

AUSTRALIAN SUPERFINE WOOL GROWERS' ASSOCIATION INC

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ASWGA Media Statement December 2019

Australian wool growers, including Australian Superfine Wool Growers' Association members are some of the most caring and passionate people in the world. Every time a grower steps out their back door to tend to their flock, we are on a journey that must be told around the world.

Our goal as an association is to positively promote best animal welfare practices for each individual farmer's flock and their environment, and support grower's rights to decide best practice in relation to animal welfare on their own farm, in an open, honest and transparent fashion.

ASWGA also promotes support of the leaders in the wool industry such as Australian Wool Innovation. In recent times negative stories, many aimed at Australian Wool Innovation have surfaced on social media and in the press. Such negativity is detrimental to the Australian wool industry as a whole. As an association we have assisted AWI as part of their working group, in implementing the recommendations following the review of the wool industry, and it is our responsibility to support the newly elected board going forward.

Negativity in the media and on social media platforms ultimately hurts all wool growers and affects farmers' incomes at sale. Instead of focusing negatively on issues such as animal welfare, we need to promote the positives for our animals in the long term.

The younger generations around the world use social media a great deal, however there are very few positive messages on social media about animal welfare. We need to promote our positive stories to the world. Although all Australian sheep and wool growers make their own animal welfare decisions, ASWGA helps guide our members in sheep management and wool industry issues. ASWGA is the only organisation in Australia that always focuses on their customers' needs and keeps close contact with industry leaders throughout the pipeline, maintaining a great reputation, and leading the Australian wool industry in animal welfare practices.

The wool market will guide all wool growers as the consumer dictates market trends. Australian wool growers are dedicated and compassionate and we should be proud to tell our positive stories to the world. Best practice, support for industry leaders and positive media towards our industry will ensure a prosperous future for all wool growers in Australia.

ASWGA is continually working for our members' futures, I certainly am. We encourage all superfine wool growers to join ASWGA for the benefit of the Australian wool industry.

Danny Picker

ASWGA National President

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