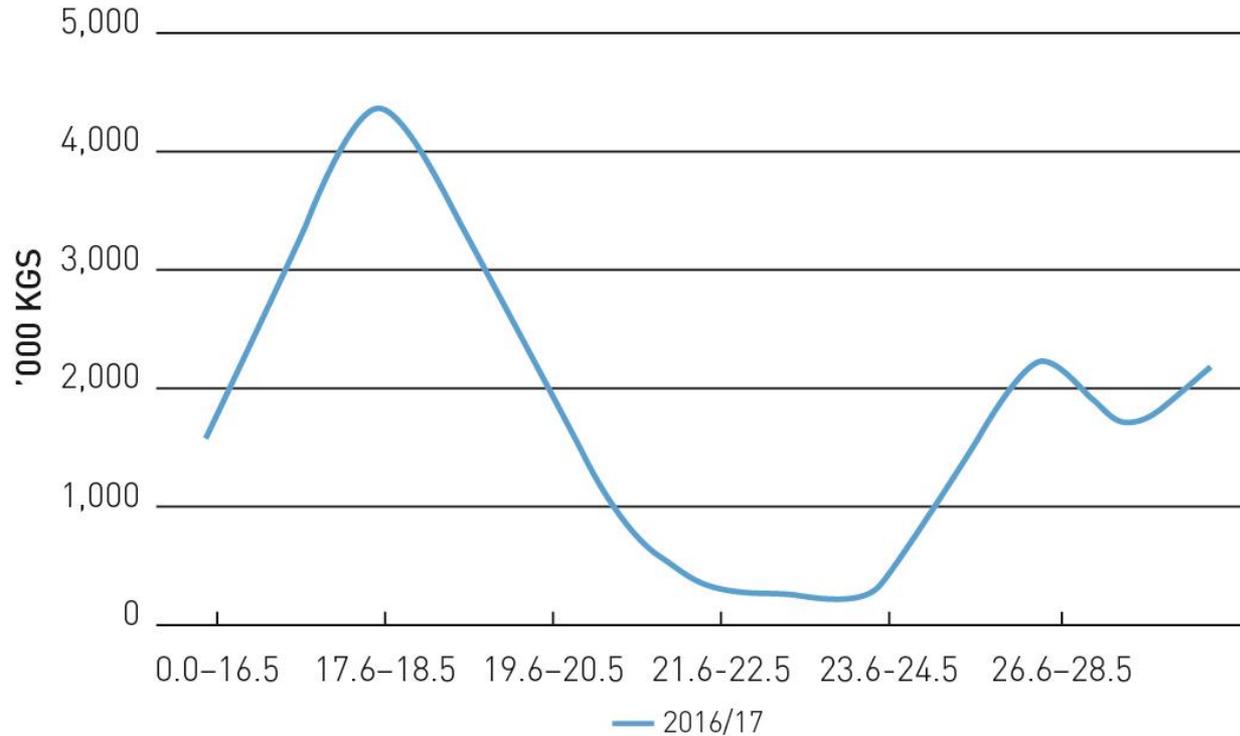
South-western Victoria Clip Profile: 2010/11 – 2016/17

