American Wool and Team USA

Olympic and Paralympic Winter Games
PyeongChang 2018
Imperial Stock Ranch is still raising sheep, cattle, grains and hay, just as we’ve been doing since 1871.

This is our 147th year.
In 1999, with tremendous pressures on our industry, and sheep production in rapid decline, we began a new journey in selling our wool harvest.
We went down the road of value-added, finding a way to clean, process and manufacture yarns and finished goods from our wool.

Ultimately, we were active in five market channels.

In 2012, during the London Olympics, we received a call, when Ralph Lauren was conducting research for a Made in America program.
Imperial Stock Ranch provided the wool yarns for the Opening Ceremony uniform for Team USA at the 2014 Winter Olympics in Sochi, Russia.

The visibility that resulted, changed the future for our rural family ranching operation.
People jammed our headquarters and our trade show booths to shop.
We kept telling the story of agriculture and sharing our practices with land and animals.

The visibility strengthened opportunities and broadened our impact.
Ralph Lauren maintained a relationship with Imperial Stock Ranch following the 2014 Winter Olympics.
In early 2015, National Spinning Co., Inc., proposed a licensing partnership based on the value of Imperial Stock Ranch's rich history, sustainable practices, and sheep and wool production.

Together, we met with Ralph Lauren's design and production teams, and presented this new model.

National Spinning launched the Imperial Stock Ranch American Merino yarn program later that year.
Those wool yarns were chosen for knitwear items to be worn at both the Opening and Closing Ceremonies by Team USA in PyeongChang 2018. We have a complete USA supply chain from wool fiber to yarn, knitting, cutting and sewing.

Ralph Lauren’s choice of wool speaks to the timeless and superior qualities of wool; and to the relationship of wool with the history of humankind.

Connections and the letter...
We are very grateful Ralph Lauren continues to choose American fibers, and to support U.S. textile manufacturers and knitwear manufacturers with their Made in America program.

Closing Ceremony uniforms were unveiled a couple months ago, and include 3 knit items all of 100% American wool:

- Hat
- Mittens
- Sweater
Opening Ceremony uniforms were unveiled Monday, January 22\textsuperscript{nd}, and went on sale at RalphLauren.com that same day.

They include 2 knit items:

- **Hat** (100\% American wool)
- **Sweater** (70\% American wool/30\% American alpaca)
This is an American wool story, and it belongs to all of us.

I think we’re all proud to be a small part of the support that Ralph Lauren gives to our U.S. Olympic Committee and all our U.S. athletes.

As the Olympic sponsor, only Ralph Lauren can reveal their partners. I’m grateful they have told of so many U.S. supply chain partners, and have chosen again to mention a connection to ranching, and to the sheep and wool industry.