

# 2022 FLYSTRIKE RD&E TECHNICAL FORUM

Emma Gittoes – The Woolmark Company

10 August 2022







# INTERNATIONAL STAKEHOLDER ENGAGEMENT





# HOW WE'VE BEEN ENGAGING



**BUSINESS  
DEVELOPMENT**



**EDUCATION**



**MARKET  
FEEDBACK**





## **AWI POSITION**

Mulesing remains important for the sustainability of the Australian wool industry because it remains a key lifetime sheep welfare tool for woolgrowers.

In the absence of an equally effective alternative to surgical mulesing for many woolgrowers, AWI supports the option of mulesing with anaesthesia and analgesia to reduce life long risk of breach strike.

AWI continues to invest in research, development, education, extension and communication towards reducing the reliance on mulesing.





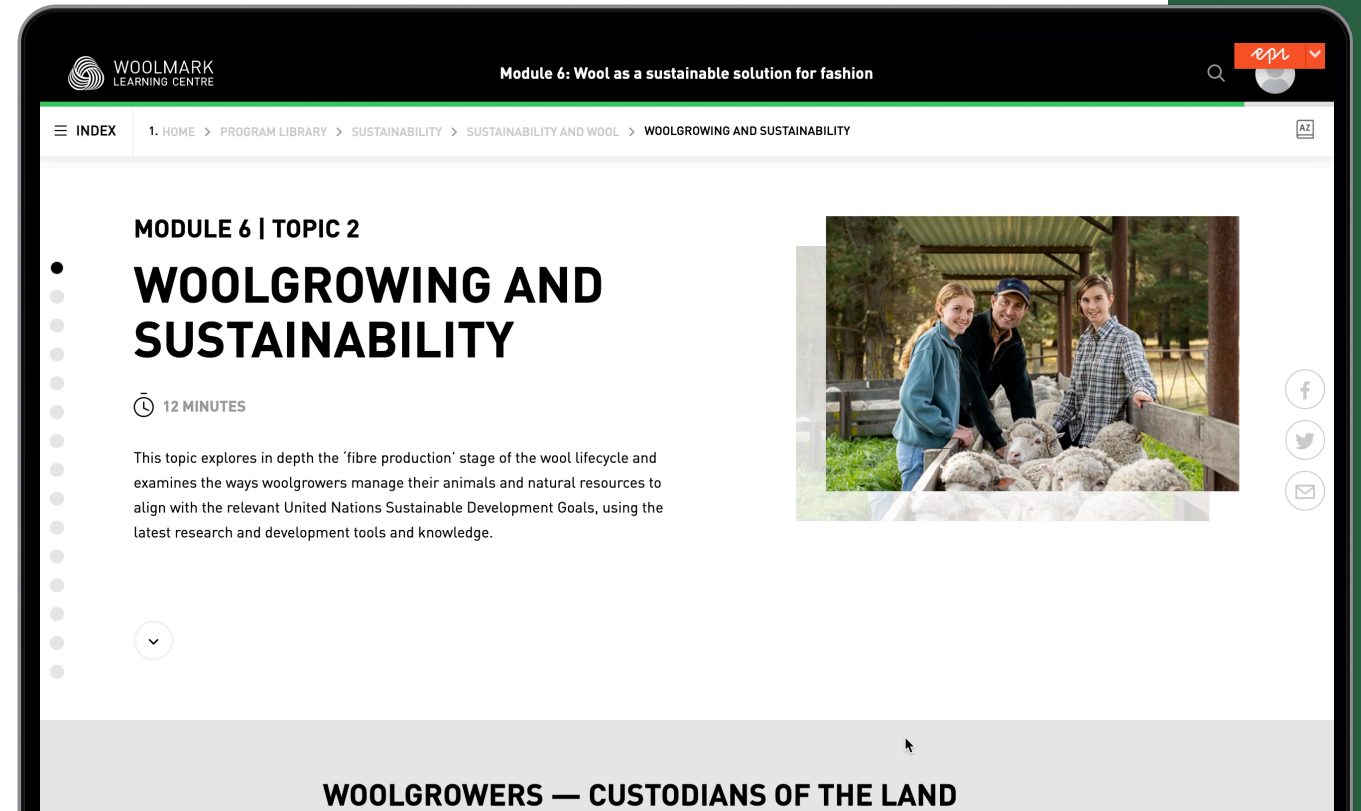
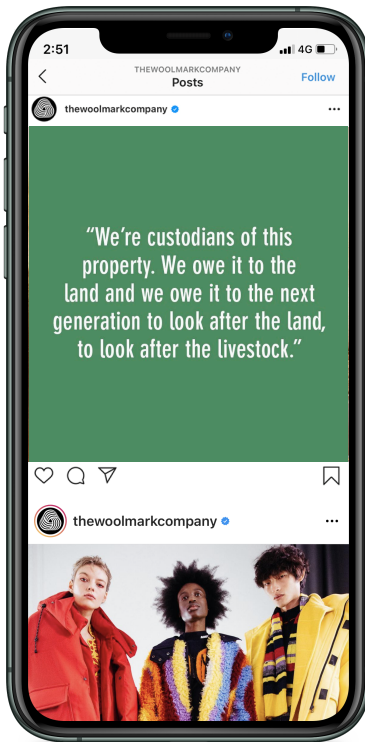
## **BUSINESS DEVELOPMENT**

- Training staff globally to better equip them to talk through flystrike and mulesing with stakeholders
- Reassuring brand partners they can source Australian wool that meets their company requirements



