

MADE IN AMERICA WITH



AMERICAN WOOL

ASI - International Marketing

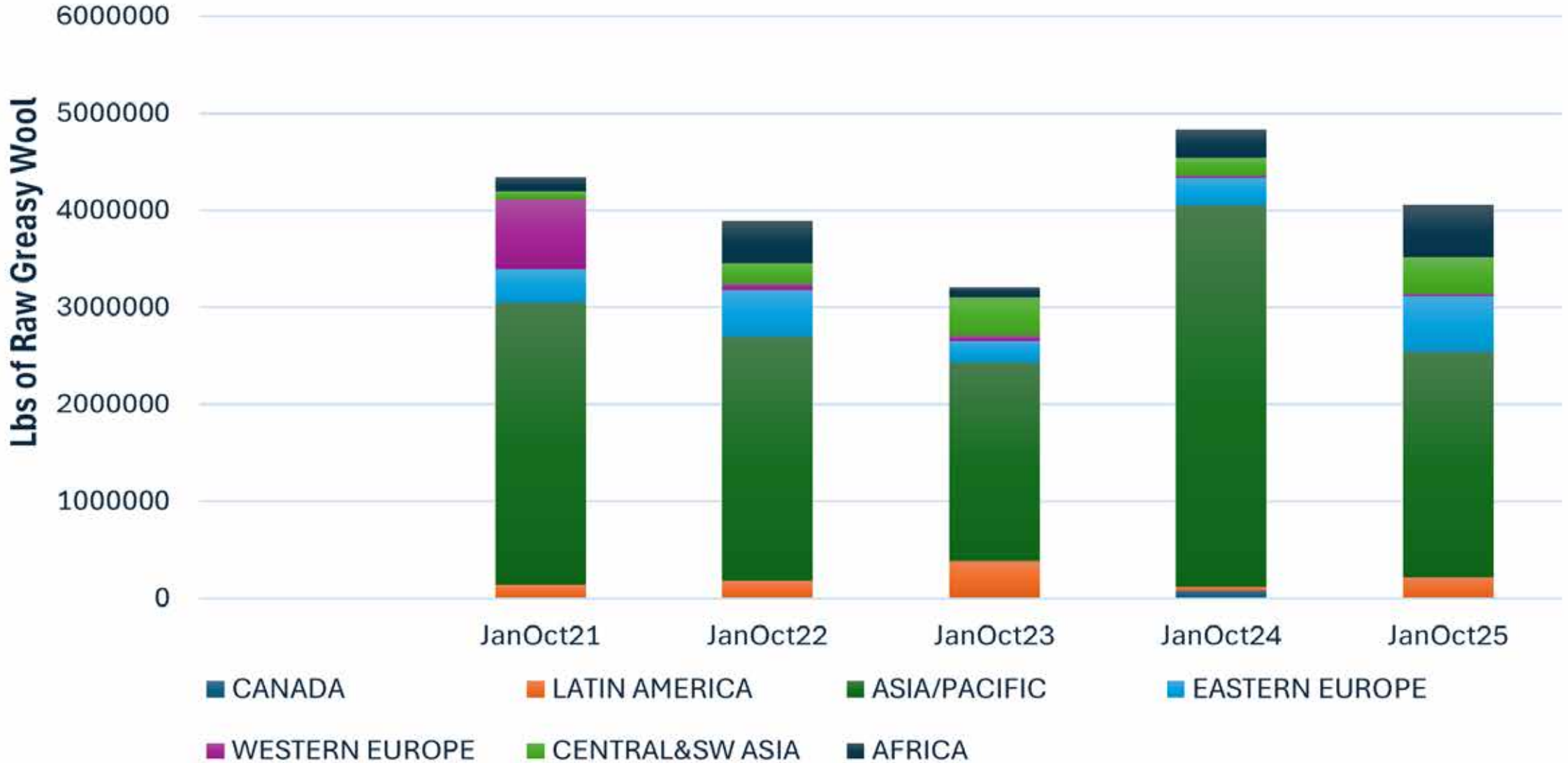
Rita Kourlis Samuelson



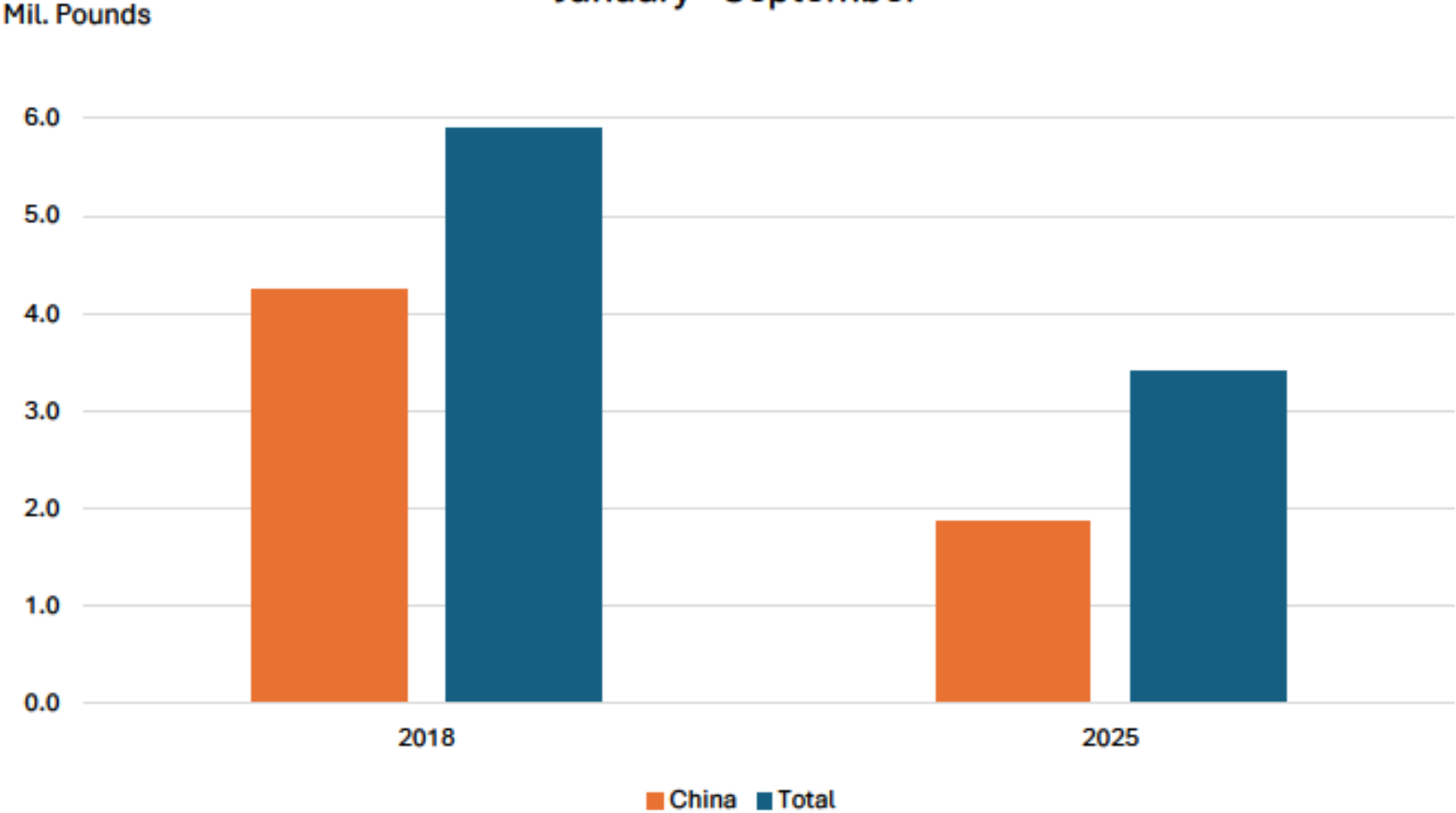
Today

- Where American Wool has moved overseas (since 2018)
- Impact of tariffs on China
- ASI export programs
- Meet ASI's international marketing consultants

