

THE CANADIAN WOOL COUNCIL

ANNUAL REPORT 2023 & 2024 PRIORITIES



CANADIAN
WOOL COUNCIL

CONSEIL CANADIEN
DE LA LAINE



THE CAMPAIGN FOR WOOL
Patron: The former Prince of Wales

HIGHLIGHTS

INNOVATIVE RESEARCH

Page 3

TWO NEW “FABRIC OF CANADA” FILMS

Page 4

60 MILLION MEDIA IMPRESSIONS GENERATED

Page 10

CANADIAN WOOL MONTH 2023

Page 14

THE GLOBAL WOOL INDUSTRY COMES TO CANADA

Page 18

NEW FEDERAL GOVERNMENT SUPPORT

Page 20

2024 PRIORITIES

Page 23

OUR LOGO

Adopted in 2021, the Canadian Wool Council logo takes the form of a stylized ball of yarn which contains both the Canadian flag as well as thirteen strands representing Canada’s 10 provinces and three territories.



CANADIAN WOOL
COUNCIL

STRATEGIC PLAN 2021 – 2026

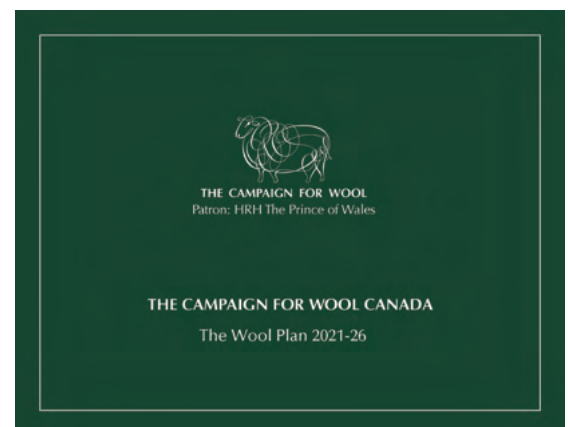
Since its release in 2021, the Canadian Wool Plan has been the guide for all that we do.

The plan identifies three major goals:

1. To rebrand and revalue Canadian wool.
2. To advocate for the entire Canadian wool value chain
3. Giving Canadian wool a voice on the international stage

To learn more about the plan visit:

www.campaignforwool.ca



INDUSTRY RESEARCH

A key role that the Canadian Wool Council plays is to commission important public research for the benefit of the entire value chain. In 2023, there were three such efforts, each tackling a different area of industry need.

All research is made publicly available at www.campaignforwool.ca

SHEARING PLAN

Developed in partnership with the Shearing community as part of a larger strategy to address common obstacles in the Canadian wool industry. The Shearing Plan makes the case why a country, as large and diverse as ours, needs a national strategy. The Plan proposes training programs for shearers, wool handlers and producers, delivered under a shearing governing body. Emphasis is placed on courses, competitions and international apprenticeship opportunities.

UPHOLSTERY PLAN

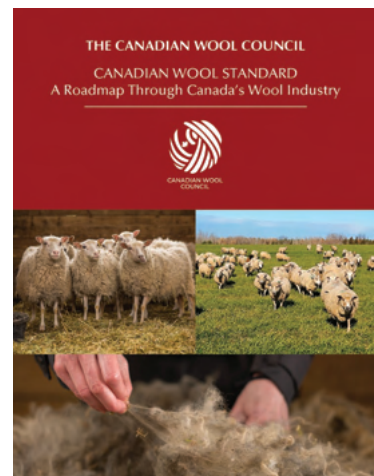
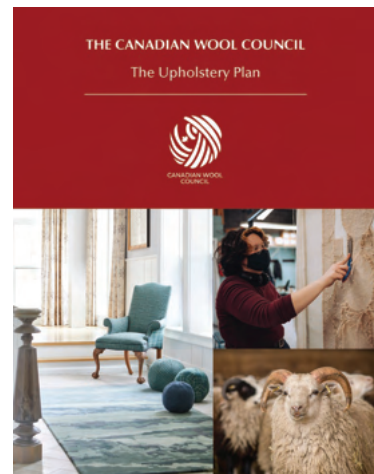
The Upholstery Plan is the second in a series of economic feasibility studies and looks into the use of Canadian wool in upholstery applications.

