

# Traceability Models & Sustainability Claims

## UN Traceability Definition:

*“The ability to identify and trace the history, distribution, **location** and application of products, parts and materials, to ensure the reliability of **sustainability claims**, in areas of human rights, labour (including health and safety), the environment and anti-corruption.”*

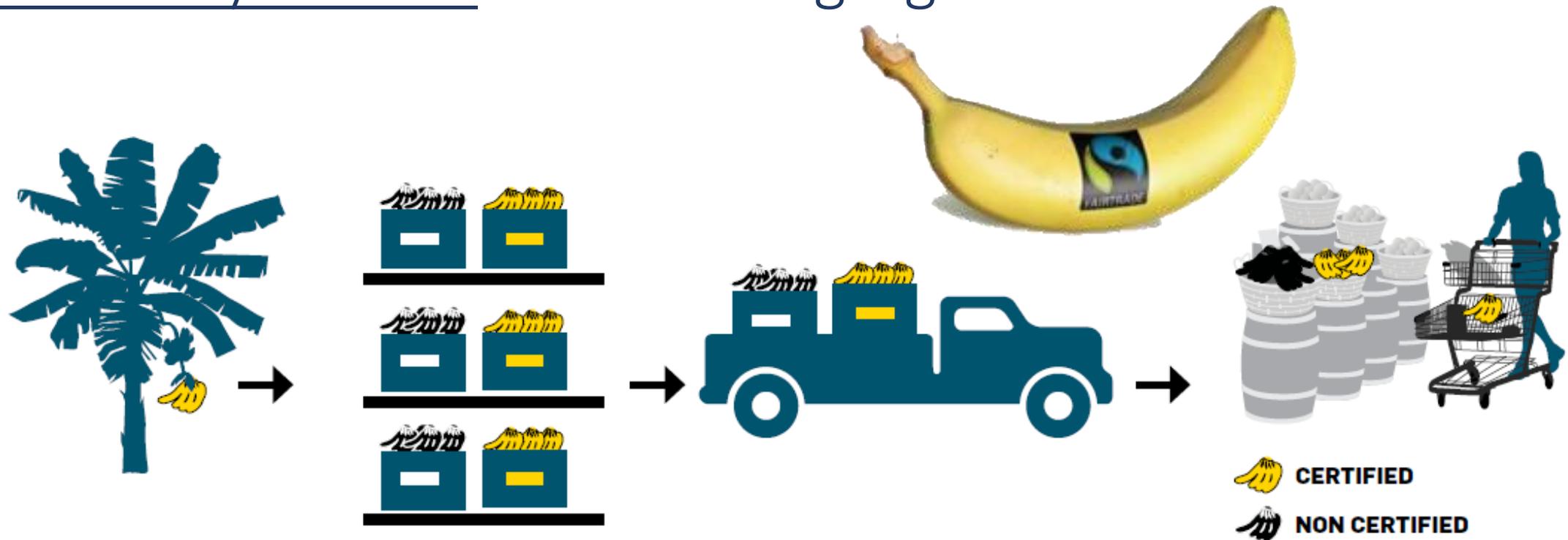


# Innovation waves

Consumer products are under pressure to ensure production practice aligns with societal standards, as these evolve