Volume History by Calendar Year



U.S. RAW WOOL - GREASY EXPORTS January - September



How ASI Builds Export Markets

- Could not be done without the USDA/Foreign Ag Service programs.
- Greatest impact for producers occurs closest to production in the supply chain
- First-stage processing is essential
 - Primarily in : China, India, Egypt, Czech Republic, Italy, South America
- Expanding into new countries w/o first-stage-processing requires building supply chains

USDA Foreign Ag Service Grants



Requirements

- **Application & reports submitted:**
 - **Annually:**
 - Detailed application (United Export Strategy)
 - Financial application
 - Annual Performance report (Country Progress Report)
 - Financial Report
 - Contribution Report
 - **Quarterly:**
 - Wool/Pelt Update
 - Success Stories
 - Claim Reports
 - **Other Timeline:**
 - RAPP application & final report
 - QSP application & final report
 - Other Financial and Contribution applications and reports
- **Extensive auditing**

Programs Building Export Markets

Revers Trade Missions

Trade Missions

Trade shows

Trade Servicing

Consumer and Trade

Processing trials

Market Research & Evaluations

Quality Samples Programs



Role of Consultants

- Develop identified wool markets
 - Personal contact and understanding of the market
 - Assess market
 - Find and develop customers
 - One-on-one
 - Trade Shows
 - Each market is different depending what stage of processing is that country (i.e. first-stage processing, spinning/weaving)
 - Assist with Trade mission and Reverse Trade mission

American First Trade Promotion Program

- **New Program**
 - **Begins 2026 – approx. 2 yrs**
 - **Encourages looking at new countries**
 - **Ineligible --China, So Africa, Russia**
 - **Focus on programs that yield sales**
 - **Countries :**
 - **Turkey, Egypt, Europe, So Korea**
 - **And more**