The Upholstery Plan examines the Canadian upholstery industry and the shift towards synthetic materials over natural fibres. It also explores different perspectives on how to bolster the Canadian wool industry through upholstery applications.

CANADIAN WOOL STANDARD

The first ever Canadian Wool Standard is part of an effort to quantify the types and qualities of the Canadian clip alongside the best practices required to get the most value from the market.

Our thanks to the **Members of the Canadian Wool Domestic and International Affairs Committee** and in particular their **Chair Jane Underhill** for their efforts in putting this together.



BRANDING & MARKETING

Sharing the incredible story of wool as a natural, sustainable and biodegradable fibre lies at the heart of our work. Through The Campaign for Wool, we promote the qualities of wool in general while creating opportunities to extol the virtues of Canadian wool and the Canadians who transform it.



THE CAMPAIGN FOR WOOL
Patron: The former Prince of Wales

FABRIC OF CANADA FILMS

The Fabric of Canada Films tell the unique stories of Canadian wool and the Canadians who transform them alongside the rich history and regional diversity that make up our industry. They are part of our effort to rebrand and revalue our fibre.



SHEARING ONTARIO'S SHETLANDS

Acclaimed Shearer **Don Metheral** and Shepherdess **Carole Precious** talk about the importance of shearing to the wool industry and show the Canadian wool harvest in action.



SOLAR SHEEP OF ALBERTA


Alberta Ranchers **Ryan & Janna Grier** demonstrate how their sheep are playing a key role in the green economy by maintaining the land around solar arrays.



RETAIL POINT OF SALE KITS

For the 9th year in a row, we provided hundreds of sales kits to partners across Canada. The free kits feature professional and beautifully designed hang tags, signage, postcards, and other materials to assist those selling wool products with sharing the unique qualities offered by the fibre.




LA CAMPAGNE POUR LA LAINE


10 Raisons pour CHOISIR LA LAINE

- 1 La laine est 100 % naturelle, renouvelable, durable, et biodégradable. Pour l'amour de la planète, choisissez la laine.
- 2 La laine s'adapte à celui qui la porte. Nous imaginons que c'est pour cela que les moutons semblent si contents.
- 3 La laine est ignifuge. Elle s'éteint d'elle-même. De plus, elle produit moins de fumée et de vapeurs toxiques, ce qui en fait un choix supérieur pour votre domicile.
- 4 La laine est résiliente – les tapis et moquettes en laine peuvent supporter beaucoup d'usure et sont connus pour être plus beaux plus longtemps – la qualité dure toujours !
- 5 Mieux dormir avec un lit, un oreiller, une couette et une couverture en laine – des tests scientifiques montrent que la laine crée un climat de sommeil sur mesure... un sommeil plus profond, un confort durable et de beaux rêves.
- 6 La laine possède des propriétés hypoallergéniques et antibactériennes qui améliore la qualité de l'air.
- 7 Enrobez les bébés dans de la laine. La laine les gardera au chaud mais pas trop car elle s'adapte intelligemment à leurs besoins en température et est bonne pour leur peau.
- 8 La laine est l'une des fibres les plus polyvalentes au monde. Pour l'habillement, la décoration, les applications industrielles ou dans le biomédical, la laine est adaptable et écologique.
- 9 Les moutons sont incroyables. Ils paissent paisiblement, cultivent une laine merveilleuse, nous l'utilisons pour fabriquer de beaux textiles et tout le processus recommence... pas d'épuisement, juste durable et raisonnable.
- 10 Un meilleur sommeil avec de la laine. Un matelas, un oreiller, des couettes et des couvertures en laine offrent une ambiance et une température sur mesure. Bon dodo en laine !

