



## **BIOSECURITY**

Presented by George de Kock

## **IWTO SYDNEY 2016**

- Good demand
  - Wool Mark Company
  - Campaign for Wool
  - Product Innovation
  - Demographic Shift
  - Growth in Chinese Economy
- Stable Production





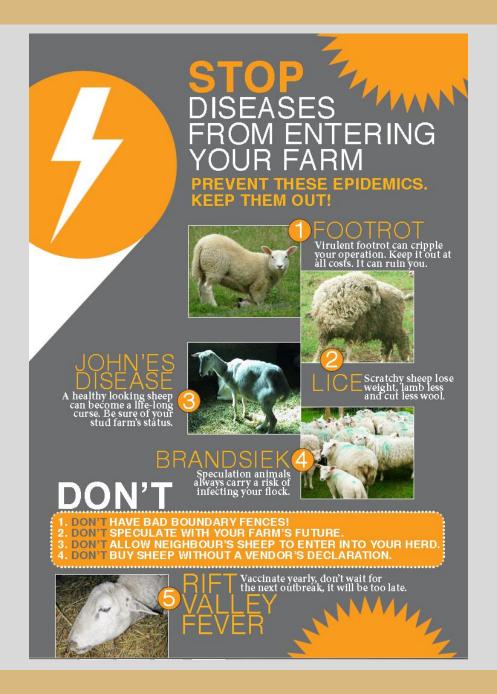
## BIOSECURITY Disease free wool starts on the farm

### **Prevention**

- Awareness
- Co-operation
- Common Sense
- Life Time Commitment
- Way of Life









### **Declaring** what the world is *demanding*

Completing the National Wool Declaration (NWD) showcases and promotes your wool to the world. The NWD is an easy-touse tool that gives consumers confidence about the integrity of our wool products and our industry.





"Declaring what the world is demanding" supports the philosophy of Suedwollegroup. Our vision 'fit for purpose' means we buy to meet the needs of our customers, who demand increased transparency and a safer supply chain - the NWD helps us

Klaus Steger, Managing Director Suedwolle GmbH & Co. KG

südwollgroup

#### Customer confidence



"The growing number of affluent and discerning consumers in the Northern hemisphere see wool as a luxury item. To be successful we must understand and meet their demands and

David Michell, Managing Director Michell Australia





"The NWD is vital to the integrity of our purchasing selections. It provides an opportunity for the woolgrower to promote their wool with pride and for us to buy with trust and confidence in order to supply our customers."

Provenance and traceability

is fast becoming a strong requirement for Reda

products. Our clients believe

in and expect quality, along

with a guarantee that our

raw products have been

procured from farms that respect the environment and their animals.

We support the NWD Program 100%.

Tim Marwedel. Managing Director G Schneider Australia Ptv Limited







Gathering momentum

Increase in woolgrower adoption of the NWD from 2013 to 2015 (all breeds and wool types first-hand offered).



"A compliant NWD helps us communicate openly with our clients, which in turn gives confidence along the supply chain and strongly promotes the benefits and use of Australian wool."





"VBC supports supply chain transparency and a commitment to trade relationships, so we provide our clients information to ensure the provenance of our fabrics. As the buyer, we want to know what we are buying and therefore the NWD is very

Davide Fontaneto, Raw Material Procurement Vitale Barberis

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"Providing information to the market, which allows the participants to be better informed on what they compete upon, is basic commonsense marketing. The NWD is one of the most important pillars on which we purchase our wool for our discerning Italian clients and

shareholders."

Andrew Blanch. Managing Director



#### Industry supporters of the NWD

REDA



Fabrizio Botto Poala.

Wool Purchasing &

Processing Manager

**FAWO** 





WOLPRODUCERS













## BIOSECURITY Disease free wool starts on the farm

## **National Role Players**

- Cape Wools
- Producer Organisations
- Input and Service Providers
- OBP
- Universities / Colleges
- DAFF
- Provincial Departments of Agriculture



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### International Role Players

- Cape Wools
- IWTO
- OIE



