



**European Regional Focal Point for Animal Genetic Resources**

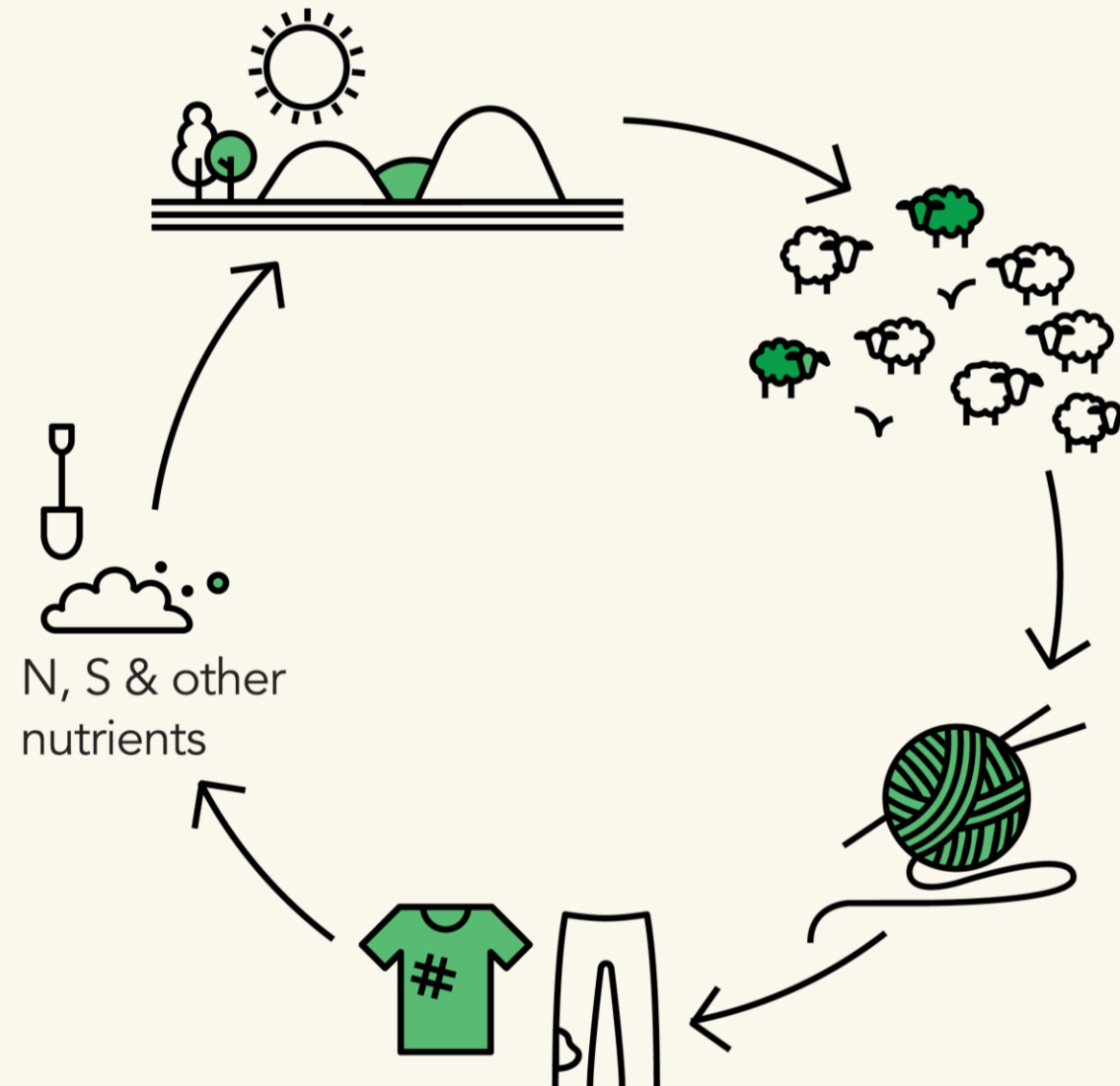
**Merino Wool Opportunities - 15 February 2021**

**Dalena White**

I TURN GRASS INTO WOOL. WHAT'S YOUR SUPER POWER?



