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AWGA blasts 1.5pc levy omission



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AUSTRALIAN Wool Growers Association chairman Robert McBride is disappointed that AWI has ignored the recommendations of the WoolPoll 2015 Panel and a large percentage of wool growers in its levy options.

"AWGA, Wool Producers and other grower bodies were united in our push to put 1.5 per cent on the table which would have cut the waste, but we have not been given that choice," he said.

"One per cent will spell the death knell of AWI and two per cent means the excesses will continue.

"Why has AWI wasted \$1.4 to \$2 million of grower funds on a WoolPoll Panel representing wool growers, only for AWI to make their own decision?"

Mr McBride also questioned the validity of the Deloitte review which detailed a \$2.90 benefit for every \$1 of wool grower funds spent in the past three years, and says if this figure was correct all areas of the industry would be booming.

"We haven't seen any growth in the industry in years. In 1970 we had 180 million sheep and in 2015 we have now we are down to 66 million sheep of which only 25 million sheep are mated to Merinos. It is an absolute shame.

"Instead of grabbing as much money as they can from the remaining growers and levying them out of existence, AWI need to conscientiously look at ways to grow the industry."

AWGA's position has been for some time that AWI's *No Finer Feeling* marketing campaign has failed to target high end fashion, and that the *Campaign for Wool* was the only campaign to deliver real benefits.

"The strongest growth in wool prices has been in the 24 to 28 microns and the reason is AWI largely keeps away from that end of the market. AWI through its marketing has actually been helping those breeding crossbreds and broad wool sheep, not Merinos," Mr McBride said.



AWGA - News Update

The passionate woolgrower, who operates three pastoral properties in western NSW, says wool is a fantastic fibre with a great future but warns the industry it is in "free fall".

"The party is over, AWI. It is time for you to tailor your suit to the material you have, which is a lot smaller with just 25 million sheep mated to Merinos, and get down to some hard work and be results driven."

<http://www.farmonline.com.au/news/agriculture/sheep/wool/awga-blasts-15pc-levy-omission/2742063.aspx>