



16 August 2005

## Letter

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Chick Olsson - Australian Wool Growers Association  
Les Targ - Australian Wool Innovation  
National Sheep and Wool Industry Taskforce

Dear Mr. Olsson, Mr. Targ, and members of the National Sheep and Wool Industry Taskforce:

I am writing on behalf of the nine retailers that have been working together, with BSR as their liaison, since February 2004 to better understand the use of mulesing in the Australian wool industry. The group is very supportive of practical and sustainable alternatives to mulesing that can be implemented within a reasonable timeline. Participating companies are listed below and copied on this letter.

We are writing to commend the AWGA for its recent positive announcement to meet the Australian wool industry's commitment to phasing out mulesing by using measurable targets and a quantifiable, phased approach. We have consistently expressed our support for dialogue with all parties, and believe the announcement constitutes a positive step forward in providing specific steps toward meeting that commitment, including a pledge to using analgesic pain relief as soon as it is available.

We are also interested to learn more about the notion of a non-mulesed wool brand to be developed by AWGA, assuming that this brand would meet current quality and price expectations. We would appreciate additional information about how this brand will be developed.

We strongly urge the National Sheep and Wool Industry Taskforce and other wool bodies to take into serious consideration the components of the recent announcement, and our collective support for it. We will be following the future developments of these initiatives with great interest.

Please contact me with any questions or comments regarding the group's support.

Kind regards,  
Debbie O'Brien  
Director, Advisory Services  
Business for Social Responsibility

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## Related Links

<http://australianwoolgrowers.com.au/>