

AN INITIATIVE OF

*Making More From Sheep*



# Winning with Wool

Emily King



EVENT SUPPORTERS:





**THERE IS NO FINISH LINE.**



*Making More From Sheep*



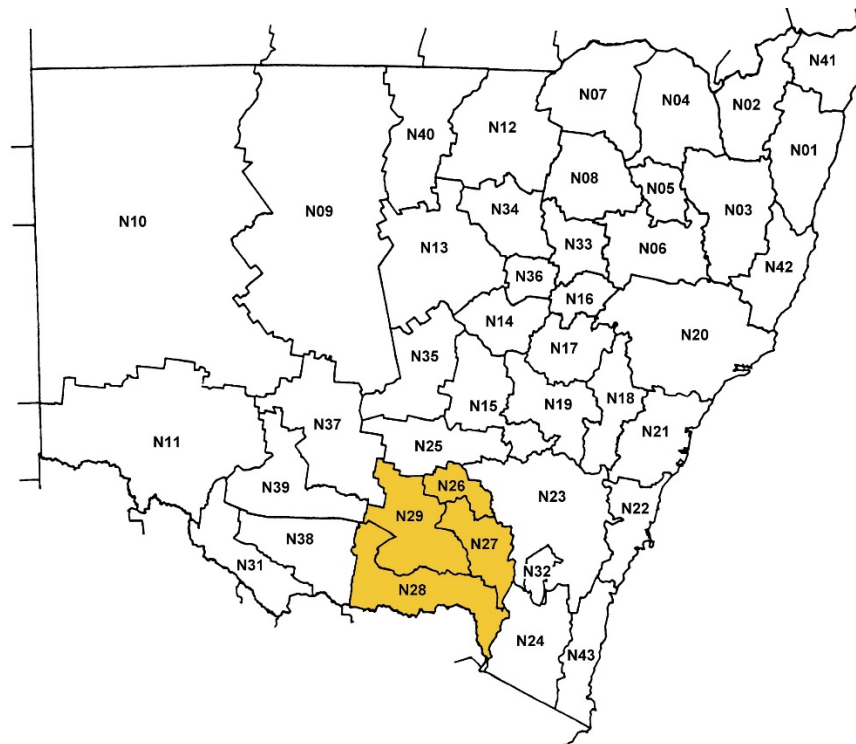
# Eastern Market Indicator (EMI)



