



THE CAMPAIGN FOR WOOL
Patron: HRH The Prince of Wales

The Wool Street Journal

News from the Canadian Wool Industry, May 2021
In partnership with the Canadian Wool Council



The Shear is here! The onset of spring marks what is perhaps the busiest time in the otherwise

quiet lives of Canada's many sheep. Just as countless Canadians will be flocking to the barber for the latest seasonal look (as COVID allows), our ewes, rams, and lambs are currently undergoing a makeover of their own. Farms across the country are abuzz (literally!) with the sound of power clippers as the Canadian wool industry gears up to harvest, process, and package millions of pounds of wool - that comfortable, sustainable, and biodegradable natural fibre we all know and love.

In this inaugural edition of our newsletter for all things warm and fuzzy, we celebrate the kickoff of the shearing season, examine changing consumer priorities around sustainable products, and dive into the nitty gritty of wool production. Don't look so sheepish: read on for the what's what in the world of wool.

Chassagne Farm Hosts First Sheep Shearing of 2021



Puslinch, Ontario's own Chassagne Farm held its first shearing day of the year on Friday, April 30th. A select number of media personnel joined the Precious family and Campaign for Wool Canada CEO Matthew J. Rowe for a packed day of shearing, grading, and even a little herding.

Attendees were able to get up close and personal with hundreds of Shetland sheep as they enjoyed a spring trim ahead of the lambing season. It was all hands on deck as guests and farmhands alike pitched in to bag the wool, clean it, and return a few errant sheep to their stable. The star of the day was undoubtedly the Precious family's spirited sheepdog, who kept a tireless watch on his woolly charges and jumped into action whenever the flock began to stray.

The day's proceedings were conducted safely and entirely in line with the province's COVID guidelines. Chassagne Farm comprises 92 acres of green, rolling hills and produces its own Shetland-harvested yarn on site.

You can learn more about Chassagne Farm [here](#).

Campaign for Wool Signs Sustainable Market Initiative's 'Terra Carta'



The Campaign for Wool is now an official partner of the Sustainable Markets Initiative, a global program aimed at guiding global markets towards sustainable practices at the direction of HRH The Prince of Wales. The Campaign has signed the 'Terra Carta': a landmark document penned by the Prince himself which asserts the rights and value of our natural resources and provides a roadmap for businesses to embrace sustainable practices by 2030.

The Sustainable Markets Initiative prescribes a bold, 10-Point Action Plan engineered to accelerate the global transition to renewable energy and sustainable industry. The Initiative is realized through the participation and leadership of some of the world's largest organizations, including

Bank of America and HSBC.

That the Campaign and the Sustainable Markets Initiative would find common ground is only natural, as both programs pursue a similar vision and enjoy the patronage of HRH The Prince of Wales. The Campaign's mission in Canada is overseen and implemented by its national subsidiary, The Canadian Wool Council. The Council works tirelessly to unite all levels of the Canadian wool industry and educate the Canadian public about the unique, natural, and sustainable benefits of wool.

"It is time to align sustainable solutions with funding in a way that can transform the marketplace", concluded HRH The Prince of Wales. " I am greatly encouraged that the members of my Sustainable Markets Initiative are starting to lead the way."

For more information on the Sustainable Markets Initiative, please visit <https://www.sustainable-markets.org/>.

To learn more about the Campaign for Wool and the activities of its Canadian subsidiary, visit <https://campaignforwool.ca/about>.

Wool is Winning with Consumers, Poll Finds

No, we aren't trying to pull the wool over your eyes: wool is the material of the future. That's according to new polling data collected by the [National Fibers Alliance](#) released in April. Despite common misperceptions about sustainably harvested natural fibers, there appears to be clear public support for the value and ethical justification for natural animal products like wool.

Specifically:

61% of consumers agree that brands and retailers should be able to use responsibly harvested animal materials like silk and wool.

This data comes at a time when increasing public scrutiny is being directed towards the harmful impacts of synthetic materials (such as plastic) on the world's ocean ecosystems.

With wool standing out as a leading example of an animal material that is eminently sustainable, cruelty-free, and flexible, it will be interesting to see how sentiment continues to develop as more consumers learn about its wondrous properties.

From Farm to Sweater: An Abridged Guide to Wool Production



Have you ever wondered how comfy, cozy wool is harvested? What happens to those mountains of fluff after Canada's flocks receive their spring haircut? Wonder no longer: for an overview of the process and some of the surprising all-season applications of wool, we've put together the helpful guide below. Don't look so sheepish: it's just for you!

