



PROGRAM UPDATE

American Sheep Industry Association

Heather Pearce

Wool Production Program Manager



WHY IS THIS PROGRAM IMPORTANT?



Opportunities



CONSUMERS & WOOL BUYERS ARE...

- Consumers want to know more and want a “guarantee”
- Retailers, and therefore processors, want to satisfy customers
- Allows retailers and processors to show due diligence



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AWA allows us to...

- Share what a great job we’re doing
- Reputation and pride
- Gives traceability
- Access into (high-end) markets
 - Expands number of buyers
 - Negotiate a higher price

AWA is...

- Voluntary
- Developed by the industry
 - American Sheep Industry Association (ASI)
 - CSU & UNL
 - All segments of the industry
- Year-round standards
- Multiple levels- growers & buyers can find the level that works best for them
- Traceable
 - Certificates and verification on the AWA website
- Working on USDA certification



About

How It Works



Sign In

Menu

www.AmericanWoolAssurance.org

**Proud to care for our sheep
and the wool you wear.**

American wool producers

international standards (e.g.

place a high priority on sheep

Five Freedoms of Animal

AWA LEVELS

FOR MORE INFORMATION AND
TO BECOME A MEMBER, VISIT
WWW.AMERICANWOOLASSURANCE.ORG

Benefits

Recertification

Requirements

"Educated" certificate

None

Online education
courses

**Level I
Educated**

"Process Verified"
certificate to share with
buyers

Processor further
promotion

Stencil for marking wool
bags

Evaluation every 2 years

2nd party evaluations
Level I accreditation

**Level II
Process Verified**

"Certified" certificate to
share with buyers

AWA logo use

Processor further
promotion

Stencil for marking wool
bags

Listed on AWA website
(optional)

Evaluation every 2 years
with an audit at least
every 4 years

Audit & evaluations
Level I accreditation

**Level III
Certified**

"Ranch Group Certified"
certificate to share with
buyers

AWA logo use

Processor further
promotion

Stencil for marking wool
bags

Listed on AWA website
(optional)

Evaluation every 2 years.
Portion of members
complete audit every 4
years

Audit & evaluations
Level I accreditation

**Ranch Group
Certified**



AWA

AMERICAN WOOL ASSURANCE

AMERICAN WOOL ASSURANCE

STEPS TO AN AUDIT OR EVALUATION

FOR MORE DETAILS ON EACH STEP,
VISIT THE AWA MEMBER HOME,
RESOURCES AND DOCUMENTS

01

Arrange

an audit or evaluation with an approved auditor or evaluator

02

Prepare

for an audit or evaluation ensuring documents and records are in order

03

Evaluation or Audit

performed through observations, interviews, plan and record reviews

04

Corrective Actions

completed when non-conformances are found

05

Certification



Resources



AWA Guide

AWA Standards & Guidance

Producers should develop an operating plan and hold records consistent with AWA standards and OIE TAHC guidelines by assessing current management practices, drafting a plan, implementing the plan and, finally, evaluating, reviewing, and updating the plan. Operating plans and practices should account for local conditions and should be attainable. Complete operating plans should include contingency or emergency response plans for extreme weather events, or other risks reasonably likely to occur. Plans and records should be kept for at least 4 years. Individual animals and/or flocks can be assessed. Non-conformances (gaps) between usual practices and AWA standards shall be identified and reported. Auditors and Evaluators will submit findings to the producer and to the American Sheep Industry Association. The "Helpful Resources" below are intended to assist and are not intended to be sole sources of information.

	STANDARD	INFORMATION	HELPFUL RESOURCES	ITEMS FOR AUDITING
MANAGEMENT				
1.1	PRODUCERS SHOULD BE KNOWLEDGEABLE OF, AND SHALL COMPLY WITH, APPLICABLE LAWS AND REGULATIONS CONCERNING LABOR AND ANIMAL WELFARE	Laws and regulations that all should be following. Learn about and keep training records on: <ul style="list-style-type: none">• Labor<ul style="list-style-type: none">□ Wages, hours and overtime pay□ OSHA standards- a workplace free from recognized, serious hazards.□ Workers compensation insurance□ H-2A laws (if applicable)• Animal welfare<ul style="list-style-type: none">□ Any state specific laws	Labor laws and regulations <ul style="list-style-type: none">• https://www.dol.gov/general/aboutdol/majorlaws Animal welfare laws and regulations <ul style="list-style-type: none">• https://www.nal.usda.gov/awic	Provide reference materials, training records and operation records. Assessor will also use observations.
1.2	HERDERS AND WORKERS SHOULD BE TRAINED AND SKILLED IN PERFORMING PRACTICES TO PROVIDE PROPER CARE AND REDUCE ANIMAL STRESS AND BE KNOWLEDGEABLE OF THE OPERATING PLAN	Those working with sheep should be trained and provide proper care. <ul style="list-style-type: none">□ Have a written plan with specific steps for providing proper care and reducing animal stress.□ Train and keep records for shepherds/handlers on:<ul style="list-style-type: none">□ The written plan□ Proper care□ Reducing stress to sheep	<ul style="list-style-type: none">• Sheep Care Guide- https://www.sheepusa.org/wp-content/uploads/2021/06/Sheep-Care-Guide-2021-web.pdf• Sheep Handling Videos- https://www.youtube.com/watch?v=o7LByfB_LYo&list=PLvmdHSmZBuFs4-NtiGWVVwqS_zBaKQji• Sheep Production Handbook pg. 303-310 and 406-420	Provide written plan and training records. Assessor will also use interviews and observations.



Signage

NOTICE

**This operation is committed to
animal care and
safe, low-stress handling.**

Sheep must be handled with regards to their
care and welfare.

Pens should be filled appropriately.

Shearing should be reasonably paced.

Injuries must be reported and treated
as appropriate.



AWA By The Numbers

As of 1/15/2022

102 Website members

19% Large commercial operations

32% Commercial farm flock operations

49% Niche market operations

28 Level I – AWA Educated

17 Level II Evaluators



Visit...

www.AmericanWoolAssurance.org

heather@sheepusa.org

