



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





STOP DISEASES FROM ENTERING YOUR FARM

PREVENT THESE EPIDEMICS. KEEP THEM OUT!



1 FOOTROT
Virulent footrot can cripple your operation. Keep it out at all costs. It can ruin you.



JOHN'ES DISEASE
A healthy looking sheep can become a life-long curse. Be sure of your stud farm's status.



2 LICE Scratchy sheep lose weight, lamb less and cut less wool.



BRANDSIEK
Speculation animals always carry a risk of infecting your flock.



DON'T

- 1. DON'T HAVE BAD BOUNDARY FENCES!
- 2. DON'T SPECULATE WITH YOUR FARM'S FUTURE.
- 3. DON'T ALLOW NEIGHBOUR'S SHEEP TO ENTER INTO YOUR HERD.
- 4. DON'T BUY SHEEP WITHOUT A VENDOR'S DECLARATION.



5 RIFT VALLEY FEVER
Vaccinate yearly, don't wait for the next outbreak, it will be too late.



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-to-use tool that gives consumers confidence about the integrity of our wool products and our industry.

Promotes our product



"Declaring what the world is demanding" supports the philosophy of Suedwollgroup. 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 do that."

Klaus Steger, *Managing Director*
Suedwolle GmbH & Co. KG

südwollgroup



"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."

Tim Marwedel,
Managing Director
G Schneider Australia
Pty Limited



Gathering momentum

Grower adoption rates are increasing.

24.8%

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



"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%.

Fabrizio Botto Poala,
Wool Purchasing & Processing Manager
Reda, Italy



"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."

Jo Dawson,
CEO
H. Dawson



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 aspirations."

David Michell, *Managing Director*
Michell Australia



"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 important."

Davide Fontaneto,
Raw Material Procurement
Vitale Barberis
Canonico, Italy



"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
New England Wool



Industry supporters of the NWD



To learn more visit www.awex.com.au or call 02 9428 6100

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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



BIOSECURITY

Disease free wool starts on the farm

International Role Players

- Cape Wools
- IWTO
- OIE

