

MEDIA RELEASE

Seeking industry input into the Sheep Sustainability Framework

30 November, 2020

Peak woolgrower representative body, WoolProducers Australia (WoolProducers), are reminding sheep and wool producers and industry stakeholders to have their say on the Sheep Sustainability Framework (the Framework).

The Framework is being led by WoolProducers and Sheep Producers Australia, with support from Australian Wool Innovation and Meat and Livestock Australia.

WoolProducers President, Mr Ed Storey said, “The Framework is aimed at providing transparency around key facets of Australia’s unique sheep and wool production and supply chain attributes.”

The Framework identifies sustainability priorities and will evidence industry progress against these priorities through metrics around key indicators and will outline industry’s commitment to sustainability through four key themes of:

- Caring for our sheep
- Enhancing the environment and climate
- Caring for our people, customers and communities
- Ensuring a financially sustainable industry.

Mr Storey said “As an industry driven mechanism, the Framework will help identify areas of strength and areas for improvement, which we can then collectively use as an opportunity to prove our sustainability credentials to both domestic and international customers”.

“It is therefore imperative that producers and stakeholders get involved in this consultation to ensure that we as an industry are setting the narrative around these issues.” Mr Storey said.

Consultation on the draft Framework closes on 9 December, 2020, so that the document can be finalised ahead of the official launch prior to April 2021.

“Generally speaking, we have a great story to tell so we need to stand by our production practices and demonstrate to the world that we are a sustainable industry”. Mr Storey said.

To have your say on the Sheep Sustainability Framework please visit:
<https://sheepframeworkyoursay.com.au/about>

ENDS

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About WoolProducers' Australia

WoolProducers plays a critical role in working closely with companies and entities funded by woolgrower funds including compulsory levies or fees for service.

Its mission is to develop constructive and profitable outcomes for woolgrowers nationally.

The agency is responsible for appointing a director to each of the Australian Wool Exchange and the Australia Wool Testing Authority, promoting good corporate governance and ensuring that the interests of growers are met.

WoolProducers maintains a working relationship with Australian Wool Innovation as the voice of woolgrower shareholders. It aims to contribute to AWI's programs for the benefit of growers, promoting responsible use of levy funds and ensuring good corporate governance.

WoolProducers is the sole wool industry member of Animal Health Australia, and as such, carries a significant responsibility for decision making on behalf of the industry in the event of an emergency animal disease outbreak.

As the only wool grower organisation with membership of the National Farmers' Federation, WoolProducers is responsible for providing key policy advice on behalf of our members, and other wool growers, to Australia's peak farm body.

WoolProducers also works closely with the Federal Department of Agriculture, Water and the Environment on key issues such as animal health and welfare, biosecurity, pest management control, natural resource management, drought preparedness, emergency animal disease outbreak preparedness and industry development, including research and trade.