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New online advocacy community is giving Australian farmers a voice.

Did you know the majority of Australian wool growers use pain relief when mulesing because they care about their animals? Better Choices has recently launched a new online advocacy community to provide farmers a voice and an opportunity to recognise the best-practice efforts being used on their properties.

The Australian wool industry has voluntarily taken steps to become the leaders in animal welfare. We are now asking individuals from the general community to endorse the use of pain management when mulesing which in turn creates a better life for livestock and a more sustainable trade.

In a letter from Laurence Modiano of G.Modiano Ltd., the largest buyer of Australian wool in Europe, Laurence commends the overwhelming majority of Australian woolgrowers who have subscribed to Better Choices.

More than 3,500 individuals have pledged and shown their commitment to support farms that use humane, science-based modern methods. Join the campaign for a better life for livestock by pledging online at www.betterchoices.com.au

Better Choices supports the growing movement within the farming industry to support the use of pain management when mulesing on all lambs. Less stress to the animal, less infection, faster healing and mothering up are just some of the benefits for best-practice pain management. And by looking after their livestock, farmers are also helping to look after the wool industry.

So what do you have to do to be part of the Better Choices community that gives Australian farmers a voice? Simply pledge or register online at www.betterchoices.com.au and give your fellow woolgrowers a helping hand.



Yours sincerely,
Sally Fairless



MODIANO

G. Modiano Limited

Broad Street House, 55 Old Broad Street, London EC2M 1RX
Telephone: 020 7012 0000 E Mail: laurence@gmodiano.com

A letter to woolgrowers from Laurence Modiano of G.Modiano Ltd., the largest buyer of Australian wool in Europe.

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Dear Woolgrowers,

I commend the overwhelming majority of you who subscribe to Better Choices. Not because you have to. But because you feel it is right to do so. And I encourage those, who are not certified, to do what is right by your animals and join up.

I have no financial interest in this programme, nor am I being paid to write this.

I simply believe, by offering an ethical solution to an ethical problem, Better Choices and Trisolfen helped to save the wool industry.

I have seen with my own eyes how lambs behave with and without Trisolfen and the difference is staggering. It is not surprising that survival rates among lambs which have been treated is higher.

Of the world's important processors of Australian wool, with whom I have discussed the issue of mulesing, the majority support pain relief.

I would also like to see Bayer help growers develop a permanent solution which will come about when the need for mulesing ceases to exist.

Well done to Australian woolgrowers for leading the way forward in animal husbandry.

Yours sincerely,

Laurence Modiano

Bayer Australia Ltd
Animal Health
Brand Manager – Sheep

875 Pacific Highway, Pymble, NSW,
2073, Australia
Phone:1800 678 368

Email: info@betterchoices.com.au
Web: www.betterchoices.com.au