



20 June 2005

Wool delegation seeks breakthrough in mulesing debate.

A leading and influential delegation is traveling this week to New York to meet with People for Ethical treatment of Animals, PETA, and is seeking to bring about a breakthrough in the mulesing controversy facing the Australian Wool Industry.

With the recent announcement of the development of a pain relief treatment specifically developed for the mulesing operation, it is hoped that this innovation will be looked upon favourably by PETA.

Initiated by The Australian Wool Growers Association, members of the important delegation include:

1. Dr Norm Blackman. Immediate Past Chairman of the Australian Veterinary Association.
2. Dr Laurie Denholm.
3. Mr Mark Pearson. Executive Director Animal Liberation NSW
4. Dr Meredith Bayfield. Pediatric Cardiologist, research scientist, woolgrower.
5. Mr Alan Giffard. CEO of Animal Ethics Pty Ltd. Manufacturer of animal pain and wound formulations.
6. Mr Chick Olsson. Chairman, Australian Wool Growers Association, and leader of the delegation.

Leaving Sydney today, Monday 20th June, meetings and discussions are scheduled for much of the week with a detailed presentation of the pain relief treatment and the results achieved in initial evaluation of the yet to be registered product.

”This could be the breakthrough that the industry desperately needs to bring about some positive news and avert the ongoing question of boycotts and retail resistance to Australian Wool,” says AWGA Vice Chairman Martin Oppenheimer.

“The development for pain relief is an obvious way to improve sheep welfare in Australia, and congratulations must go to the self funded innovators for their vision and persistence.”
“We are all looking forward to the delegation’s return next week and applaud them all for their commitment to seeking a way forward for wool.” says Mr Oppenheimer.

Mr Olsson will be available for comments on Wednesday 29th June.

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