*Making More From Sheep*

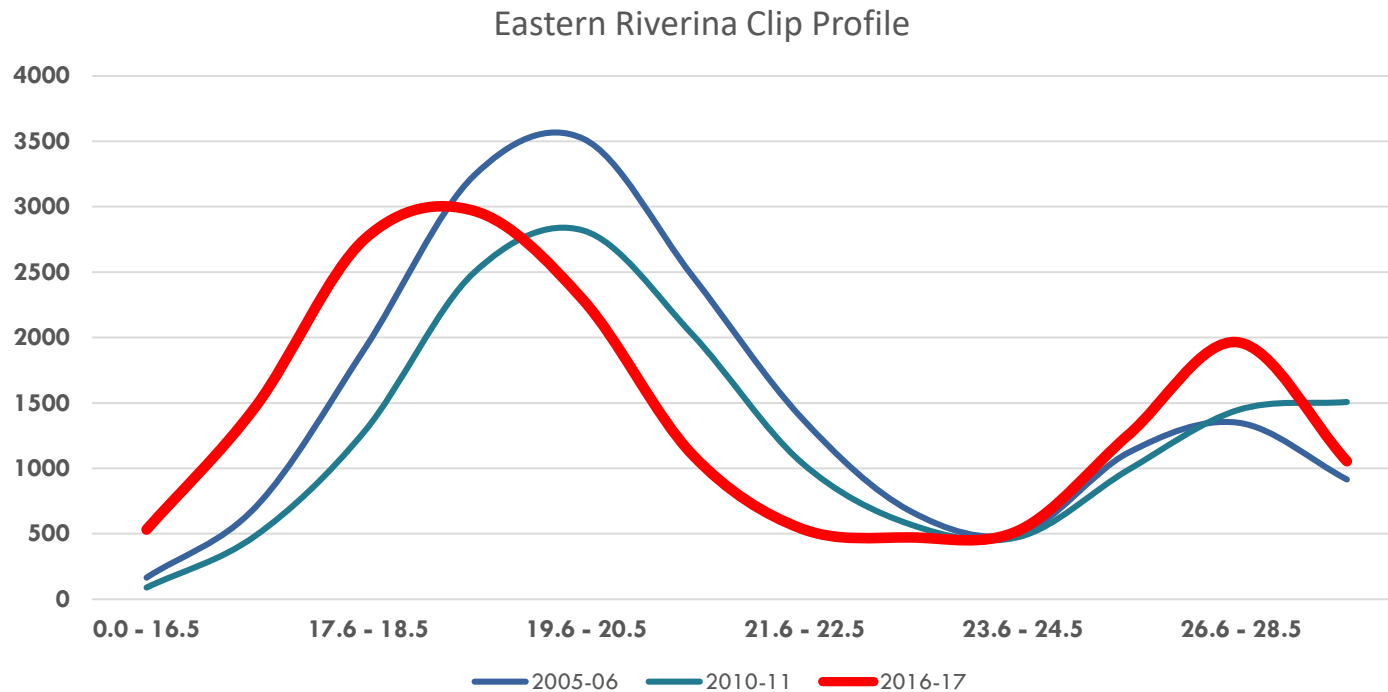


# East Riverina Wool Statistical Areas (WSAs)



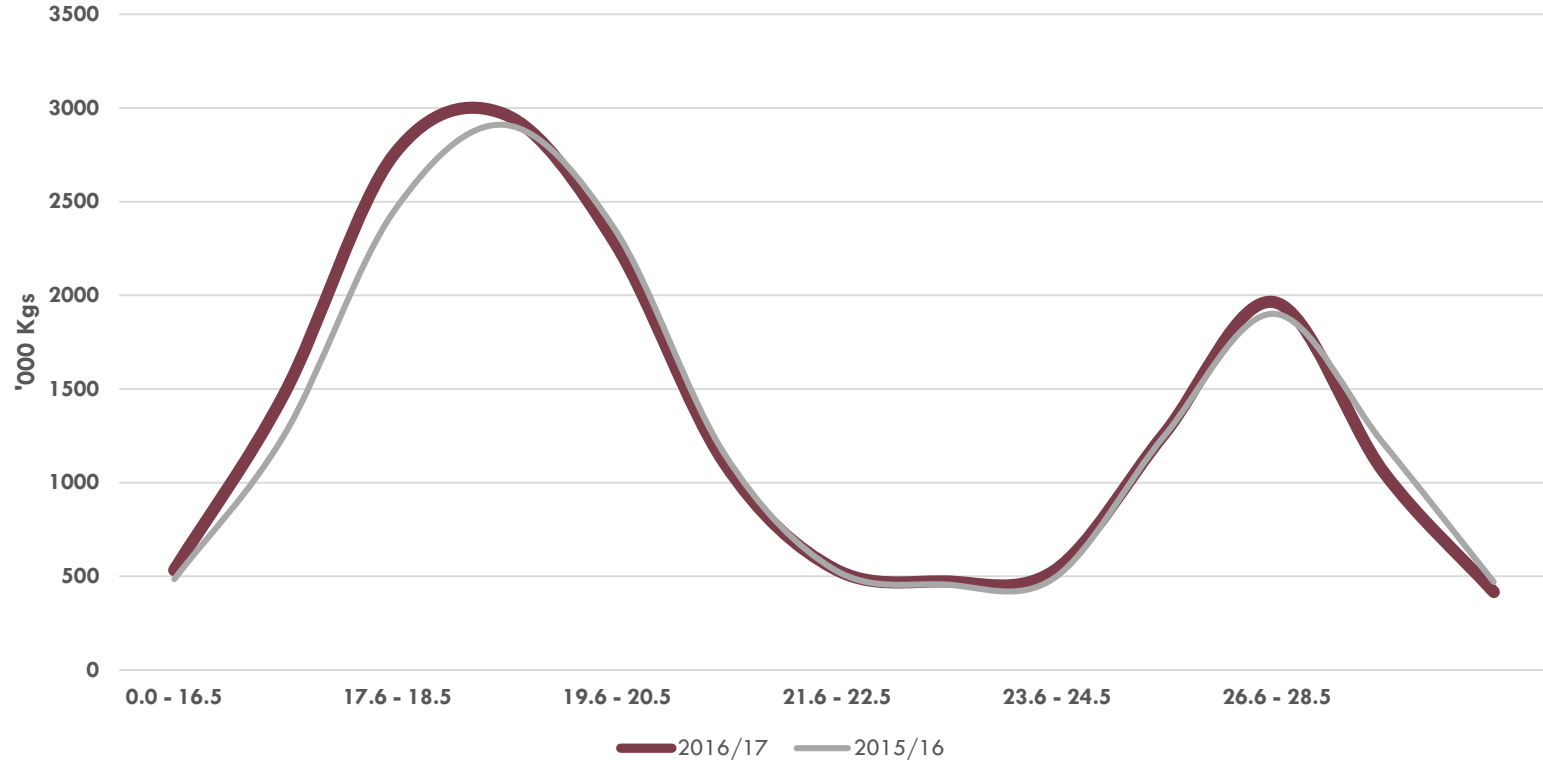


# Eastern Riverina Clip Profile: 2005/06 – 2016/17



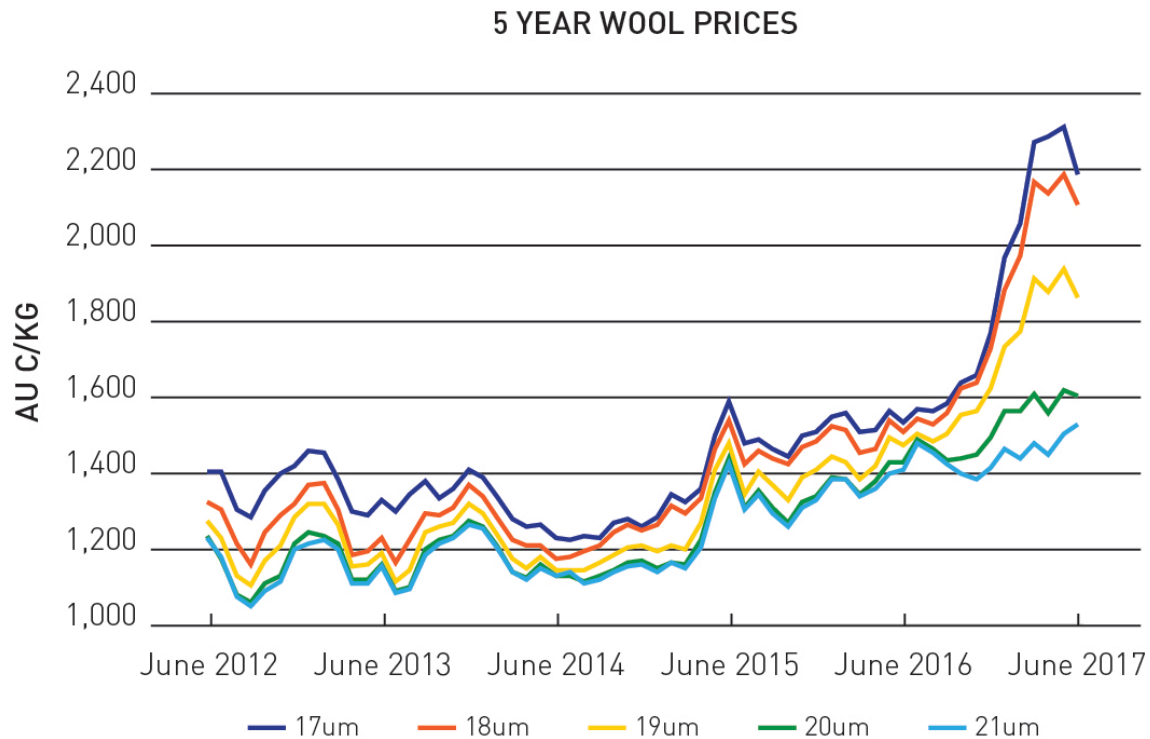


# Eastern Riverina Clip Profile: 2015/16 – 2016/17



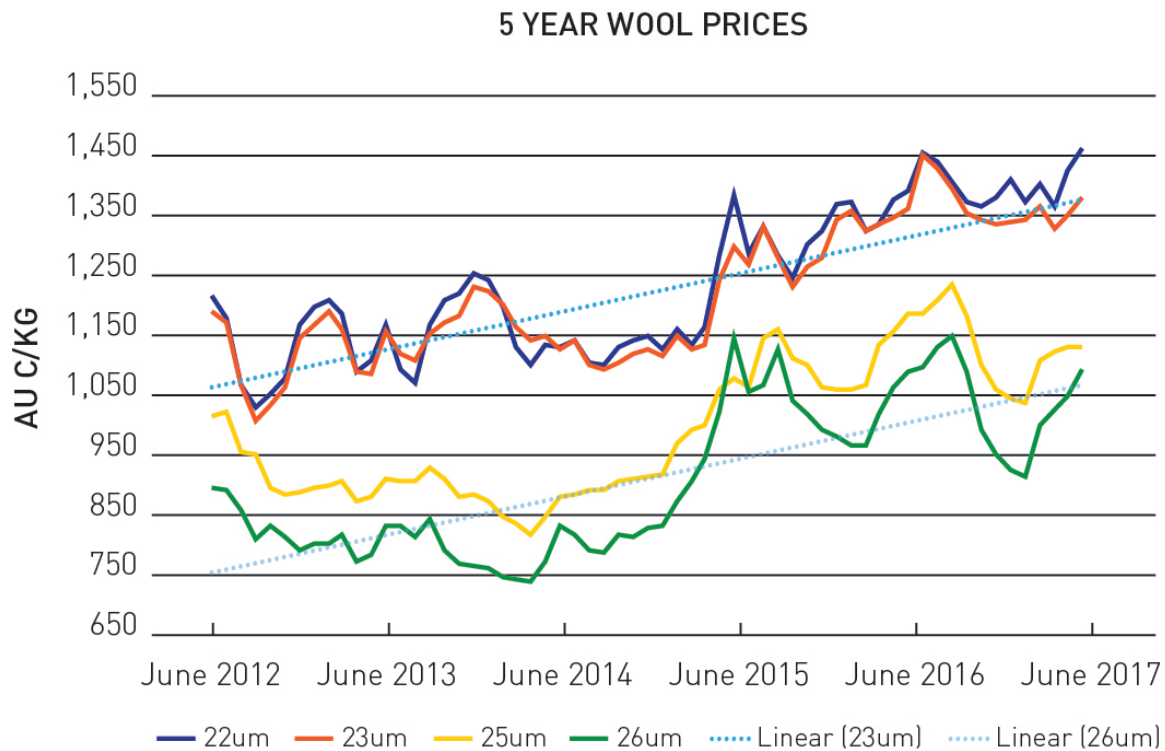


# 5 year Australian wool prices: 17 – 21 $\mu\text{m}$





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







# PROVENANCE

## COUNTRY ROAD

CLOS E KURT

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 east German town of Tarnowitz. His father, who bought the property that produces 150 tonnes of fine Merino wool a year, owned from the over 2,000 sheep that run on the property. "It's a pretty good place. The boys in the old nation look where there sheep are, that's definitely unique."

Recently the von Bülow, along with Tarnowitz Merino and Thengau, have been part of a combined effort to produce and market single origin Tarnowitz wool to the world. "We had a couple of meetings to put forward our idea of single source, Tarnowitz