Partagez votre amour pour la laine – suivez-nous sur Facebook et Instagram

#semainedelalaine
#segarderbienuchaudenalaine
#lalaineestimportante
#choisissezlalaine
@campaignforwoolcanada
@campaignforwool.ca

Découvrez l'importance de la laine ici:



EVENTS

SPINNING YARNS SPEAKER SERIES

This regular speaker series showcases interesting people who work with wool from Canada and around the world. The events also provide an opportunity for regular updates on our own efforts. 2023 speakers included: **Romy Schill** (Revolution Wool Company), **Anna Hunter** (Canadian Wool Collective), **Catherine Knuttsson** (The Small Bird Workshop), **Anne Inder** (The Rug Hooking Guild of Newfoundland & Labrador), **Sasha Jardine** (Ste.Marg.Scot) and CWC's own **Jane Underhill**.



SPINNING YARNS
SPEAKER SERIES

CATHERINE KNUTSSON OF
THE SMALL BIRD WORKSHOP



SPINNING YARNS
SPEAKER SERIES

THE SHEARING PLAN TOWN HALL



SPINNING YARNS
SPEAKER SERIES

SASHA JARDINE OF STE.MARG.SCOT.



SPINNING YARNS
SPEAKER SERIES

ROMY SCHILL OF CIRCLE R LAMB
AND REVOLUTION WOOL COMPANY



SPINNING YARNS
SPEAKER SERIES

ANNE INDER OF THE RUG HOOKING GUILD
OF NEWFOUNDLAND AND LABRADOR



SPINNING YARNS
SPEAKER SERIES

ANNA HUNTER OF
LONG WAY HOMESTEAD



SHEARING DAY AT CHASSAGNE FARM

An annual opportunity for partners and media to see the Canadian wool harvest in action. Participants support the shearer and Farm partners while helping to skirt, grade and bag fleeces from North America's original flock of Shetland Sheep.



THE INAUGURAL CANADIAN SHEPHERD AWARD & WOOL MONTH RECEPTION

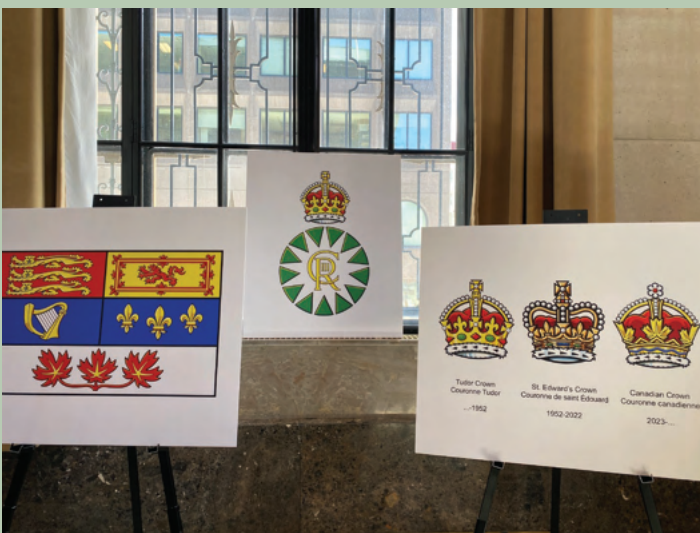
Supporters of The Campaign for Wool in Canada gathered for a wool month event honouring **The Hon. Elizabeth Dowdeswell**, 29th Lieutenant Governor of Ontario, with the first Canadian Shepherd Award. The longest serving King's representative in her province's history, Her Honour has been a major supporter of The Campaign for Wool from the beginning, and regularly amplifies its message of wool's sustainability. Over the years, she has been involved with several Wool Month events, even personally sewing a wool tweed cape for the Royal Winter Fair.