# EDUCATION

- Making information on flystrike and mulesing more accessible





# MARKET FEEDBACK

**Use animal welfare certifications, such as RWS, to avoid mulesing confrontation with customers.**

- Feedback from Scandinavian clothing chain

**Only reason not sourcing more Australian wool is due to the practice of mulesing, and the lack of certifications surrounding it. Only use certified wool, regardless of country of origin. Happy to use more than one certification program to access more supply.**

- Feedback from UK Apparel Brand

**Supports mulesing with pain relief, but they are seeking Cradle To Cradle certification for their supply chain, and this will require certification of non-mulesed wool going forward.**

- Feedback from UK Footwear Brand

**New to wool, and sourcing all wool with certification. RWS is preferred, but they are open to alternatives, but are unable to find clear guidance on any alternatives that would supply similar liability coverage.**

- Feedback from US Apparel Group

**Started nominating NZ wool exclusively in 2016, post a 2 year period of cutting wool from their product line after a PETA campaign. NZ's laws and certification programs just made moving back into the wool game altogether easier.**

- Feedback from US Apparel Brand

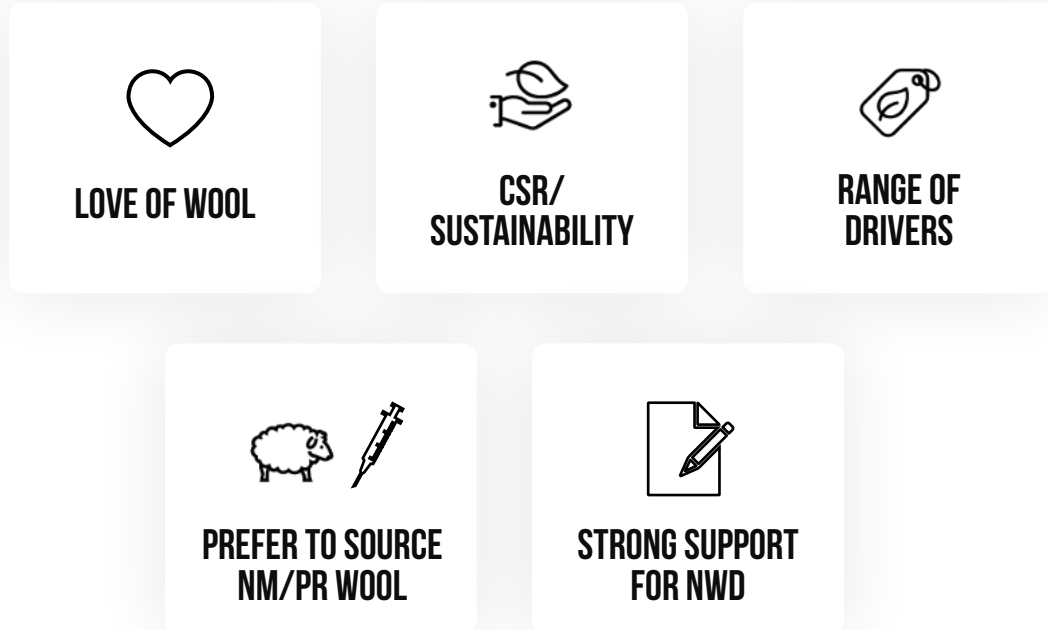
**Wool is a great fibre. There's an opportunity to put the farming story at the heart of fashion - showing consumers how it's good for nature, and people. But telling consumers a story using mulesed wool is difficult. Can't market a product if there's anything negative associated with it.**

- Feedback from German Apparel Brand



# KEY THEMES 5 YEARS ON

## KEY THEMES 2018



## KEY THEMES 2022

CONTINUED



EVOLVED





# WHAT WE'RE HEARING...

## LOVE OF WOOL

- Wool is considered a sustainable fibre
- Want to increase wool content

## CSR / SUSTAINABILITY

- Animal welfare
- Social welfare
- Environment

## RANGE OF DRIVERS

- Consumers
- Legislative
- Animal rights groups/NGOs





**WHAT WE'RE HEARING...**

**PREFER NM WOOL**



- Perception that NM wool cannot be sourced from Australia
- Transparency around industry progress and intentions is vital



# WHAT WE'RE HEARING... WANT CERTIFIED WOOL

Wool can be certified for:

- Land management practices
- Regenerative agriculture
- Organic content
- Animal welfare
- Social welfare
- Chemicals
- OH&S standards
- Quality standards
- Corporate social responsibility



\*A non-exhaustive list of certifications available along the wool supply chain





## FOR MORE INFORMATION CONTACT

Emma Gittoes, Sustainability Manager  
[emma.gittoes@wool.com](mailto:emma.gittoes@wool.com)





This publication is based on information presented at the Australian Wool Innovation Limited (AWI) Flystrike RD&E Technical Forum held on 10th August 2022. Some information in this publication has been contributed by one or more third parties and licenced to AWI, and AWI has not verified whether this information is correct. This publication should only be used as a general aid and is not a substitute for specific advice. To the extent permitted by law, we exclude all liability for loss or damage arising from the use of the information in this publication. Except to the extent permitted under Copyright Law no part of this publication may be reproduced by any process, electronic or otherwise without the specific written permission of AWI. Neither may information be stored electronically in any form whatsoever without such permission. AWI is grateful for its funding, which is primarily provided by Australian woolgrowers through a wool levy and by the Australian Government which provides a matching contribution for eligible R&D activities. © 2022 Australian Wool Innovation Limited. All rights reserved.