



European Merino
Making a Future For Ourselves



Our Superfine Merinos

- Genetics from Australia - Tasmania, NSW and Victoria
- Using Artificial Insemination and Embryo Transfer
- Knowledge transfer/skills training?
 - Membership of key Australian Wool Growers Organisations
 - Support from industry professional in Australia



Our Wool

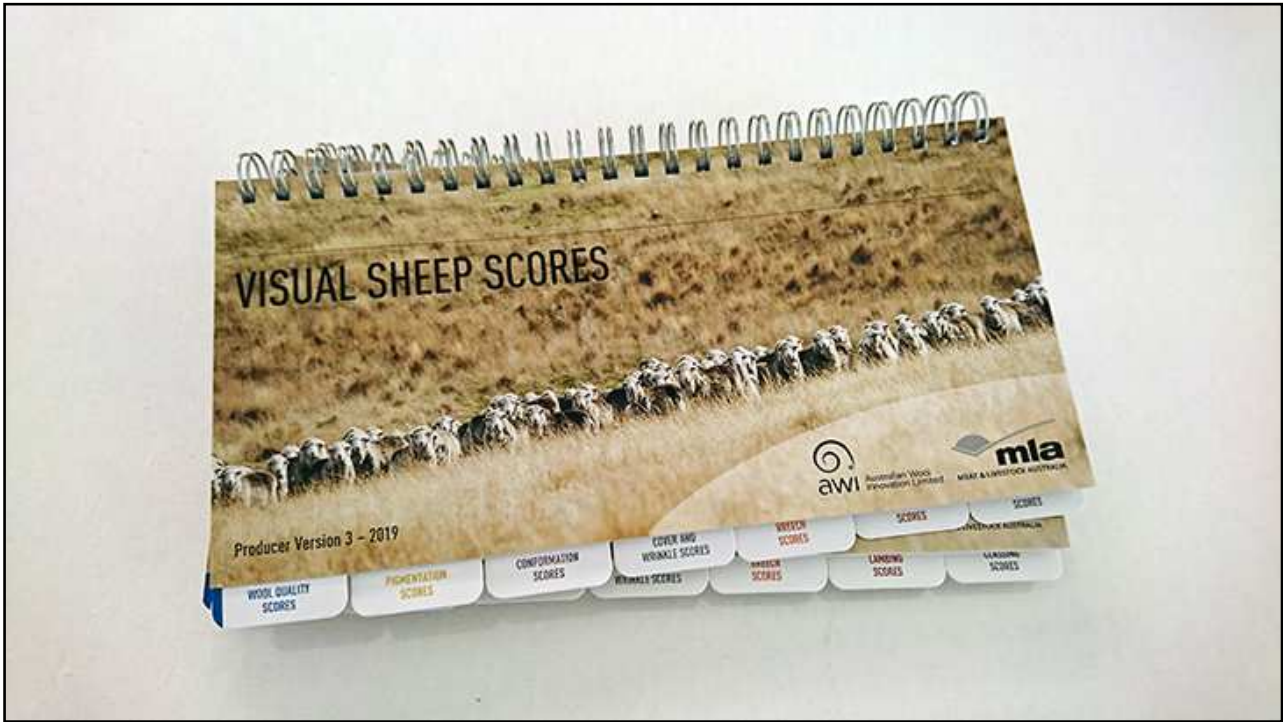
- 16.5-17.5 micron
- High crimping, bright white wool
- Used in fine cloth weaving, next-to-skin and very fine knitwear





Our South Australian Merinos

- Larger with good meat carcass
- 19-21µ, bolder, broader wool than our traditional Superfine
- Good for knitwear
- Closer to current Southern European Merinos



Shearing

According to wool length to optimise processing

Sheep are housed if the weather is bad after shearing

WELFARE is the priority

Sheep shorn in age groups to keep wool types together

Clean and careful wool handling to ensure quality



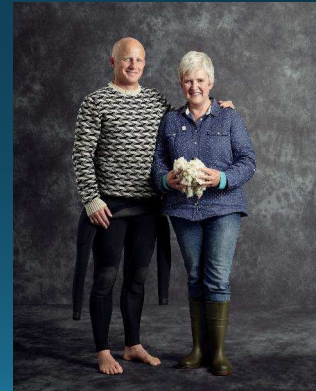
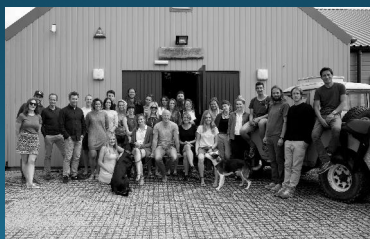
Wool Classing

- Fleeces weighed and matched to animal ID
- Classed by a professional Australian wool classer
- Bellies and pieces graded separately for a different buyer
- Wool pressed into bales on farm



How do we sell our wool?