CANADIAN CORONATION CELEBRATION

The Department of Canadian Heritage, invited The Campaign for Wool in Canada to join five other organizations with Royal links (The Royal Canadian Mint, The Royal Geographical Society, Canada Post, The Canadian Heraldic Authority and Prince's Trust Canada) to exhibit at the Canadian Celebration of the Coronation of Their Majesties **King Charles III** and **Queen Camilla**. Following the event on Ottawa's Parliament Hill the organizations participated in the public celebrations at Rideau Hall.





MEDIA REVIEW

NATIONAL POST

GlobeNewswire

Federal Government Announces New Commitment to Canada's Wool Industry at First Ever International Conference

GlobeNewswire by notified GlobeNewswire

Published Dec 04, 2023 • 3 minute read

TOTAL MEDIA IMPRESSIONS

60 million

DESIGN

Inside the movement for Canadian wool

Canada's wool industry has long faltered in the face of global trade and cheaper synthetic textiles. With sustainability now top of mind, how can we bring more fuzzy gold from our farms into our homes? Kat Tancock reports.

KAT TANCOCK
THE GLOBE AND MAIL
PUBLISHED OCTOBER 28, 2023



Wave Weir works with with natural-fibre textiles in her studio, Wave Fibre mill

TORONTO SUN

No room for woolly thinking on carpets

Dianne Daniel • Special to Postmedia Network

Published Sep 22, 2023 • Last updated Sep 25, 2023 • 2 minute read

[Join the conversation](#)



National Wool Week — an annual campaign to highlight the often overlooked benefits of wool — runs September 23 to October 1.

Two new wool films released

By Saskatoon newsroom

Published: November 2, 2023
News

Reading Time: < 1 minute



Shearing Ontario's Shetlands features shepherdess Carole Precious, whose family first introduced the Shetland breed to Canada. Shearer Don Metheral also shares his insights and experiences from the Canadian shearing industry. | Screenshot via YouTube/Campaign for Wool - Canada



Ontario Farmer (Print Edition) • Suzanne Atkinson
Editorial | CA | Jun 20 • 04:30 AM

[Wool's rebrand and success may lie in shearing regs; Among producing nations, standardized training and codes of practice are in place for the profession and considered a cornerstone of a profitable wool industry](#)



Canadian wool industry gets funding boost through SCAP

December 4, 2023 by RealAgriculture News Team



This week, Montreal is hosting the first-ever Canadian meeting of the International Wool Textile Organization, the global authority for the wool trade.

At the event, Brenda Shanahan, Member of Parliament for Châteauguay-Lacolle, representing the Minister of Agriculture and Agri-Food announced over \$185,000 for the Canadian Wool Council (CWC) to continue its work to build a more sustainable wool industry in Canada and spread awareness of the beneficial qualities of Canadian wool. The Ontario Sheep Farmers and Alberta Lamb Producers have also provided financial support for this initiative.



A Look at the Canadian Wool Industry

Home / Blog, News / A Look at the Canadian Wool Industry

A Look at the Canadian Wool Industry



From 3-6 December, the city of Montréal, Canada will host the 2023 edition of International Wool Textile Organisation (IWTO)'s annual Wool Round Table. This is the first IWTO event to be held in Canada, in partnership with our member the Canadian Wool Council and the Campaign for Wool Canada.

Canada has a small wool industry, currently building up its medium-scale production, and we are delighted that one of its most beautiful cities will be the setting for our latest gathering. It seems appropriate that we introduce our members and attendees to some of the key facts about the wool industry in Canada, which has a long and proud tradition that dates back to the mid-17th Century. Here's a short introduction Canadian wool.

An Introduction to Canada's Wool industry

Sheep farming started in what we now know as Canada in the 1650s, when French settlers first brought the animals into the country. There are several breeds that are prized for their wool across the country. These include Rambouillet, Corriedale, Columbia and Targhee.

About two thirds of Canada's wool clip is amassed by Canadian Co-operative Wool Growers (CCWG) through a network of depots – about 39 throughout the country – and shipped to Carleton Place, Ontario, where it is graded and marketed.

