

AN INITIATIVE OF

*Making More From Sheep*



# Winning with Wool

Emily King



EVENT SUPPORTERS:



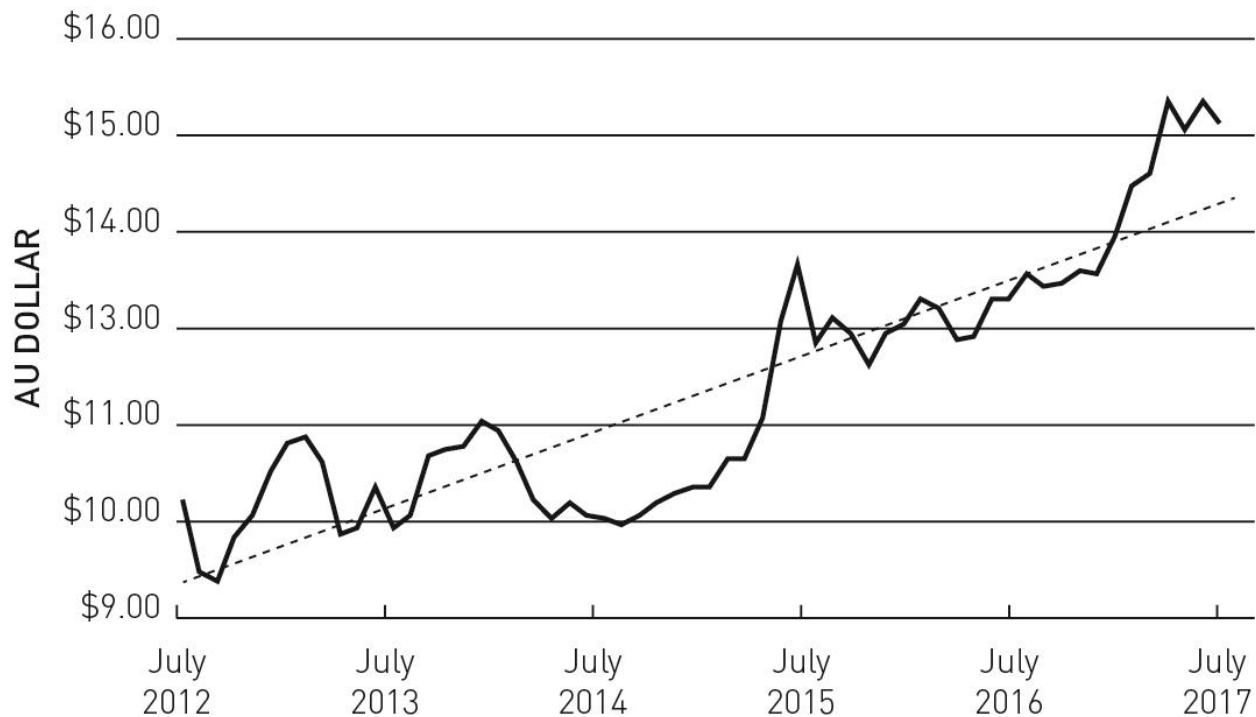


*Making More From Sheep*

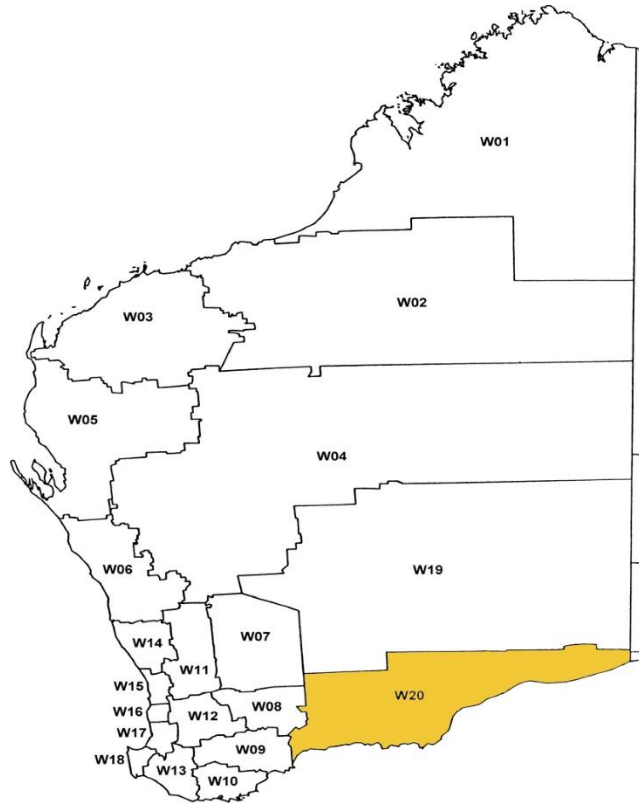