Kitty Gu China

Assists with language barriers

In-between exporter and importer

MAP/FMD/QSP – China is eligible

RAPP and AFTPP – will expand into Japan, So Korea and Taiwan

Example -Assistance China Facility Registration



Meet Bianca Losekoot Europe

Europe – Italy, Portugal

Uk

Turkey

South America

Requires building supply chain in some
markets



Sudhakar Hardas India

Relationship with customers

India has been a key export market

Highly, price sensitive

Market for first-stage-processing and
spinning/weaving



Jeffrey Losekoot

Ex – CEO of Scheider

Knowledge around the world

Europe and other markets

Strategic marketing

Expansion into new markets

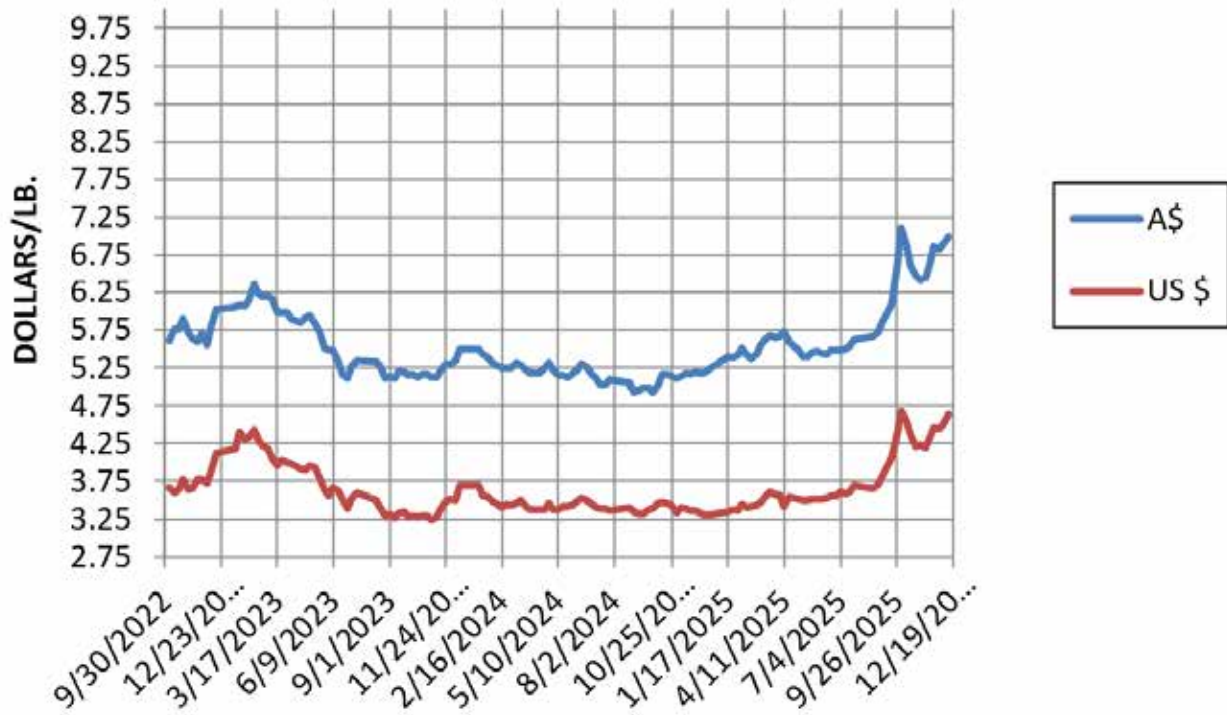


ASI International Market Support — Summary

- Builds and maintains overseas markets for U.S. wool
- Uses in-market consultants to bridge language and cultural gaps
- Builds programs U.S. exporters directly with international customers
- Leverages USDA programs (MAP, FMD, QSP, RAPP, AFTPP)
- Provides practical, hands-on assistance



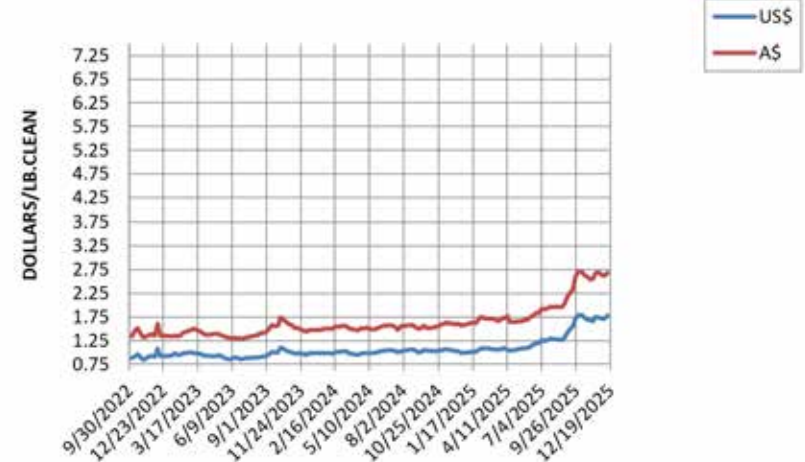
EASTERN MARKET INDICATOR A\$ vs US\$



21 MICRON MARKET INDICATOR A\$ vs US\$



30 MICRON MARKET INDICATOR A\$ vs US\$



How ASI Builds Export Markets

- All made possible because of the USDA Foreign Ag Program
- Identify and develop priority wool markets
- Assess market needs by stage of processing
- First-stage processing
- Spinning and weaving
- Build personal, one-on-one relationships
- Support trade missions and reverse trade missions
- Participate in targeted trade shows