

National Wool Declaration – Declaring what the world is demanding

WPA is strongly urging all wool growers, including crossbred producers to fill-out the National Wool Declaration (NWD) regardless of mulesing status.

Whilst the demand for un-mulesed wool is currently not huge it is certainly increasing. The NWD is an important tool for the industry as it provides supply chain partners with an understanding of what wool is actually being produced, both in terms of mulesing status and the risk of dark and medullated fibre.

While there is growing uptake in the use of the NWD which has seen the grower adoption rate increase 24.8% from 2013-15 across all breeds and wool types, WPA feels that it is important that efforts are renewed and sustained to highlight the value of it to the industry.

Regardless of the wool grower's current mulesing status or the type of wool, including cross bred, we consider it is important that all producers complete the NWD. This document provides wool buying customers with relevant production information, and if the mulesing debate increasingly becomes more market based the importance of the correct use of this document will be more important.

There is a need for increased voluntary adoption rate through a market driven mechanism rather than a regulatory approach as has been recently suggested by some wool processors in the media.

Communications from interested northern hemisphere retail groups indicate that the growth in the uptake of the NWD, irrespective of the declarations contained in it, demonstrates an increase in the commitment to the industry towards traceability and transparency.

The NWD also highlights to the general public - who are progressively becoming interested in how products are produced - that we are serious about addressing their concerns.

The NWD (version 6.2), 'How to Complete the NWD Correctly' and the 'NWD Integrity Program Brochure' are available from the AWEX website www.awex.com.au