

WoolPoll
✓ 2024

Investing in your future

After engaging with the industry
AWI recommends a 2% levy

Working for woolgrowers on:

- ✓ Shearer training
- ✓ Game-changing bioharvesting
- ✓ Defending the right to grow and promote wool
- ✓ Helping the industry on carbon and methane
- ✓ Marketing wool to the world
- ✓ Developing new markets

wool.com/woolpoll

SCAN FOR VIDEO



AWI WORKING FOR WOOLGROWERS

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A successful wool industry needs 2%

Defending the right to grow and promote wool

- Engaging with the European Union and relevant organisations to address flawed environmental rating schemes that favour synthetics over natural fibres.
- Research on improved methodologies for fairer environmental rating.
- Showing the nature positive benefits of wool growing, including wool's natural, renewable, recyclable and biodegradable attributes.

Helping the industry on carbon and methane

- Initiating the National Sheep Methane Program in conjunction with leading researchers in the major wool-producing states.
- Leveraging \$3m woolgrower levy funding to generate more than \$9m research into the most promising methane-mitigating feed additives and delivery systems to grazing sheep.
- Measuring the Australian wool and sheep industry's emissions since 2005 and modelling potential future carbon reduction pathways.

Shearer training

- \$3.5m a year in training, delivering more shearers and increasing the skills of many existing shearers.
- Working with industry to deliver workshops across Australia.

Game-changing bioharvesting

- Investing in research targeting biological harvesting of wool, to generate a weakened zone at the base of the wool fibre enabling the fleece to be removed without the need for traditional shearing.
- Creating opportunities to develop a practical, cost-effective and efficient automated bioharvesting system, presenting a robust alternative to the current shearing and wool collection process.

Marketing wool to the world

- Wear Wool Not Fossil Fuel campaign results:
 - » Viewed 130 million times.
 - » 75% of viewers surveyed said they would now consider wearing synthetic clothing less.
 - » 80% of viewers surveyed said they now believe wool is good for the environment.
- Targeted investments with key brands to drive sales in major markets.
- Protecting the Woolmark brand.

Developing new markets

- Building on long standing greasy wool markets like China, Italy and India to expand opportunities in Vietnam, Bangladesh, Portugal and Peru.