



11 October 2018

Dear Sir,

I read with interest several and varied views about the future funding of wool promotion in Australia on the pages of the specialist press.

As the debate continues, could I draw your attention to what is possibly an overlooked state-of-affairs in the worlds of other fibres, particularly cotton and viscose, as all in the apparel business desperately seek to boost their environmental credentials?

Cotton Inc in the USA recently increased its budget by \$US8m to a total of \$US82m. This is just one cotton council acting on behalf of American cotton growers and traders. Other promotion councils exist in India, Pakistan, Egypt, China and several African countries, all spending significant sums of money to showcase the (debatable) sustainability of cotton, particularly at prestigious textile trade events in Europe and China.

The Tencel division of Lenzing, specialising in extracting pulp from wood, will not be seeing any reduction in spend on pushing their own environmental agenda, nor will Masters of Linen, funded by the European Union. Even the petrochemical people will find some eco drum to beat with their infinite financial resources.

At a time when wool naturally ticks almost all the boxes in the environmental debate, it would be foolhardy to say the least, to anticipate any reduction in budgets for wool promotion as other fibres plan expensive and often mendacious ecological onslaughts on the global fashion industry. I know the Patron of the Campaign for Wool, HRH The Prince of Wales, very much shares this view.

I pray that sense will prevail on the farms of Australia in the coming days and wool will continue to have the wherewithal to broadcast the TRUE environmental message to manufacturers and consumers.

Yours faithfully,

R. Peter Ackroyd.

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