



AMERICAN WOOL



AMERICAN WOOL COUNCIL
a division of the American Sheep Industry Assn.

Social Responsibility

- U.S. Sheep Ranchers have opportunity to share their story and to:
 - Build trust with customers and consumer
 - Demonstrate U.S. growers commitment to animal care
 - Many programs do so...

LOFT

American wool has many uses and is known for its 'loftiness.' Blending is a common practice with buyers of American wool. Taking U.S. wool and blending it with other wools is an exceptional process to add bulk to finished products. With available wools that vary in diameter and frequency of crimp, buyers are sure to find suitable wools for their blending needs.

QUALITY

The American Wool Council developed the U.S. Certified Wool Program to help buyers identify the best wools in the United States. The program follows the Code of Practice for Preparation of U.S. Wool and offers a set of standards for a self-regulatory approach to wool clip preparation. In addition to producers, shearers are also encouraged to participate.

ANIMAL WELFARE

The U.S. wool industry is committed to the highest standards of sheep care and well-being. U.S. wool producers are committed to humane husbandry practices that provide a healthy, comfortable existence for their animals that result in the most wholesome, natural products possible. Production management decisions are made with the health and welfare of the animals in mind. Due to the breeds of sheep produced in the United States, mulesing is not a husbandry practice utilized by American wool producers.

VALUE

The value of American wool lies in its flexibility and versatility, allowing wool processors to use it in a wide range of products, by itself or in blends with wool of other origins and with other fibers.

RESILIENT

The natural resilience of American wool and its resistance to compression enables its products to retain their natural shape and bounce. These characteristics make U.S. wool ideal for use in knitwear, hosiery and other high-bulk end uses.

VERSATILE

American wool is well suited to produce high-quality knits and hosiery products. Additionally, U.S. wool is suited for fine- to heavy-weight fabrics as well as wools for home furnishings or nonwovens. There is a good variety of high resistance-to-compression wools available in the United States that provide loftiness.

SUSTAINABLE

U.S. wool producers are committed to quality and conservation and are stewards of not only the animals but also the land. They produce wool by natural grazing compatible with the environment. American sheep producers are proud of the high-quality wool products they produce from nature's renewable resources.

Movement

- There are many requests from industry
 - Result of animal activists attacking our industry
- Customers have been fearful of negative publicity
- Some domestic textile mills have their own audits

Textile Exchange

- ASI has monitored for couple of years
 - Discussed experiences with other international wool organizations
 - Who are they?
 - How are decisions made?
 - Primary Influencers?
 - Future changes?

ASI will research various options