Meet the Canadian Wool Council

One of the newest IWTO members is the Canadian Wool Council (CWC), a non-profit organisation focused on developing practical opportunities for the Canadian wool industry and those who work within it. The CWC aligns stakeholders to revive the Canadian wool value chain as the official delivery partner for The Campaign For Wool in Canada. One of its most important achievements is the creation of the Canadian Wool Plan, which has three major goals: to rebrand and revalue Canadian wool, to advocate for the entire Canadian wool value chain, and to give Canadian wool a voice on the international stage.

Farmtario

New wool marketing strategy provides a thread of hope

Canadian broker aiming to make wool more valuable to producers

By **Diana Martin**

Published: November 15, 2023
Livestock, News

Reading Time: 5 minutes



Don Methetal displays decades of shearing experience during a blindfold shearing demonstration at the International Plowing Match in Dufferin County in September 2023. He said he's willing to advise producers on improving shearing workflow or fleece cleanliness and quality if they're ready to listen. Photo: Diana Martin

[UPDATED: Nov. 16, 2023] Jane Underhill is weaving the foundation for a robust Canadian commercial industry for Ontario wool.

ADVERTISEMENT

"This year alone, I've transacted on 67,000 pounds of wool, all Ontario wool – It's not nothing," said Underhill, owner of OA Wool, to Ontario Sheep Farmers annual general meeting attendees in Alliston, Oct. 26.

Canadian wool weaves success story one fibre at a time

Feds announce funding to grow sector at Canada's first International wool convention

By **Diana Martin**

Published: January 8, 2024
Livestock, News

Reading Time: 3 minutes



Matthew Rowe, CEO for the Campaign for Wool, speaking at the recent International Wool Symposium in Montreal. Photo: Supplied

The Canadian Wool Council is getting a \$185,000 federal funding boost over three years for branding and marketing through the AgriMarketing Program.

ADVERTISEMENT

"It's been a good couple of days for Canadian wool," said Matthew Rowe, Campaign for Wool CEO, from the International Wool Symposium held in Montreal.

SOCIAL MEDIA REVIEW

In 2023, we maintained a consistent presence on our social media platforms, sharing educational and entertaining content centered around the global wool culture and the initiatives of our Campaign.

The educational content highlighting the benefits of wool for both the environment and human health truly resonated with our audience. Notably, the Instagram post that generated the greatest reach last year focused on debunking the misconceptions around wool allergies.

2023 Social media highlights include:

- Surpassing 1,500 followers on Instagram
- Hosting six editions of the Spinning Yarns Speaker Series, including four guest speakers and two Town Halls that focused on the discussions of our Shearing and Upholstery Plans.
- Launching Woolly Wanderlust series on Instagram and Facebook that highlight the diversity and richness of the Canadian wool value chain, one company, producer or artisan at a time.

FACEBOOK

TOTAL IMPRESSIONS

680,000

INSTAGRAM

TOTAL IMPRESSIONS

97,000

YOUTUBE

TOTAL IMPRESSIONS

135,000



SPINNING YARNS SPEAKER SERIES



ROMY SCHILL OF CIRCLE R LAMB AND REVOLUTION WOOL COMPANY

Romy will speak about Circle R Lamb and soil-to-soil fibre systems, manufacturing wool goods within Canada, and give her own unique insights into the Canadian wool industry.

TUESDAY, MAY 30TH
1:00 PM TO 2:00 PM EST

Please RSVP through the Eventbrite link in our bio.



SPINNING YARNS SPEAKER SERIES



THE UPHOLSTERY PLAN DISCUSSION

Jane Underhill of the Canadian Wool Council will lead a discussion on The Upholstery Plan and the opportunities that it presents. The event will provide a chance to learn more about the plan and ask any questions.

TUESDAY, JUNE 20TH
1:00 PM TO 2:00 PM EST

Please RSVP through the Eventbrite link in our bio.

WOOL MONTH 2023



Think you're allergic to wool?
Think again!