- Direct to a Sports Fashion Company which shares our values.
- Close relationship based on trust and "telling the story"
- Regular visits to farm
- We set up processing chain to help them achieve their ambition of "sheep to garment"



Tellenby Merino Exports

- Australian Merinos tested and tried in UK conditions
- Support/training for classing sheep and wool
- Working together to learn, improve and market wool successfully

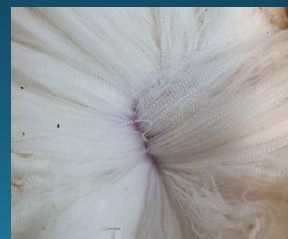
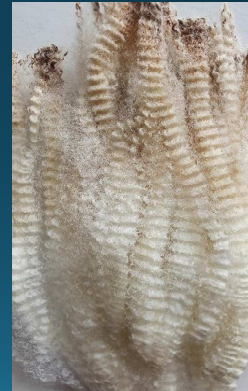


Diversity with Quality

Multiple phenotypes producing diverse wools for different market applications

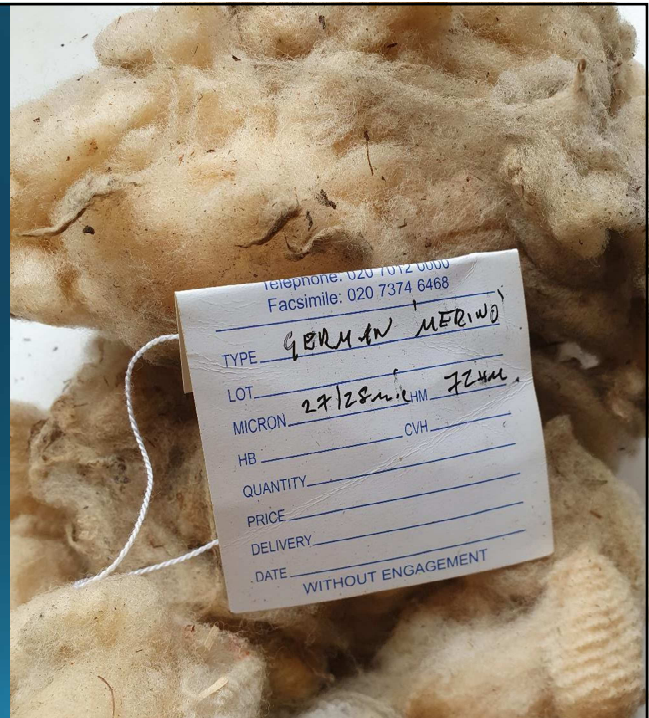
But **Quality** is essential for commercial success

Then the genetic heritage will be preserved



NOT What The Customer Wants!

- Poor colour
- Too much dirt
- Too coarse
- Too short for some uses ? Is it what the customer wants?
- 27-28 micron. Is it Merino?



Wool – The Technical Fibre

- Many different attributes
- Using the correct wool is essential for creating the right effect in garments
- Useful for growers to understand what brands are looking for

Score 1: Very even and very deep crimp.

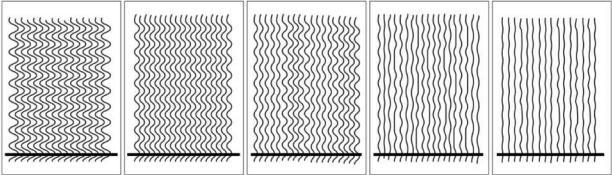
Score 2: Even and deep crimp.

Score 3: Crimp is lacking evenness and depth.

Score 4: Crimp is severely lacking evenness and depth and the staple starts to look 'flat'.

Score 5: No crimp evenness or depth and as a result looks 'flat'.

WOOL CHARACTER (CHAR)



Score 1 Score 2 Score 3 Score 4 Score 5

What do Companies Want?

