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AWI Fails Woolgrowers on Important Issues.

AWGA refutes claims of electioneering

“The Australian Wool Innovation management continues to fail woolgrowers on the important issues of marketing wool, consumer confidence and mulesing” says Australian Wool Growers Association Chairman Chick Olsson.

Responding to suggestions aired on ABC Radio Monday 15 November that the AWGA have only raised concerns over the issues of mulesing and the legal action against the animal activists group, PETA, as an election stunt are totally unfounded and misinformed.

The Australian Wool Growers Association is a national body of grassroots woolgrowers, with widespread support, offering direct representation without fear or favour.

”As a representative body, AWGA is all about providing a voice to the many woolgrowers who have concerns about the future of our industry,” says Chairman Chick Olsson.

The reality is despite the forthcoming AWI election, there is a very real crisis facing wool in a consumer driven market.

” AWI as custodian of industry funds still need to demonstrate that they have undertaken appropriate risk assessment and consultation with both woolgrowers and our important customer base in dealing with the mulesing issue” says Chick Olsson. “After all let us not forget that AWI has known about this problem fully since January 2004.”

”The mulesing issue is not just about a court action. AWI must communicate with industry as to how they are to deliver on the united industry position of phasing out mulesing by 2010. How are they going to deliver an alternative, ensure its adoption and audit the process?” asks Chick Olsson.

Equally, despite months of industry debates and forums and a rejection by growers of any additional or new levy, AWI have failed to deliver details of how they intend to address the important issue of marketing and demand promotion.

“AWGA has an important role to play ensuring that whoever is in power addresses woolgrower sentiment and concerns about very real issues. AWGA will continue to pursue these issues next week, they will not go away simply as a result of a ballot” says Mr Olsson.

That is the essence of a representative body and on the current performance of AWI, the Australian Wool Growers Association has good reason for serious concern” concludes Mr Olsson.

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