# Eastern Market Indicator (EMI)

5 YEAR EMI

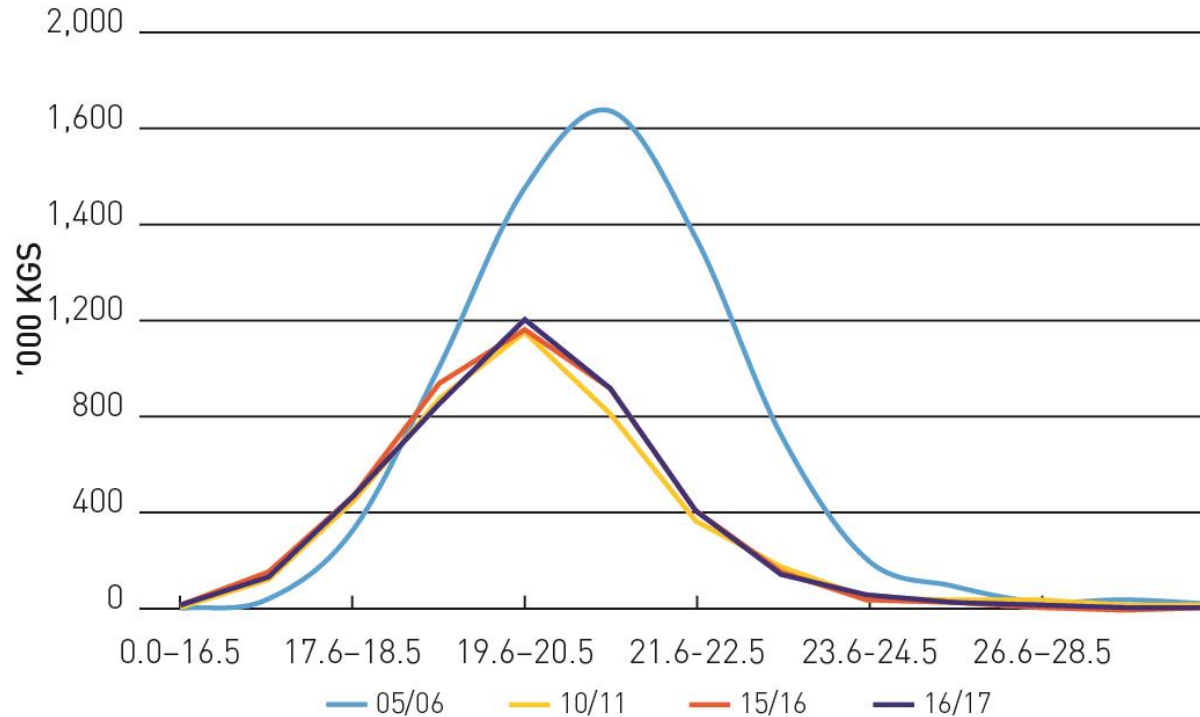


# Esperance Region Wool Statistical Area (WSA)



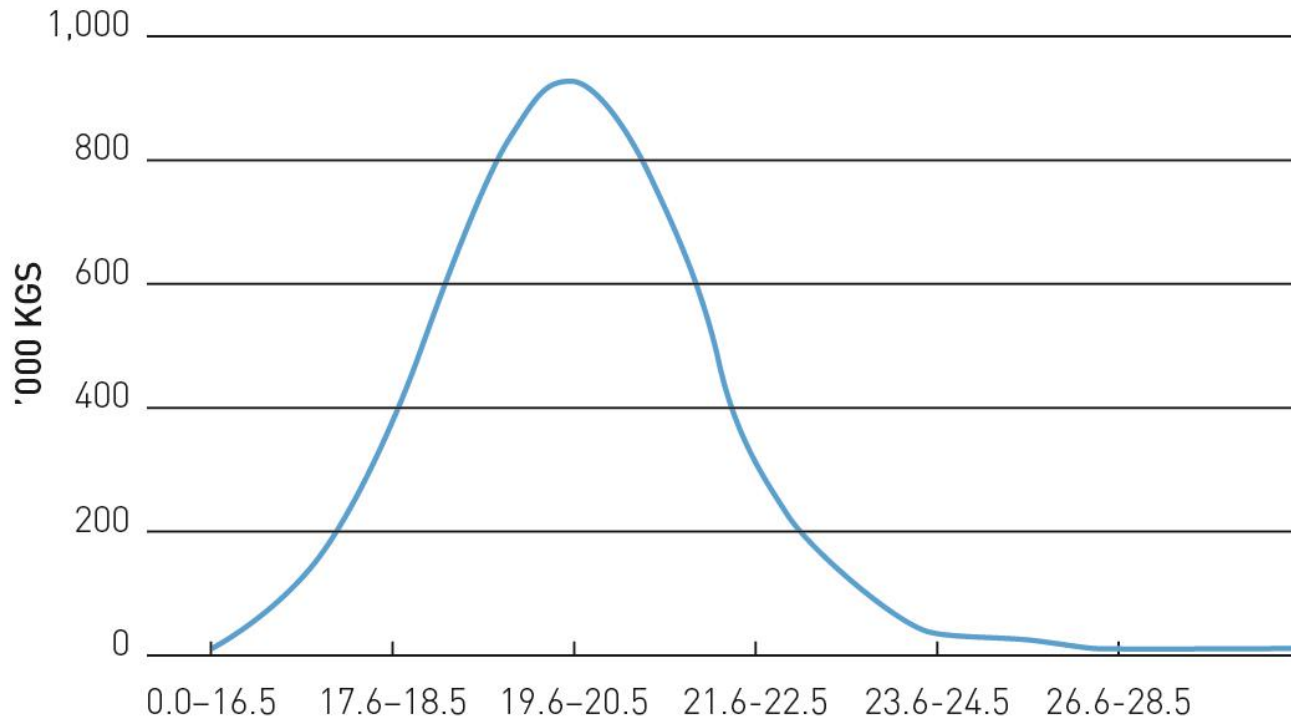
# Esperance Region Clip Profile: 2005/06 – 2016/17

