

## MEDIA STATEMENT

### Wool industry rejects misleading claims

Peak wool industry representative body, WoolProducers Australia, has today refuted the ridiculous claims made by animal rights activists PETA regarding the Australian wool industry, in their latest campaign targeting the shearing industry.

Australian wool growers protect the health and welfare of their sheep through a variety of animal husbandry practices that are suited to the sheep type and the environment.

Sheep producers are continually investing in sheep health and welfare. Over the last five years, more than \$50 million has been spent on research and development, biosecurity, health and welfare programs.

Wool growers tend to their sheep every day, using appropriate and often world leading husbandry and management practices.

However, animal extremists wilfully ignore and misrepresent wool growers' strong desire to protect their sheep from harm. This recent campaign by PETA has seen them resorting to using a fake lamb supposedly showing the after-effects of shearing, which is clearly deceitful and misrepresentative of the usual practice of shearing.

Animal rights groups also ignore the large body of scientific evidence that confirms the major advances in animal welfare made across Australia in recent years.

Wool remains an environmentally friendly, sustainable, renewable resource that is low allergen. It is fire resistant, thermo-regulatory, and durable and of course is a naturally beautiful fibre.

ENDS

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