# THE PERFECT CIRCULAR ECONOMY DESIGNED BY MOTHER NATURE



# Fossil Fashion<sup>⚭</sup>

The hidden reliance of fast fashion on fossil fuels







# Green Deal Going Local

Achieving climate  
neutrality

Sustainable transport

Clean, reliable and  
affordable energy

Preserving Europe's  
natural capital

Financing  
the transition

Transition to a  
circular economy

Leave no one behind  
(Just Transition)

A zero-pollution  
Europe

Towards a modernised  
and simplified CAP

From farm to fork

The transformation  
of agriculture  
and rural areas

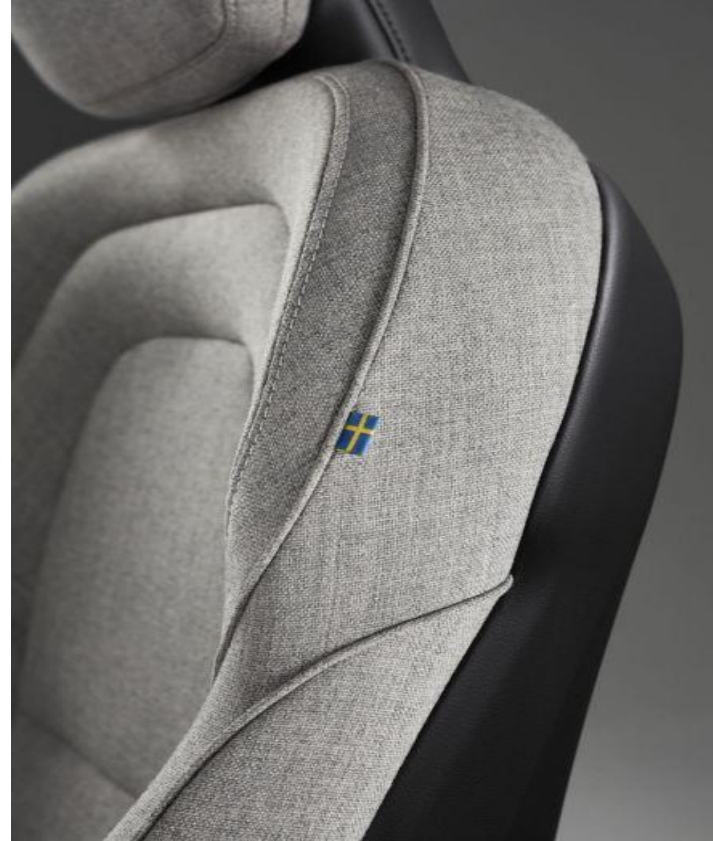


## Sheepinc



## Carbon Negative

## Wool in the Volvo



## Sustainable Transport

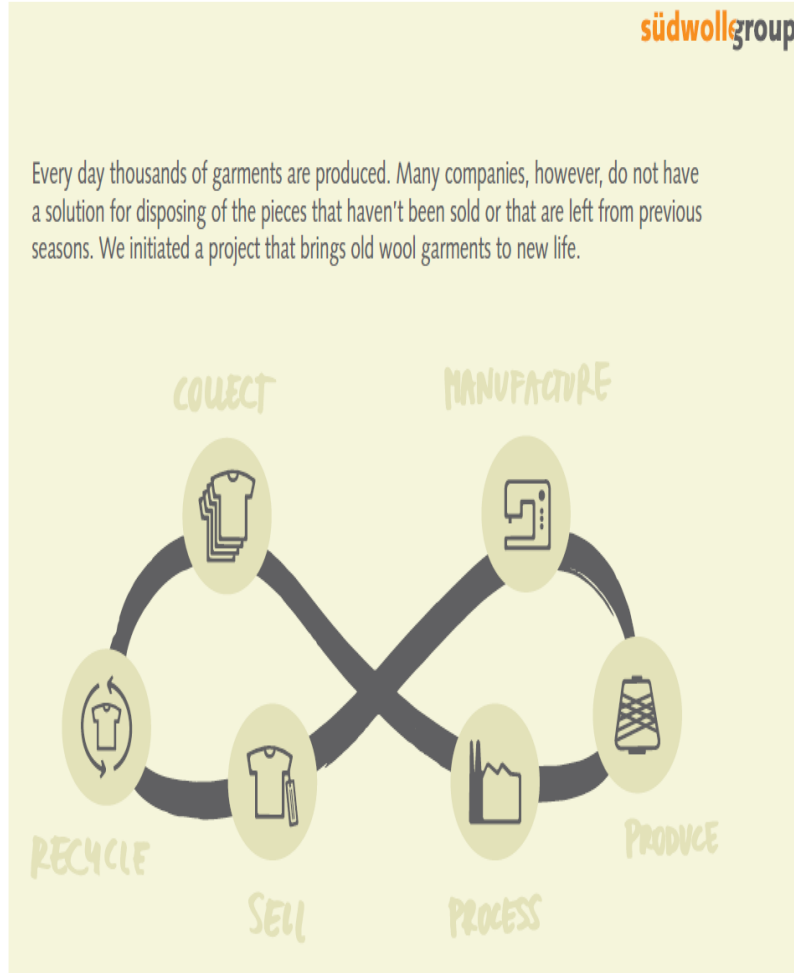
## Sheep farmers



## Natural Capital



## The Suedwolle Group



Circular economy

## Save our Oceans



Zero pollution