ESPERANCE REGION CLIP PROF ILE - WSA W20



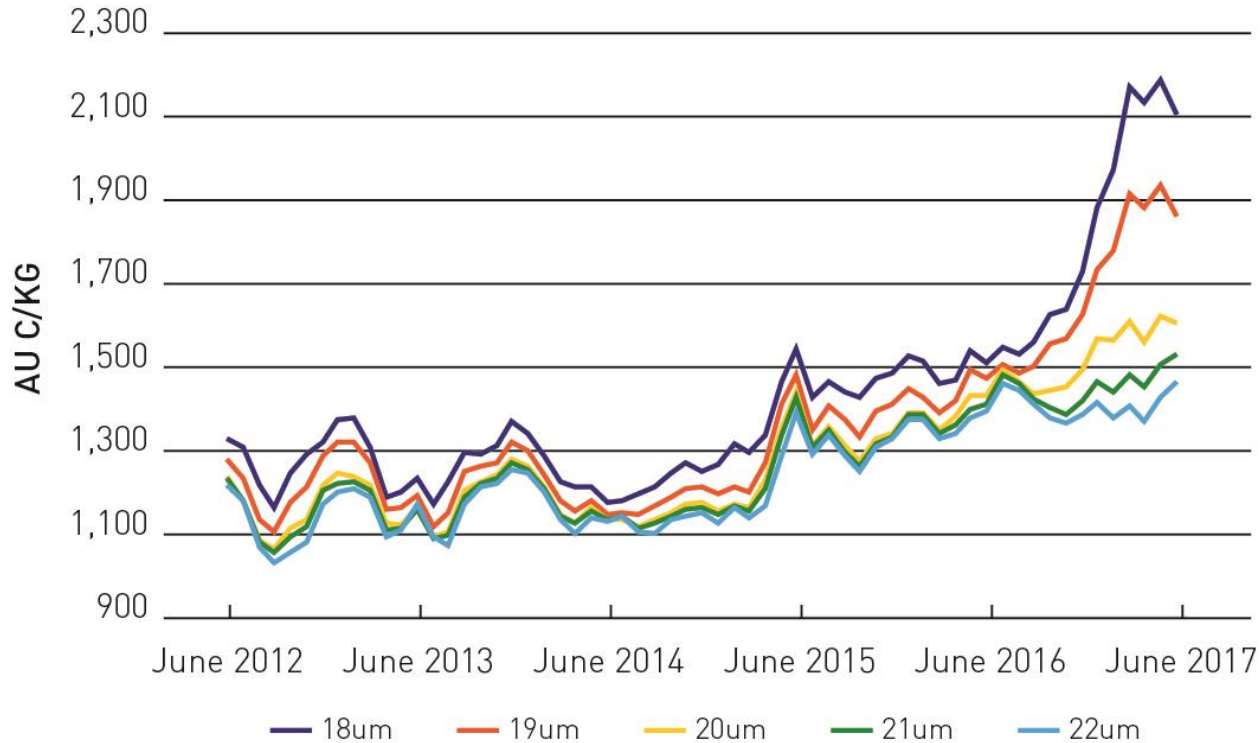
# Esperance Region Clip Profile: 2016/17

2016/17 SEASON VOLUME FOR ESPERANCE REGION



# 5 year Australian wool prices: 18 – 22 $\mu\text{m}$

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. He and his wife Renata oversee the property that produces 150 tonnes of fine Merino wool a year sourced from the over 2,000 sheep that live 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 meetings to put forward our idea of single sourced, Tasmanian origin wool," said Master Cotton of Tasmanian Merino. "Then the Tilligons called in Italy and they're excited to do 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 idea, but it wasn't necessarily something that we 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 think a way of getting closer to our customer," says Julian. "On the one hand, it's a producing idea of wool and raising sheep, we can sometimes get into the market. On the other hand, it's the opportunity to get into the market. In our case it's the opportunity to get into the market. 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 Tasmanian 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. It means 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 scrub, gums and heath 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 farm 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're a pretty good life trapping through the wool and wool of the land."