origin, wool," said Martin Culbert of Tarnowitz Merino. "Then the Tilligau calls in July, we they're excited 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 usually something that someone had seen before or were used to. Now we supply them 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 into the market. This collaboration gave us the opportunity to get into the market. In our case it's the body of wool given to maintain ownership of the wool and then we've realized all the ways to 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 water in the world as in Italy," says Dieter Böhler of Thengau who has done the journey of the finished 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 super 120s wool, which is every fine grade of wool and luxury fibre. It's 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 so well regarded for its reputation effort, Julian believes taking care of the land is critical. "We've managed the woody area, grass and heath and willow, and we've now established some willow 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 own that was at risk with his more conservative son. Thanks to his and Julian's ongoing commitment, the von Bülow family has successfully reforested vast tracts of land on their property.

Wildlife on the von Bülow is plentiful in our two hour visit we saw an owl, an otter and a mob of kangaroos. The farms also plays host to swallows and kingfishers and many other birds in the world. The sheep are all used in the local paddock during the dry season and during winter, so that they can find shelter. Beyond that, the land is looked after. "We're lucky to have that balance as we have the wool," says Julian. "We pretty much let the animals roam through the nation's bush at all other times, all the keeping an eye on their welfare so that they have enough water and enough food. They have a pretty good life walking through the wood and up of hillside."

"May is the best time and most relaxing time of the year, it's when we harvest the wool. We bring in a team of all the professional shearers and a few more staff members, so there are about twenty people on the farm. That's the best time you know, and you really concentrate on the animals."

