**Stock Journal September 13, 2018.**

In your article under the headline **“Littleproud refuses to guarantee AWI future”** it ismy impression that the Federal Minister for Agriculture in his reported statement “expect that leadership to take it to a new level” misses the point.

Surely there is no better example of “a new level” than that which currently exists in the wool industry with the EMI hovering around the 2,000 cent mark for the last six months.

Since 2010 the gross value of the Australian wool clip has increased from an annual $1.9bn to $4.5bn and apart from the ongoing drought it is universally agreed that our sheep and wool industry has “never been better”.

AWI has been under continuous assault in recent months. Now is the time for growers to act in support of the activities of their company.

A vote for the 2% levy as recommended by AWI is the best way to reassure the industry about future direction and guarantee sufficient funds for ongoing R&D and the very successful marketing program.

Wool Poll voting has now opened and will close on November 2nd.

It is very important that all eligible levy payers and shareholders carefully examine the Voter Information Review prepared by the independent Wool Poll committee and record their vote.

Good times are not the time to reduce the levy. It is far better to build on success and consolidate reserves now, than seek an increase in the future.

There are still many challenges ahead which include;

Maintaining and supporting our customer base in the face of higher raw material and retail prices. It will be necessary and indeed essential that marketing programs be adapted to defend the higher price.

On farm R&D particularly wool harvesting, breeding, fly strike, worms and predators

Decreasing production. Because of the existing seasonal situation it is now forecast that production is set to decrease between 11% -15% which dramatically reduces the revenue base

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