Marketing Programs

• Promote positive image for American Wool

• Build immediate demand/movement with direct marketing-International & Domestic

• Assist in development of new products

• Educational Programs – Social Media
Education

• Wool Video
• Designers
  ◦ Multi-use
See our You Tube Channel
Wool Education

Wool
The fabric designers choose first

WOOL 101
THE ESSENTIALS

FASHION DESIGN & TEXTILE SCHOOLS
MILITARY
FIBER ENTHUSIASTS & INDUSTRY
2019 American Wool Council & Military Tour

- Participants from Army, Navy and Air Force
- 2 day Event
  - Tour of sheep ranch
  - Q&A with producer leaders
  - Wool Education seminar
Thanks to Julie Hansmire for hosting!
NEW PRODUCTS

MERCERIZATION
Using Superwash system
Work with Military

TECHNICAL ASSISTANCE
ASI provides TA for wool processors

LIAISON
For wool companies
Assist in Moving Wool

• Direct Marketing
  • Work with domestic and international buyers

• Help to send samples

• Reverse Trade Missions
### U.S. Exports to China

#### U.S. Raw Wool Exports to China

<table>
<thead>
<tr>
<th></th>
<th>US$</th>
<th>% Change</th>
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<tbody>
<tr>
<td>Oct 2017 - Mar 2018</td>
<td>5,711,000</td>
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<tr>
<td>Oct 2018 - Mar 2019</td>
<td>877,000</td>
<td>-85%</td>
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#### U.S. Sheepskin Exports to China

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<th>US$</th>
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<td>Oct 2017 - Mar 2018</td>
<td>7,259,000</td>
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<tr>
<td>Oct 2018 - Mar 2019</td>
<td>2,425,000</td>
<td>-67%</td>
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Agricultural Trade Promotion (ATP)

ASI SECURES ADDITIONAL FUNDS

$1.5 million funds are available over the next three years.

WOOL

Trade mission Promotion Samples Trials

SHEEPSKIN

Trade Shows Promotion Samples Trials
Wool Press
Grant Program

Goal to incentivize building of U. S. Wool Presses

• Sharp freight cost increase
  • Producing ideal bale weights
  • Maximize the weight of wool on a truck or container
  • Not too heavy to move with
  • Bale weight 400-500 lbs, 32 x 52 inches and safety feature
• Trend in other livestock industries
• Wool has been pressured since late 90’s
Program goals:

• To provide assurance of responsible animal health and welfare and provide traceability

• Continue education to achieve Best Practices
Program goals:

- Program should be attainable and not cost prohibitive,
- Assure a high standard of sheep and wool production.
- Create an opportunity for American Wool Producers.
- Share our story!!!
Questions