American Wool Council
8-Steps from Producer to Consumer

PRODUCER ➔ WAREHOUSE ➔ BUYER ➔

FIRST-STAGE PROCESSOR ➔ SPINNER ➔
(Key decisions makers about country of origin wool purchases)

WEAVER/KNITTER ➔ APPAREL

MANUFACTURE ➔ RETAILER/ONLINE ➔ CONSUMER!!
2017 American Wool Customers

• Approx. 20-25% goes into the U.S. Military

• Approx. 65% is exported

• Approx. 15% used by U.S. mills
KEY WOOL PROGRAMS

• TRADE MARKETING TO
  • DOMESTIC TRADE
  • MILITARY
  • INTERNATIONAL TRADE
    • Spring 2017, 1-Reverse Trade Mission sold:
      • 18 containers (800,000 pounds grease in 1-week!!!!
      • Put pressure on all buyers during the wool buying season
Experience Wool

amERICANwoOL.org | @experiencewool

Some excellent points for the conscious consumer... ❤️

4 Surprising Reasons Why Environmentalists Should Wear Wool - Ecocult

Energy Used in the Production of Textiles

<table>
<thead>
<tr>
<th>Material</th>
<th>Oil Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nylon</td>
<td>6</td>
</tr>
<tr>
<td>Acrylic</td>
<td>4.5</td>
</tr>
<tr>
<td>Polyester</td>
<td>3</td>
</tr>
<tr>
<td>Wool</td>
<td>0.5</td>
</tr>
</tbody>
</table>

*Hep of oil used to produce 1 lb of final fabric

Source: NTDA
2017 Wool Mill Tour
THANK YOU!