## Sustainable food and fibre



Farm to Fork





## Private and Public Partnerships



## Support Small-scale Farmers



## Organise Local Structures



## Agriculture and rural development

## Modern Common Agricultural Policy



## Leave no one behind



# Unlock funding for Wool farming

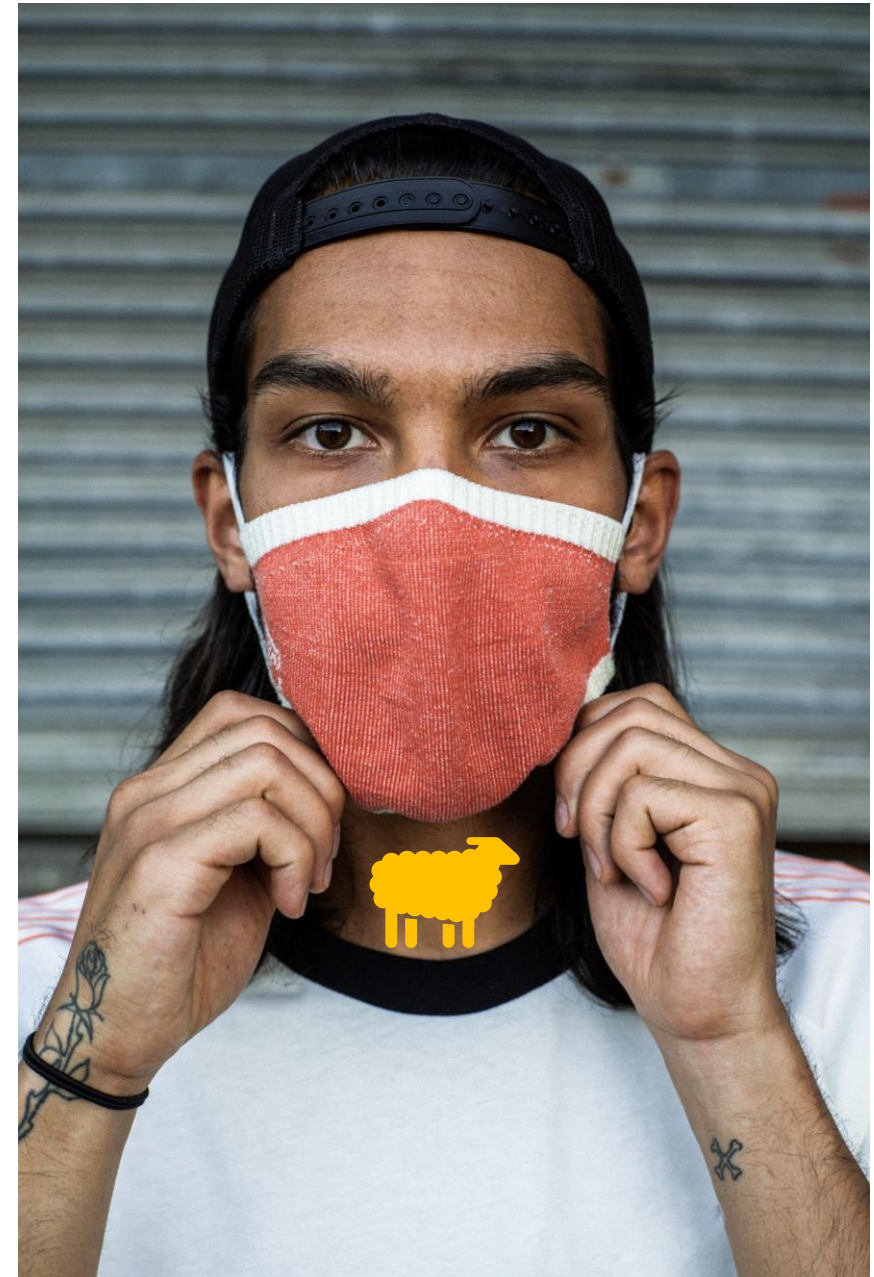
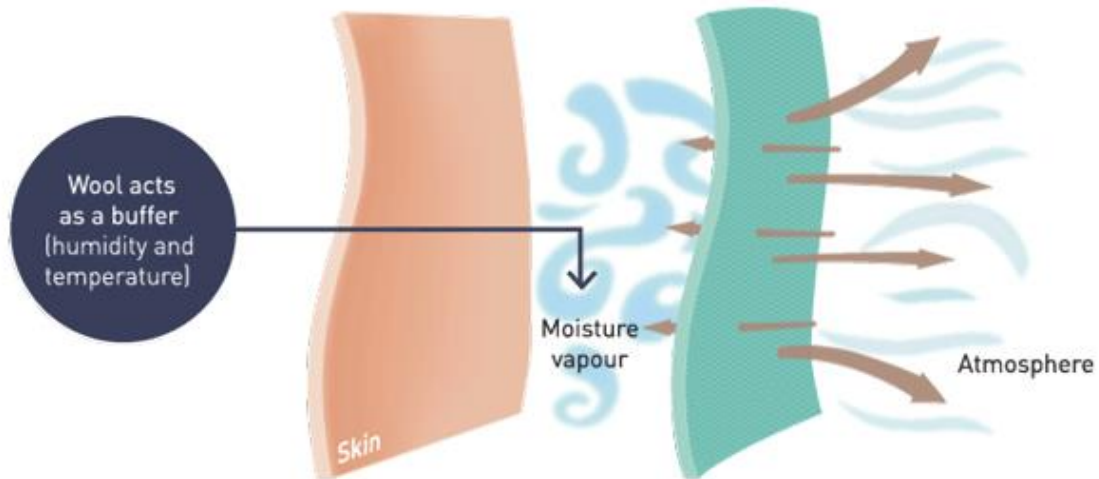
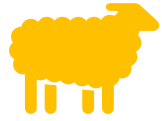