SW VICTORIA CLIP PROFILE - WSA V18, V20, V21, V22, V24, V25



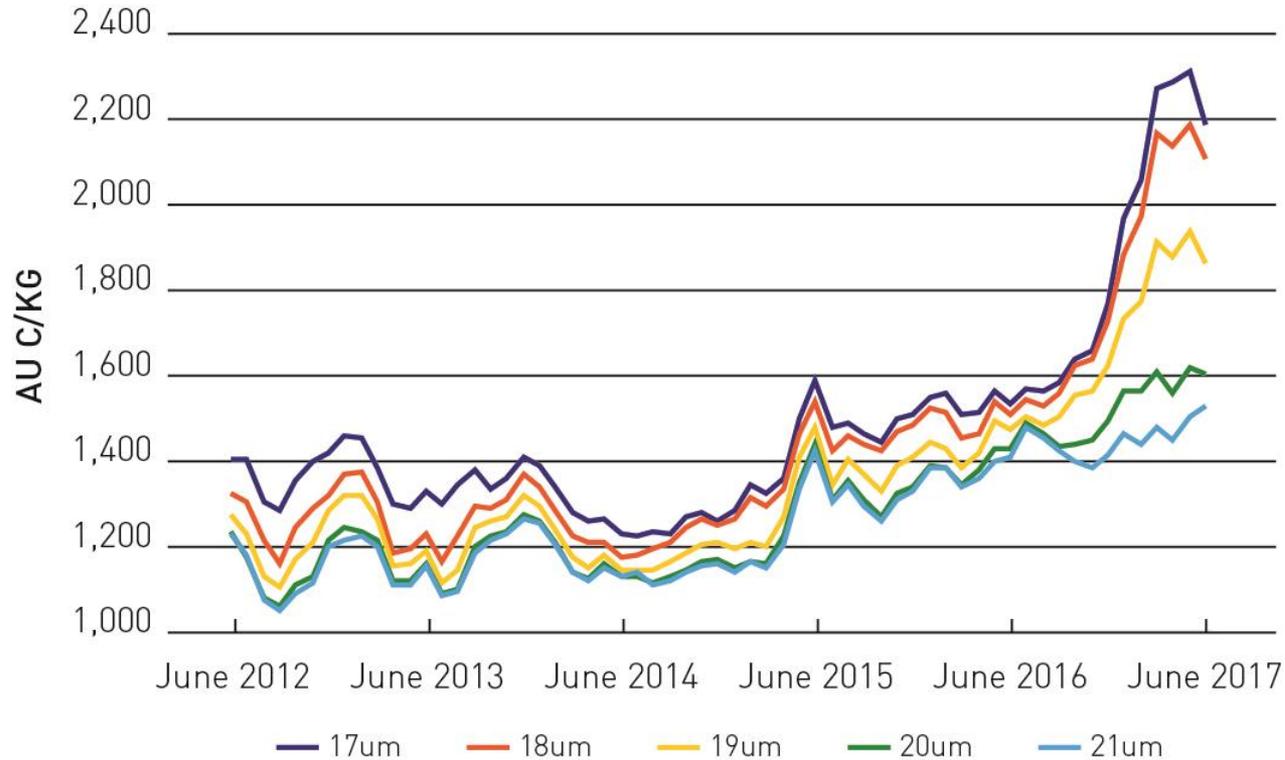
South-western Victoria Season Profile: 2016/17

2016/17 SEASON VOLUMES FOR SOUTH-WESTERN VICTORIA



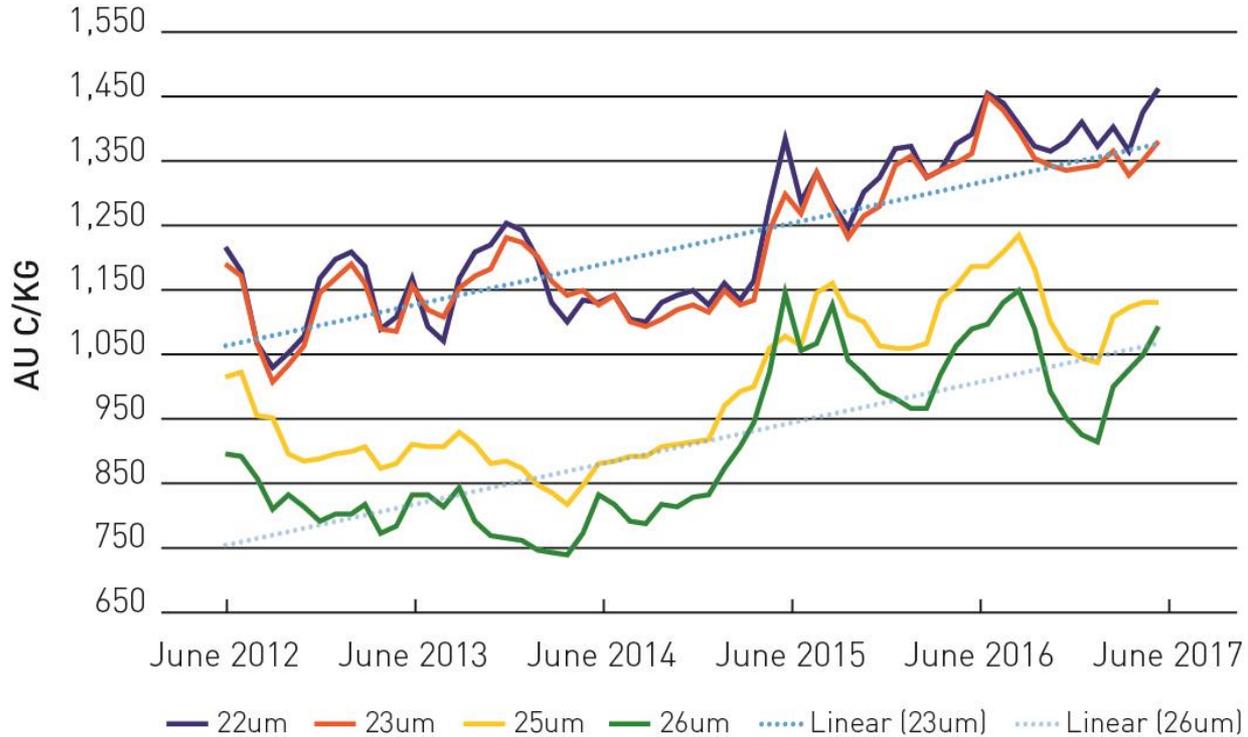
5 year Australian wool prices: 17 – 21 μm