The Sheep

Of course, there can be no wool without the star of the show, the sheep! First introduced to Canada by French settlers around 1650, there are now over a million sheep in the country spread primarily across Ontario, Quebec, and Alberta. While that number may pale in comparison to the 68 million strong herd found in the world's wool capital of Australia, what Canadian sheep lack in quantity they compensate for in quality. From the stout Rambouillet to the diminutive Shetland, Canada's wool breeds may differ in size, temperament, and fibre character, but all are prized for the luxurious quality of their wool. Each breed shares a tolerance for the chilly Canadian winter, proving that those cloud-like coats aren't just for show.

The Process

As spring is sprung, the wool is spun! Most farms are shearing their sheep as you read this in preparation of the birthing (or 'lambing') season. As a domestic sheep's coat will continue to grow if left unchecked, shearing is vital to their health and wellbeing. A practiced shearer generally only needs about five minutes to perform a sheep haircut and will generally employ power equipment similar to supersized barber's clippers.

Harvested wool is shipped to Canadian Cooperative Wool Growers (CCWG) where it will be graded for quality and inspected by hand. This gruelling, time-intensive process assigns the wool a rating based on desirable criteria like lustre, colour, and 'crimp', the tightness of its cohesion. Satisfactory wool is then cleaned and distributed across the world.

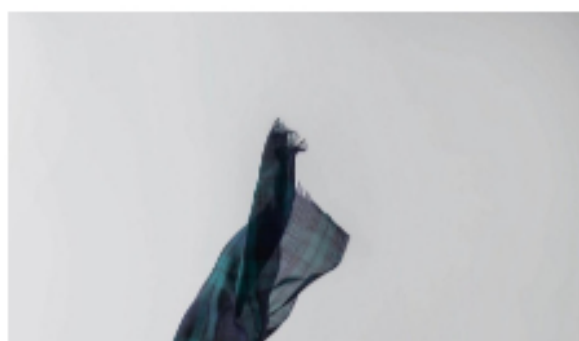
The Outcome

Canada produces roughly 3 million pounds of wool annually, which is prized for its uniquely elastic nature. As such, much of Canada's wool supply is used in a blend with other types of wool to impart its desirable stretchiness. As awareness of Canada's distinctly stretchy wool continues to grow, so too does the impetus for domestic industries to realize novel applications for the fibre. Today, you'll find Canadian wool in sweaters, as yarn, in carpets, or even as home insulation. Canadian wool has also recently been adopted for a number of cutting-edge projects, including high fashion, bustmaking, and even as a noise suppressant.

These Scottish, 100% Merino Scarves are the Perfect Spring Accessory...and finally available in Canada!

If you're craving to accessorize your look with something other than a mask, we've got you covered. These traditionally crafted wool scarves from the U.K are so lightweight and breathable, you'll be turning heads deep into the summer.

The Sykes & Ainley Lightweight Summer Scarf





Founded in Glen Williams, Ontario by a father and son duo from the U.K. in 1889, Sykes & Ainley has recently enjoyed a brand revival with the goal of pairing the finest fibres with positive social impact. These handsome scarves boast two to five times the UV protection of their cotton competitors and cut a classic silhouette. The use of 100% Extrafine Merino wool guarantees a luxurious softness and handle, making these scarves ideal for the extended wear of a day or night on the town. As an added bonus, each scarf will come gift-wrapped in elegant Scottish-made packaging suitable for reuse and storage for a limited time - a fitting homage to the brand's origins!

Shop the Lightweight Summer Scarf at [Sykes & Ainley](#).

The Johnstons of Elgin Lightweight Merino Wool Scarf





A labour of love from the craftspeople at Scotland's storied Johnstons of Elgin mill, this scarf boasts a two-hundred year old pedigree and the endorsement of HRH The Prince of Wales. Handcrafted, sustainably sourced, and unquestionably captivating, this wonder of Merino wool is feather-light yet incredibly insulating. Navigate the often-chilly Canadian spring with this beauty around your neck, available in a wide array of vivid colours to suit your aesthetic.

Shop the Lightweight Merino Wool Scarf at [Johnstons of Elgin](#).

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About the Campaign for Wool Canada

The Campaign for Wool was launched in Canada by TRH The Prince of Wales and The Duchess of Cornwall in Pictou, Nova Scotia during their 2014 May Royal Tour. Under the continued patronage of the Prince, the Campaign encompasses a global endeavour to raise awareness of the unique, natural and sustainable benefits of wool, and currently runs in 13 different countries around the globe.

In Canada, we bring together major fashion designers, woolgrowers, retailers, manufacturers, artisans and interior designers from around the globe to celebrate wool's endless myriad of uses – from luxurious fashion to home insulation.

We are a platform for engagement and education; showing Canadians the benefits of wool as a fibre as well as the importance of supporting their domestic wool industry.

For media enquiries, please contact:

[Nicola Blazier](#)

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