Wool is not different

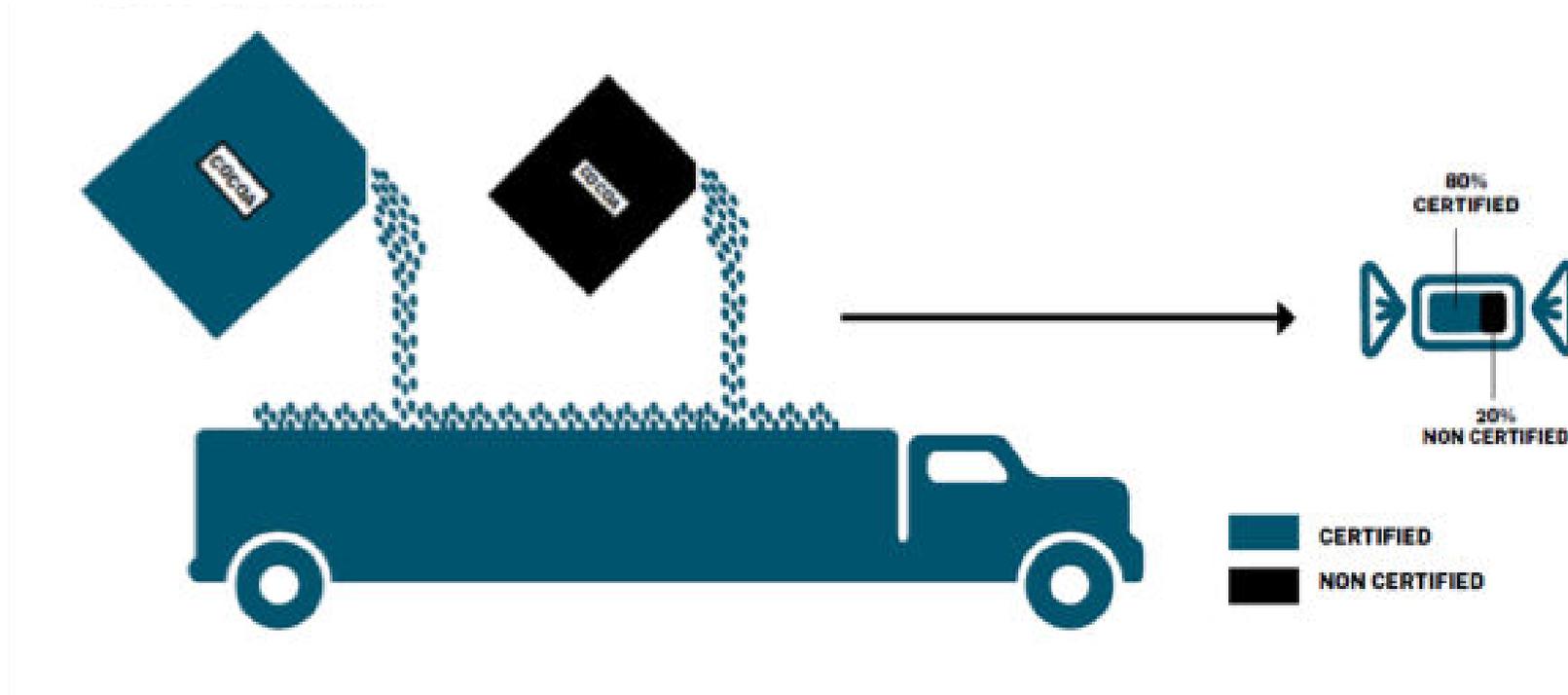
# Traceability Models: Product Segregation



Certified materials and products are **physically separated** from non-certified materials and products at each stage along the value chain.

Two segregation models to traceability: Bulk Commodity and Identity Preservation

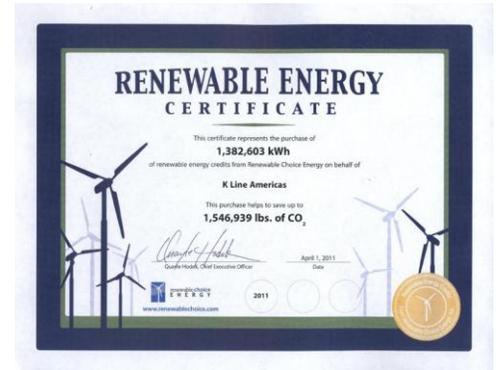
# Traceability Models: Mass balance



In the Mass Balance model, certified and non-certified materials can be mixed.

However, the exact volume of certified materials entering the value chain must be controlled and an equivalent volume of the certified product leaving the value chain can be sold as certified.

# Traceability Models: Book and Claim



No traceability at each stage in the supply chain. Instead, this model relies on the link between the volumes of the certified material produced at the beginning of the supply chain and the amount of certified products purchased at the end of the value chain. A company can obtain sustainability certificates for the volume certified materials that it puts into the supply chain.

