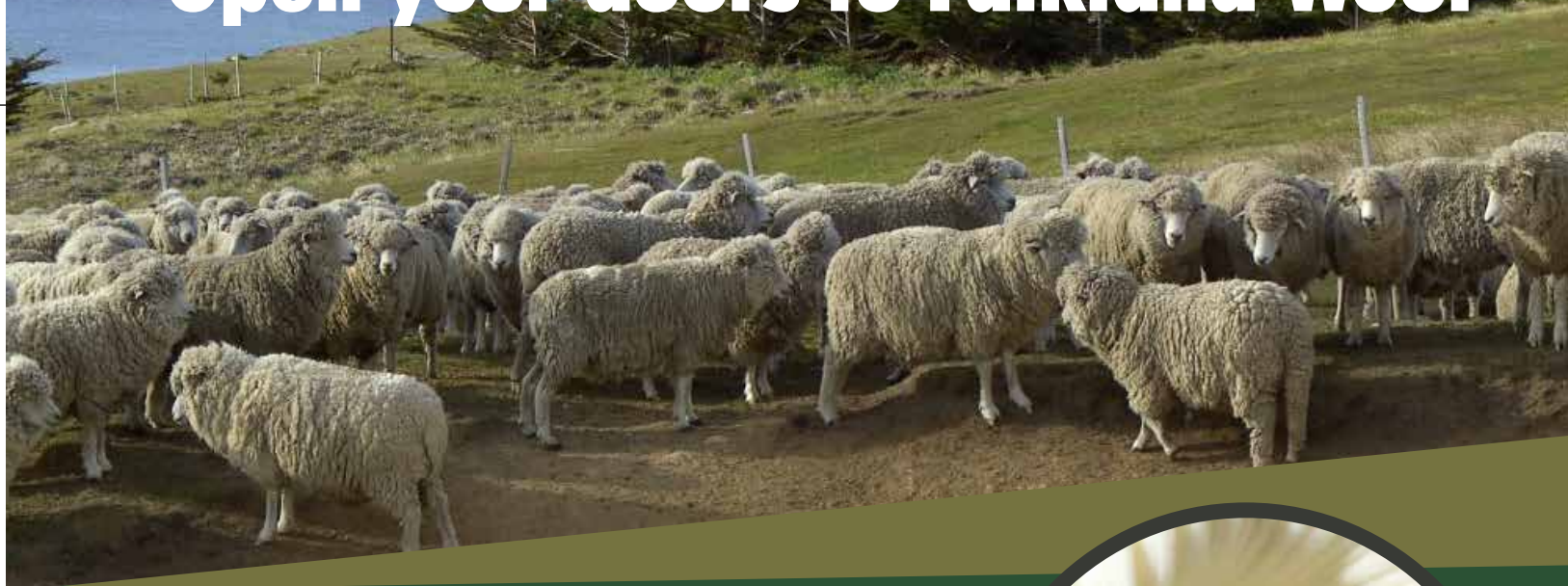


Open your doors to Falkland Wool



- Choice snow-white Falkland Islands fleece untied and fully traceable
- Fibre diameters available in 18 - 29 microns (average 24.5m)
- Excellent soft handling, length and good bulk
- 0.1/0.5% vegetable matter, no burrs, classed and fully skirted
- Prepared ready for best Scouring, Carding and Combing
- Free of Organo-Phosphate and Synthetic Pyrethroid sheep dip residues (No sheep dipping by Falkland Islands farmers)
- Fleeces from Merino, Polwarth, Corriedale, Cormo, Multi Purpose Merino (MPM's) and Comeback sheep breeds.
- Fully tested with original IWTO/WTAE/ NZWTA certificates
 - Certified Organic supplies available
 - All sheep non-mulesed



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Adding Falkland wool to your brand portfolio



ROBERT HALL

Wool buyers should consider Falkland Islands wool when choosing fibre for their processing and marketing needs. It is known for its excellent soft handling, length, good bulk and whiteness. 'Falkland Islands wool offers an opportunity to purchase apparel wool with an excellent reputation and a wonderful heritage', says Robert Hall, Falkland Wool Growers Ltd Marketing Manager, from his office in the UK.

'Falkland Wool Growers act as wool marketing agent for the majority of owner occupier farmers in the Islands and work closely with selected processor partners who also endeavour to market the 'fabulous' qualities of the Falkland clip', says Robert Hall.

Falkland Islands farmers have been dedicated to sheep breeding for wool production for over 120 years. There are 80 farms, covering 1.1M hectares with some 485,000 sheep. Breeds include Merino, Polwarth, Corriedale, Cormo, Multi Purpose Merinos (MPM's) and Comeback sheep breeds with a micron range of 18-29 and an average of 24.5µ.

'In recent decades there have been significant imports of genetics from Australia and South Africa, reducing the fibre diameter of the wool, whilst seeking to increase fleece weight and maintain bodyweight. The wool is completely free of Organo-



Phosphate and Synthetic Pyrethroid sheep dip residues, as no sheep dipping is undertaken by Falkland Islands farmers', he says. 'Most farms are extensive rangelands with low animal stocking densities, alongside the fantastically beautiful natural environment. Sheep graze largely native vegetation on the rolling plains and uplands.'

The climate can be considered cool maritime and is ideal for a high quality wool clip. It is drier and sunnier than many people expect, with the relatively low rainfall, low humidity and frequent wind helping to create suitable conditions for the characteristically snow white Falkland wool.

Vegetable matter percentages are

typically low and free of burrs making Falkland wool suitable for both the worsted and woollen systems. Several farms are certified as organic whilst all sheep are non-mulesed. All wool is fully traceable back to both the farm and flock of origin.

The Falkland Islands are situated 52' South in the South Atlantic. They comprise of two large islands and

over 700 smaller islands covering an area half the size of Wales. The population is around 3,000 people. The economy was historically based on the wool industry but since 1986 the largest income has come from the sale of Off Shore fishing licences.

Many coastal farms share their land with colonies of penguins (5 species breed in the Falklands) and many other species of bird life including the Black-Browed Albatross. Sea Lions and Elephant Seals breed and have their young on beaches.

Top class shearers are employed to shear the sheep in purpose built shearing sheds. World class standards of wool preparation and quality control take place in the shearing sheds, with the skirted fleeces classed prior to pressing into standard 200 kilogramme bales.

'The wool bales are transported to Stanley (the capital) for shipping to UK, Europe and other destinations around the world. Testing is carried out by NZWTA and WTAE (UK) with the test results being the basis of all sales', says Robert Hall. 'Certified Organic supplies are available and all wool is prepared ready for best scouring, carding and combing – it is truly beautiful wool from a pristine environment'.

Robert Hall can be contacted at roberthall@falklandwoolgrowers.co.uk