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Royalty gets behind the international wool industry

Charles, the Prince of Wales, has jumped behind the international wool industry, launching a scheme that will attempt to increase the price of wool.

The wool price fell last year due in part to falling demand because of the financial crisis.

However, since the start of the year, it's risen above 940 cents a kilo.

Typically, farmers start making money once the price gets about 900 cents.

The scheme, known as The Wool Project, will promote wool as a "green" fibre, promoting it as central to a sustainable future.

Prince Charles says he's included wool marketing organisations from around the world.

"The idea is to explain the benefits of wool to the customer in a simple and creative way so they appreciate the impact of the decisions they make," he says.

The wool industry's research, development and marketing organisation Australian Wool Innovation is expected to support and be part of the campaign.

It's expected AWI will be involved with the apparel part of the scheme, working with retailers in the clothing trade.

The scheme will also use AWI's Woolmark, a logo or brand which helps shoppers recognise wool is included in the product.

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Source: <http://www.abc.net.au/rural/news/content/201001/s2802735.htm>

<http://australianwoolgrowers.com.au/>