



AMERICAN WOOL

AMERICAN WOOL COUNCIL

a division of the American Sheep Industry Assn.



ASI INTERNATIONAL WOOL PROGRAM

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Why Export Programs

Domestically – the U.S. textile industry uses - 30- 40% of U.S. annual wool production

Military – 10-20%

Hosiery

Woolen industry

We wish that as in 1995 and before, most American wool was used in the U.S.

International textile industry used -- 55% of U.S. annual wool production

Over last 20 years exports have ranged from 55 to 85% of annual U.S. production

Of export was 75% was grease wool, other is scoured, top, noils etc.



ASI PROGRAMS

with USDA Foreign Ag Service (FAS)

- Marketing – trade advertising, social media
- Connection through tours to the United States (Reverse Trade Missions)
- Send exporters overseas
- Assist sending samples of U.S. wool to new customers or for new uses.
- Processing trials
- Joint Programs with International Wool Textile Organization (IWTO)

EXPORTS 2020-21

(Oct. 1, 2020 – Sept 30, 2021)

- Increase in exports
 - More countries
 - Weight Increased 62%
 - to 6.3 millions pounds clean (from 3.9million pounds clean)
- Value increased 75%
 - To \$16.2 million (from \$9.2 million)
 - Better prices, demand on higher quality wools

Challenges this past year

Demand steep decline in 2020

Has come back to pre-pandemic prices
But we have some inventory to move

Quality and fine wools easier to move

FREIGHT PROBLEMS!

cost, availability and delays

Lack of workers

Which Countries

- China – 43% (from 23%)
 - 43% of exports
 - 26% of US wool production
- Western Europe -16.4% of US wool
- Mexico –
- Bulgaria
- Canada– wool tops, noils
- Egypt, Uruguay, India, South Korea

What we do....Connections and Facilitate

- We make connections
 - Trade ad
 - IWTO
 - Trade shows
 - Social
 - People in Countries
 - Italy, Germany, China, India
 - Share info about wool, the U.S. industry,
 - Connect wool sources to those seeking certain wool types

2020, 2021 virtual connection

- 2020
 - Idea to keep connections...VIRTUAL
 - Sent a box with American Wool collateral
 - Videos
 - Warehouse / Buyers/ Oregon/ Shearing
 - ROAD TRIP during the pandemic
 - Will use for time to come
 - Socks, cup, journal, brochure about American wool
 - Follow in person (consultants) or with email/call

ASI

- Will continue to represent American Wool Growers around the world
- Continue to
 - Market
 - Make Connections and Facilitate
 - Quality Samples Program
 - Processing Trials
 - Digital Marketing
 - Look for New Markets
 - Trade missions and Reverse Trade Missions