# Many wool initiatives exist

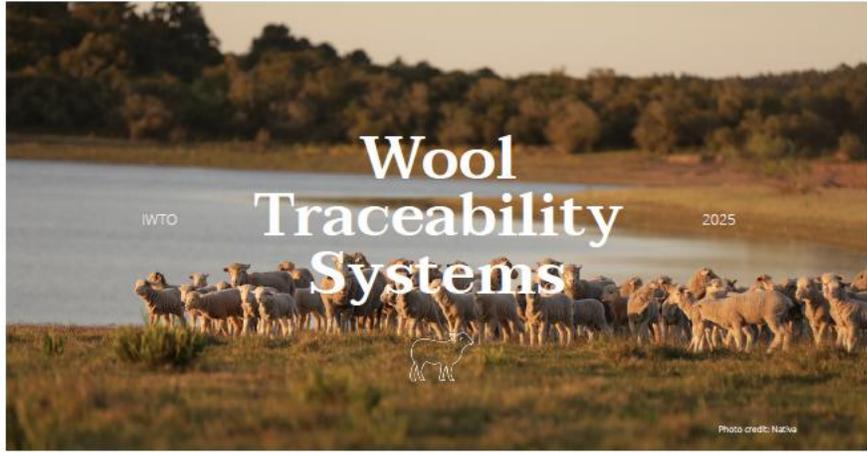
IWTO lists 30 in its publication

They cover a range of traceability models

Core drivers have been sustainability/ethics and supply chain management schemes

Increasingly, biosecurity is becoming a driver

However, information costs



Wool Traceability Systems 2025

Abelusi Wool

 ABELUSI WOOL  
a Segard Masurel initiative

Segard Masurel, with its direct link with wool growers, helps brands source sustainable and mules-free wool.

Through Abelusi, long-term partnerships from farm to retail are forged with brands, providing full traceability and transparency and ensuring that progressive and sustainable environmental, social and animal welfare practices can be built into their own wool supply chains.

Segard Masurel is launching Abelusi Plus, a new standard that has guiding principles for and tracks progress of collaborative producers who are working toward positive environmental impacts. The main aim of Abelusi Plus is to drive regenerative actions that positively impact biodiversity and carbon emissions that influence climate change.

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# Key questions: Who pays? How much? Who owns it?

## Australian Wool Ecosystem:



Biosecurity  
Wool locations,  
PIC, NVD links

Data efficiency

Inter-connected digital  
data platform

## Support Market Access

Provenance assurance,  
transparency



Australian meat ecosystem

Pre-sale and Post-sale testing



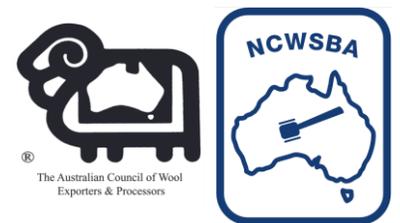
Wool pack and classing standards, Nat. Wool Dec.



Grower levy funded RD & M organisation



National Councils for wool brokers and buyers/exporters



National peak wool grower council



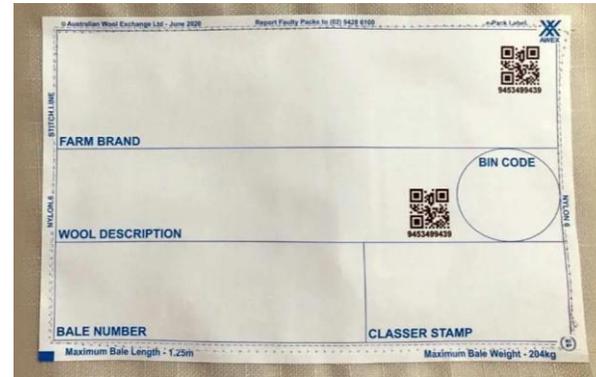
# Key technologies for wool

## Bale ID

Bar code, EID chip

(+\$1.20 - 1.50)

Industry owns via AWEX

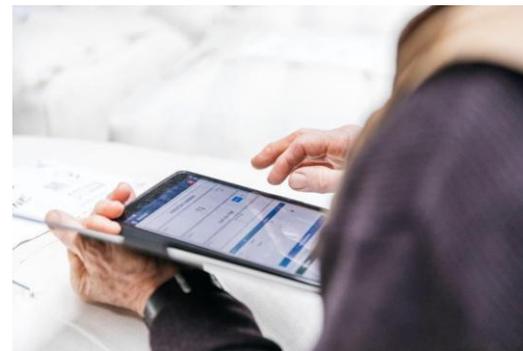


## Electronic vendor dec

Linked to classer specie

~30 - 40% uptake?

Industry owns via AWEX



## Key issues

- Data ownership hassles, privacy
- Mandating of NWD and PIC
- Mandating of e'bales
- Only to greasy exported wool stage?
- Links to sustainability schemes?

# Some final thoughts to share

Traceability is expensive infrastructure to build and operate. Who pays?

Critical to resolve the market drivers, and ownership. Don't forget biosecurity

Not a level playing field – not required for synthetic fibres

Internationalization of supply, vs niche. Role for global standards/harmonization

Be careful, and prudent!