Financing the Transition

# Green Economic Benefits of the Wool Sheep



Clean Reliable Affordable Energy and Food Security



COS

PRINGLE  
OF SCOTLAND

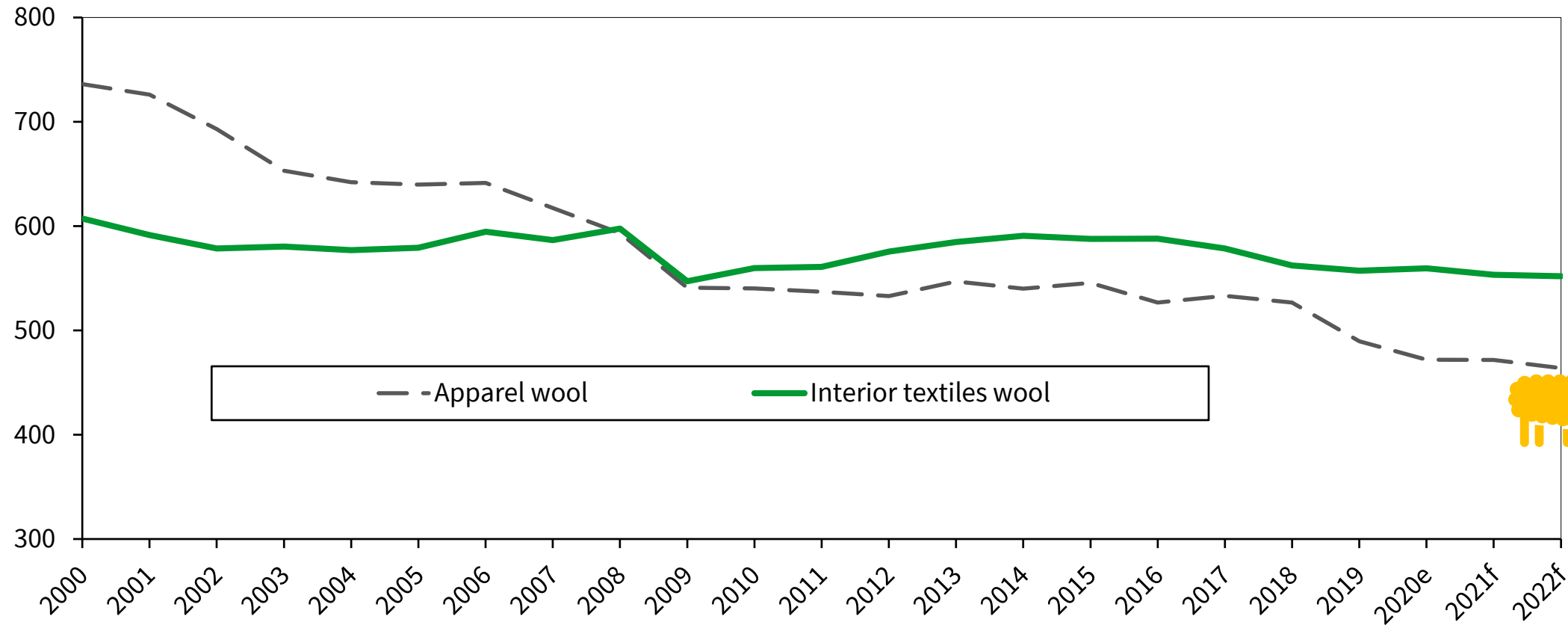






# World Wool Production: Apparel Wool versus Interior Textile Wool

mkg clean



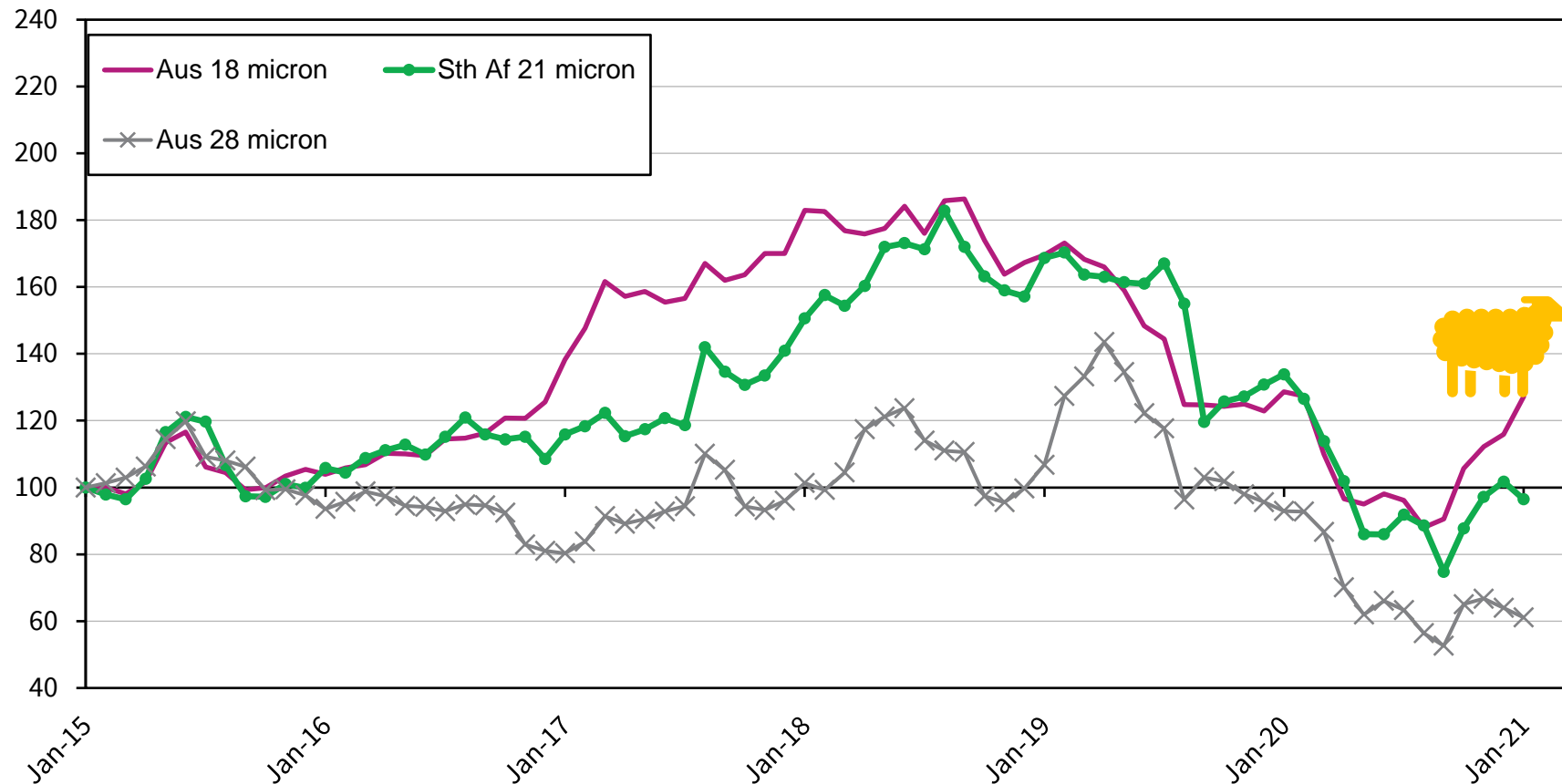
**Source: IWTO Market Information Edition 16**  
**Data for 2020 is an estimate and data for 2021 and 2022 is a forecast**



# Fine and Medium Wool Prices Australia and South Africa

Index Jan 2015 =100

US\$



**Source: IWTO Market Information Edition 16  
AWEX and Cape Wools SA**







# Thank you

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**IWTO**

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