



## Australian Wool Growers Ltd

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WOOLGROWERS can decide on the future of AWI in WoolPoll 2012 .

Wool levies will be vital to securing new markets for wool, in the face of challenging wool prices and stiff competition from man made fibers.

If woolgrowers don't fund the wool research and marketing needed to establish new markets for our wool, who will?

Will the levy stay the same, be decreased or reduced to zero for the next three years?

The AWI model might not be perfect, but there is no other model available to woolgrowers. If we desire continued wool research and marketing, then it has to be AWI. The next three years will decide the future of wool.

Wool prices have fallen in the past few months in response to cheaper manmade man-made fibers and a worldwide over supply of cotton. The job is going to be difficult. However, most of the excellent people on our AWI board are in the same boat growing wool, so we will all share in a common outcome.

We have to find new markets for wool if we believe in the future of our product.

Growers want to see wool being used in lucrative and evolving markets, areas of a natural fit. Fashion markets continue to let us down, but performance markets are an open field for major investment.

When wool ceases to be consumer fashionable and becomes consumer essential, then we will see higher profits at the farm gate for sustained long term periods.

It can be done. Look at the success of Woolmark programs such as The HRH Campaign for Wool, launched by the Prince of Wales that saw major retail stores stocking and increasing wool garment attire as well as attracting the attention of the world's media. What a fantastic moment seeing mobs of sheep in Saville Row.

Your vote will only take 5 minutes, and could be the vote that changes the future of growing wool.

Warmest regards to all

Charles (Chick ) Olsson ( B Econ. MAICD.)

Nb. Please feel free to call me on 0403 045 664.

\* NSW woolgrower and former AWI director Charles (Chick) Olsson represents the Australian Wool Growers Association (AWGA) on the independent panel overseeing WoolPoll 2012.