5 YEAR WOOL PRICES



5 year Australian wool prices: 22 – 26 μm

5 YEAR WOOL PRICES



PROVENANCE

COUNTRY ROAD



CLUG & KRIT

Raising the Sheep

FOURTH GENERATION FARMER

Wool is in Julian von Blon's blood, he is the fourth generation of von Blon to run sheep in Australia—a sprawling farm situated in the heart of Tasmania. His family wife Rosalind oversees the property that produces 150 tonnes of fine Merino wool a year sourced from the over 2,000 sheep that graze on their property. "It's a pretty good place. The key is to find a native bush where the sheep can run, that's definitely unique."

Recently the von Blons, along with Tasmanian Merino and Thergans, have been part of a combined effort to produce and market single origin Tasmanian wool to the world. "We had a couple of no-telers to put forward varieties of single sourced, Tasmanian origin, we did," said Master Colonel of Tasmania Merino. "Then the Thergans called in Italy, we they're excited of this and run with it. It's been 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 necessarily something that market had seen before or were used to. Now we supply them with about 60 tonnes of top gun wool, which produces about a quarter of a million garments."

"For brands and I'll have a way of getting closer to our customers," says Julian. "On the one hand, it's a producing a lot of wool and raising sheep, we can sometimes get into the market. It's not like the body of wool you can't 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 Bader of Thergans who has taken the journey of the finest wool to Italy and then into the manufacturer. "In Italy is the

place for Merino, everyone in the world looks here. The wool produced from this farm is considered top 200 wool, which is every five grade of wool and every fibre. Because the water the Italians use is very pure and it's used in the treatment and handling of the wool and the dyeing process. It's used to produce the softest, finest garments."

But what is also well regarded for its conservation efforts, Julian believes taking care of the land is critical. "We've removed the woody trees, gorse and hawthorn and willow, and we've now established some native and other native species into the environment," he said. His passion for conservation is genetic, his father began re-planting more than a generation ago, but his mother was at it with his more conservative parents. Thanks to his and Julian's ongoing commitment, the von Blon family has successfully reforested 600 hectares of land on their property.

Wildlife on the von Blon is plentiful in our two-hour visit we saw an echidna, an emu and a mob of kangaroos. The farm also plays host to kangaroos and wild quail and from anywhere about the world. The sheep are all used in the local paddock during the dry season and during the winter, so that they can find shelter. Beyond that, the land is looked after and treated. "We're lucky to have that balance as we have the wool," says Julian. "We pretty much let the animals roam through the native bush at all other times, so it's keeping an eye on their welfare so that they have enough water and enough food. They have a pretty good life traipsing through the woodwork of the land."