- Some know precise technical requirements – must be matched to wool
- Some do not and need help to work it out!
- Growers need to know what they produce to avoid mismatch

Classing superfine merino - Bale descriptions

1. Classed Line (When Applicable) (Optional for Non-Fleece Wool)

2. Breed Group (Mandatory)

3. Wool Category (Mandatory for Non-Fleece Wool)

Superfine Merino SUP

Adult Fleece

Broken	BKN
Necks	NKS
Backs	BKS
Pieces	PCS
Bellies	BLS
Weaner Fleece	WNS
Weaner Pieces	WPCS
Weaner Bellies	WBLS
Lamba Fleece	LMS
Lamba Pieces/Bellies	LPCS

Classing Crossbred

Classing Other

Classing Shedding Breeds

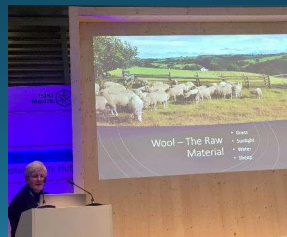
Pressing

Bulk Class

Do

ISPO Munich 2020

- 85,000 Trade Only visitors
- Wool very important to Athleisure industry and growing each year.
- Brands wanted to know more and engage with wool producers



Brand Concerns

- Animal Welfare
- Traceability
- Sustainability



Population Below Poverty Line in European countries (%)

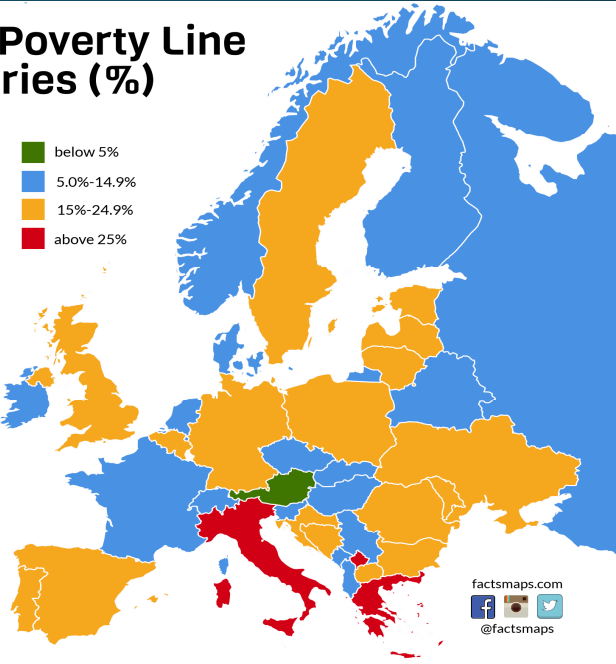
Poverty Line:
the estimated minimum level
of income needed to secure the
necessities of life



- below 5%
- 5.0%-14.9%
- 15%-24.9%
- above 25%

- Austria 4.0
- Belarus 5.7
- Finland 6.0
- Switzerland 6.6
- Iceland 8.0
- Ireland 8.2
- Montenegro 8.6
- Netherlands 8.8
- Serbia 8.9
- Czech Rep. 9.7
- Slovakia 12.3
- Russia 13.3
- Denmark 13.4
- France 14.0
- Albania 14.3
- Slovenia 14.3
- Hungary 14.9
- Sweden 15.0
- UK 15.0
- Belgium 15.1
- Malta 16.3
- Germany 16.7
- Bosnia Herz. 17.2
- Poland 17.6
- Portugal 19.0
- Croatia 19.5
- Moldova 20.8
- Spain 21.1
- Estonia 21.3
- Macedonia 21.5
- Bulgaria 22.0
- Lithuania 22.2
- Romania 22.4
- Ukraine 24.1
- Latvia 25.5
- Italy 29.9
- Kosovo 30.0
- Greece 36.0
- No data:
Cyprus,
Luxembourg

Source: CIA Factbook 2011-2015



Biodiversity and Sustainability

- Working WITH Nature
- Sheep created and maintain beautiful European landscapes
- Merinos fit well in Regenerative Agriculture systems because they are gentle on the land



How Do We Tell The Story?

How do we connect brands to growers?
How do companies tell us what they need?
How do we find out what we already have in Europe?

How do we create a future for ourselves?



Merino Europa - The Idea

Establish	Information Hub for brands and growers. What is currently available and where?
Encourage	Learning opportunities, dialogue, cooperation between growers and brands
Develop	Quality Assurance, Accreditation Scheme for those who want it

Next Steps?



- Discussion
- Ideas
- Funding Opportunities
- Organisation
- Contact Lesley@tellenby.com