# ONE GENERATION ONE FAMILY ONE WESTFIELD

Westfield

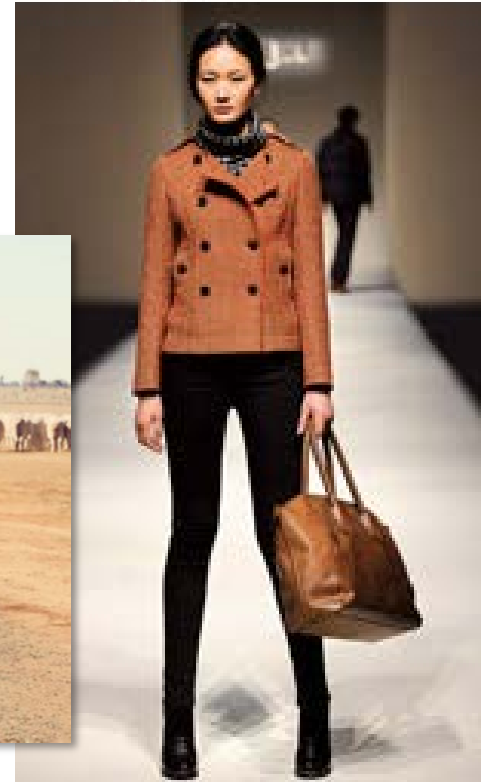
THE WOOL MARK COMPANY



# 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  
source: www.greenpeace.org

### WOOL'S LIFE CYCLE ASSESSMENT





# HEALTH & WELLBEING

**WOOL FACTS**

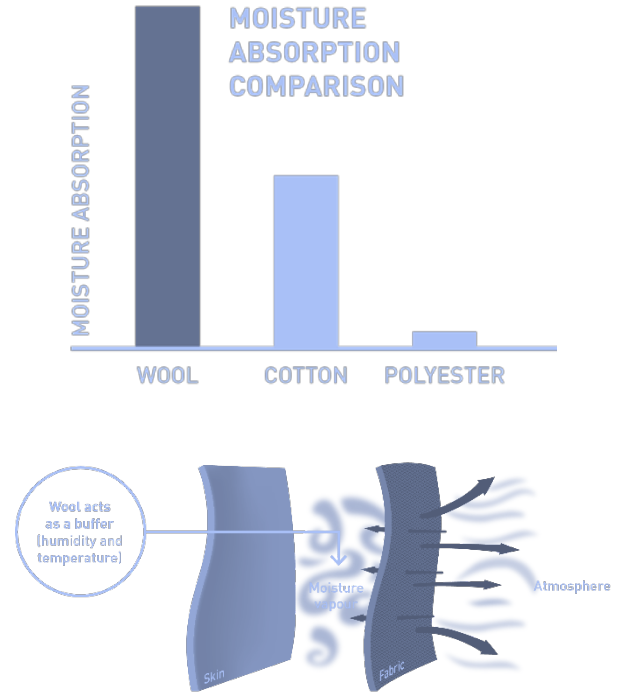
THE WOOLMARK COMPANY 

## 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?**

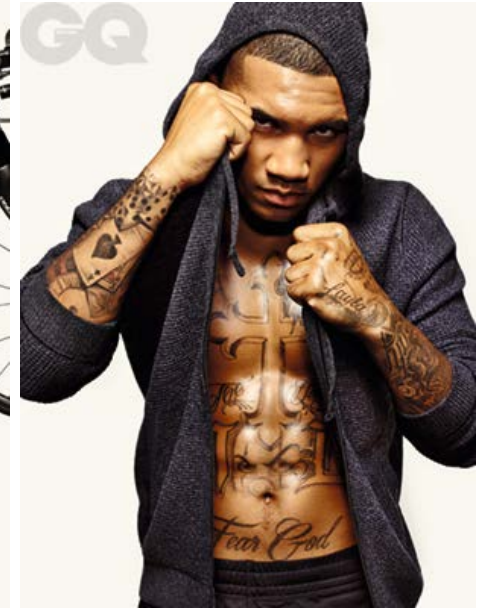
EczeMa, or Atopic Dermatitis, is an allergic condition where the skin becomes dry, leading to cracking, bacterial infection, redness and itching. It affects around 30% of children and its prevalence varies geographically. The most common treatments currently include the regular application of moisturisers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





# Sport, Performance & Innovation





# 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.'