"May is the best time to visit, it's not too hot, it's not too cold. It's when we harvest the gorse. We bring in a team of about 100 professional shearers and a few more staff members, so there are about 200 people on the farm. That's the best time to visit, you know, and you really can't see the animals."

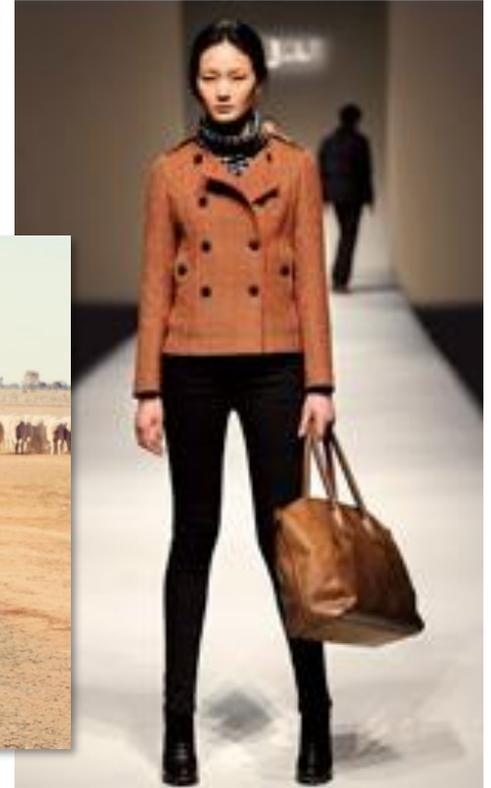
ONE GENERATION ONE FAMILY ONE WESTFIELD



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



HEALTH & WELLBEING

WOOL FACTS

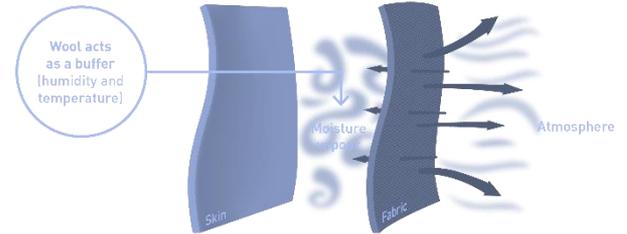
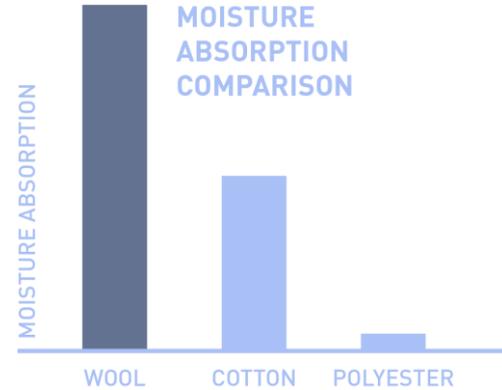


WOOL IS GOOD FOR THE SKIN

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.

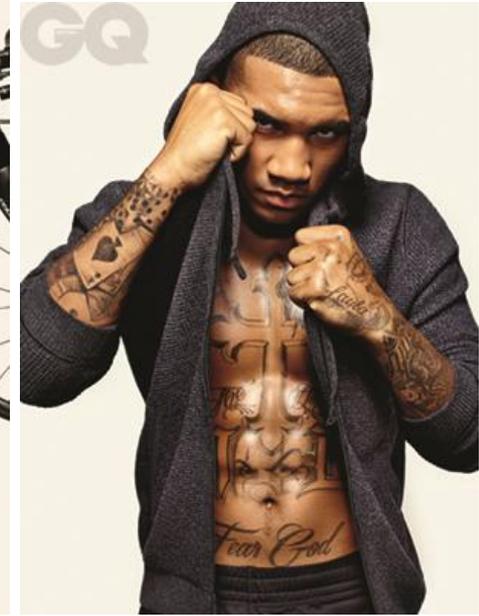




SKIN SOLUTION

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Sport, Performance & Innovation





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.'