

International Marketing & Consumer Promotion



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Wool Marketing
Program Manager

**AMERICAN
WOOL
COUNCIL**

International Marketing

Foreign Agricultural Services

ASI receives annual funding from the Foreign Agricultural Service to promote the use of American wool internationally

- Market Information
- Promotion
- Sample Programs
- In-Country Reps
- IWTO
- Trade Missions
- Textile Fairs
- Reverse Trade Missions



MARKET RESEARCH &EVALUATIONS

- Research and Evaluations in main target markets
- Identify new markets
- Consumer research

SAMPLES & PROCESSING TRIALS

- Sample Programs for new customers
- Processing trials for returning customers

VIRTUAL REVERSE TRADE MISSION

- Morph current RTM program into virtual experience

DUE TO COVID-19





Up to 70%
Exported

Over 800K lbs.
in one week

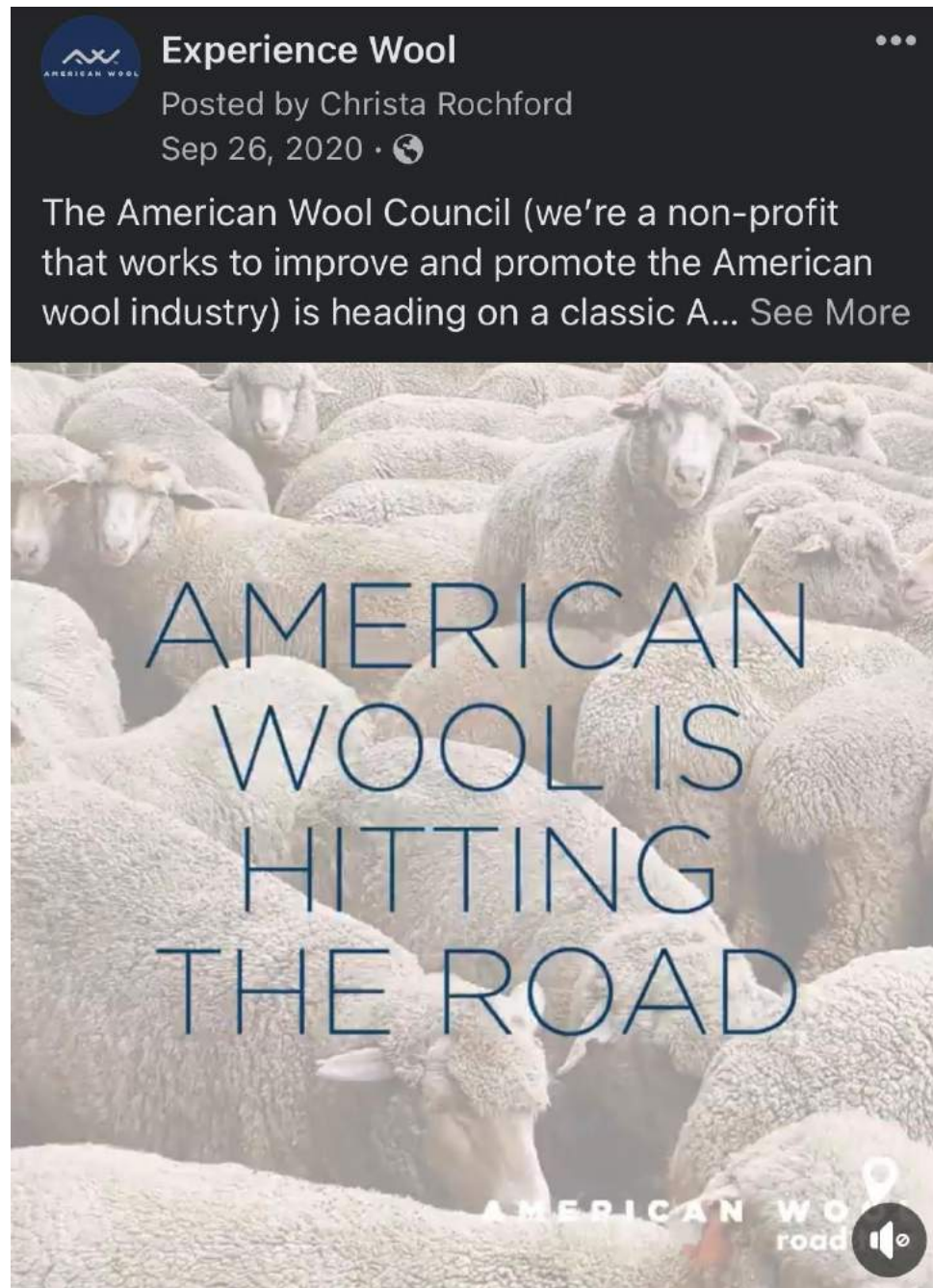


**Building Lasting
Relationships**

- PLANNING
- FILMING
- PRODUCTION
- FINAL
- DEVELOPMENT
- LAUNCHED 2021



AMERICAN WOOL ROAD TRIP



250

MESSAGES SENT

18 STATES

8,500 MILES

25 DAYS

ENDLESS STORIES





TRADE

CONSUMER

INDUSTRY

**MAXIMIZING
BUDGETS**

**OVER
65 BOXES**

+

13 COUNTRIES

=

**NEW MARKETS
FOR
AMERICAN WOOL**

EXPLORE THE AMERICAN WOOL INDUSTRY



Meet a Shearer



Meet a Wool Rancher



Animal Welfare

MEET THE WAREHOUSES



Center of the Nation Wool



Utah Wool Marketing Association



Producers Marketing Coop

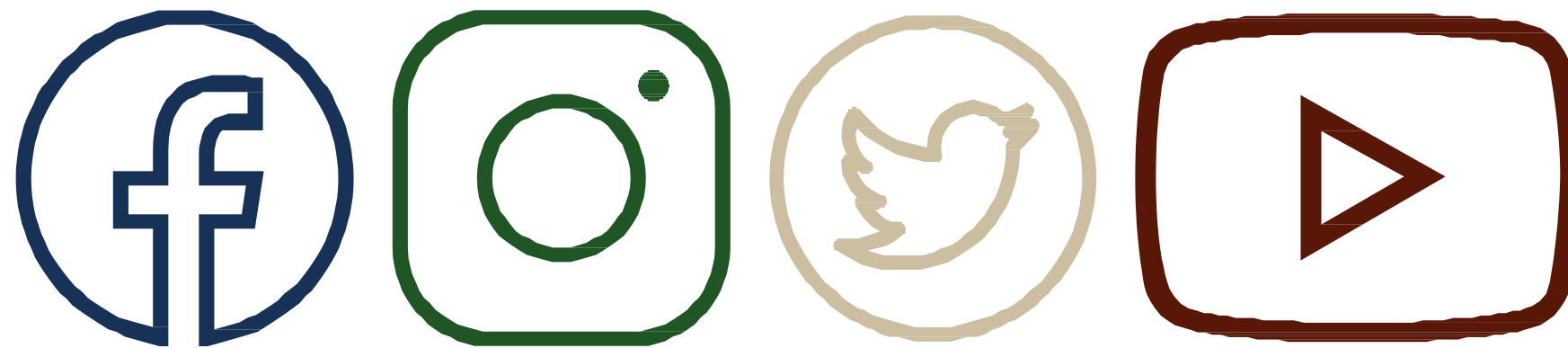
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We'd love to hear from you! To
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THANK YOU.

Ranchers, shearers, processors, artists, brands, states, and universities all contributed to growing the American Wool brand in 2021.



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