"May is the best time to visit the farm, it's when we have the good weather. It's being a team of 10-15 professional shears and a few more staff members, so there are definitely many people on the farm. That's the best time to visit you know, and you really can contribute to the animals."

ONE GENERATION  
ONE FAMILY  
ONE WESTFIELD



Westfield

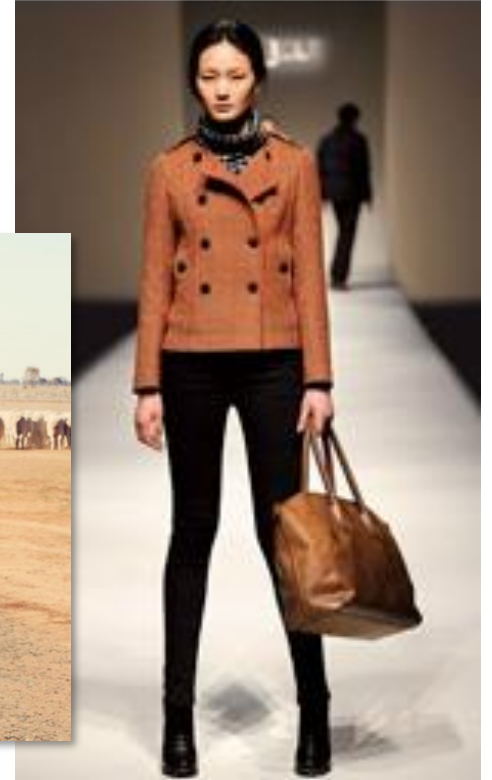
THE WOOL MARK COMPANY



# 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](http://www.kendrascruggs.com)  
source: [www.greenpeace.org](http://www.greenpeace.org)





# HEALTH & WELLBEING

## WOOL FACTS

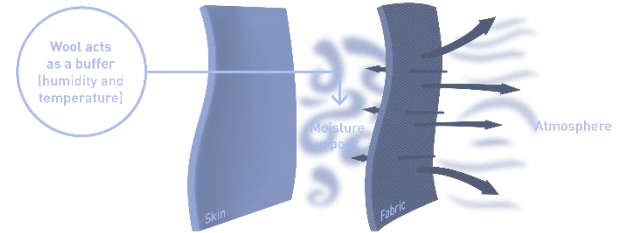
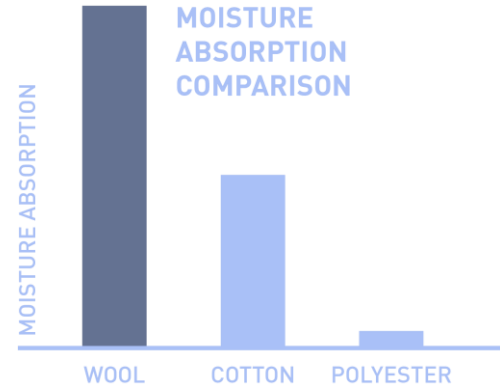


## WOOL IS GOOD FOR THE SKIN

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.



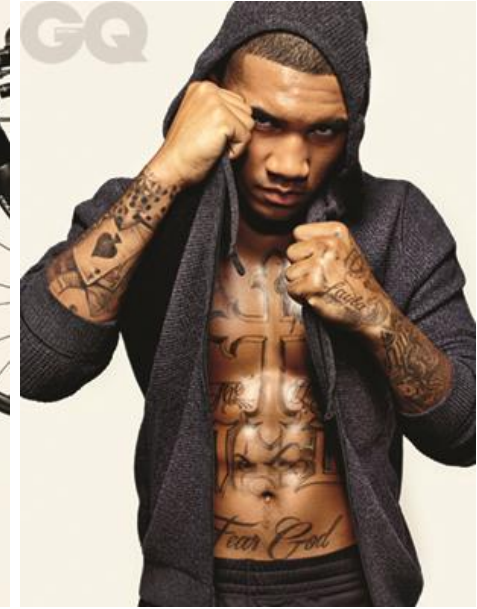


# SKIN SOLUTION

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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.'