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Producers cool on AWI campaigns



The approval rating among specialist sheep producers mirrored the result from all AWI levy payers

A screenshot from AWI's www.wool.com.

AUSTRALIAN Wool Innovation's (AWI) overseas marketing focus to position Merino wool as a luxury fibre isn't cutting much ice with producers.

Our national producer poll showed 35pc of AWI's levy payers rate the effectiveness of the program as poor or very poor while almost half (48pc) have given it only a "fair" ranking.

And the approval rating among specialist sheep producers mirrored the result from all AWI levy payers who included mixed farmers producing beef, grain and horticulture as well as wool.

However, 68pc of AWI levy payers don't want AWI to get out of global marketing to focus all its efforts on on-farm research.

AWI spent \$75.26m in 2012-13 including \$16.3m on on-farm research and \$38.3m on global marketing and business development.

<http://www.theland.com.au/news/agriculture/sheep/wool/producers-cool-on-awi-campaigns/2702600.aspx>