CANADIAN WOOL MONTH 2023

HOLT RENFREW CAPSULE COLLECTION

In honour of Wool Month, Canadian knitwear designer LINE produced a capsule collection of exquisite, fully traceable knitwear. As in the past, a portion of the sales from every item go right back to supporting the work of the Canadian Wool Council. Thank you to the H-Project Team for your enduring support.



CANADIAN CORONATION BLANKET

Created for the Canadian Coronation Celebration of **King Charles III**, and used under an exclusive limited license, this blanket's green and gold design, honours His Majesty's commitment to the environment and features the maple leaf alongside the floral emblems of every province and territory.

All the profits from these blankets are donated back to support the work of The Campaign for Wool in Canada.

Available through:
www.sykes-ainley.ca



NEW CANADIAN WOOL RUG DESIGNS

The Campaign for Wool, in partnership with **Hereditary Chief Janice George** and **Buddy Willard** of the Squamish Nation and Vancouver-based Burritt Brothers, released the designs for their upcoming 100% Canadian wool capsule collection of rugs. The designs feature Vancouver landmarks alongside traditional Coast Salish design elements.



CANADA AT THE INTERNATIONAL WOOL TEXTILE ORGANIZATION

One of our most important achievements over the last few years was securing Canada's first ever seat at the International Wool Textile Organization, the global authority for wool standards. Our membership provides us with access to the latest industry trends, market data and a voice in emerging standards. Most importantly it provides a way of connecting us to the rest of the global industry for inspiration and investment.



CONGRESS 2023 – KYOTO

A small Canadian delegation participated in this first in-person Congress since the end of COVID. Over 300 delegates participated overall, with the Congress attracting many traders and brokers. The Japanese market is a fascinating example of a country with a thriving wool industry despite not having any sheep to speak of. Canada presented on the Fabric of Canada Film series as well as our work creating 100% Canadian wool rugs.





INTERNATIONAL YOUNG PROFESSIONAL PROGRAM

Ellen Edney, Owner of Mariposa Woollen Mill became the first Canadian wool professional nominated to take part in this program which pairs young professionals with a senior member of the wool textile trade for the duration of the Congress while also giving them access to bespoke networking and social opportunities. Congratulations Ellen!



2023
IWTO



WOOL ROUND TABLE

Montreal | 4-6 December

ROUNDTABLE 2023 – MONTREAL

For the first time in history, the global wool industry held a meeting in Canada with the CWC as co-host. Held at the Le Mount Stephen Hotel in Montreal, the Roundtable provided a rare opportunity to bring together a record number of participants from across the Canadian wool value-chain and share their successes with the world.





FEDERAL FUNDING ANNOUNCEMENT

The Roundtable opened with an announcement that the Federal Government was committing over \$185,000 in new money to support the work of the Canadian Wool Council in promoting Canadian wool and to continue its work to build a more sustainable wool industry in Canada and spread awareness of the beneficial qualities of Canadian wool.



“We’re so pleased to provide funding through AgriMarketing to help the Canadian Wool Council share the benefits of this high-quality and sustainable product here in Canada and around the world.”

– The Honourable Lawrence MacAulay, Canada’s Minister of Agriculture and Agri-Food

CANADIAN PRESENTATIONS

Hosting the Roundtable meant that there were multiple presentations from Canadian wool value-chain participants.


These included:

- **Matthew Rowe** – CEO, The Canadian Wool Council
- **Carol Sebert** - Chair, IWTO Wool Interiors Working Group
- **Corlena Patterson** – CEO, Canadian Sheep Federation
- **Dan Orwig** – CEO, Peerless Clothing
- **Nancy Self** – Owner, Tamarack Farms
- **Christian Schmidt** – Founder, Black Sheep Mattress Company
- **Natalia Chrissoulis** – Buyer, Holt Renfrew
- **Rashad Hurry** – Brand Director, LINE the Label
- **Jenny De Castris** - Director of Operations, Colin Campbell & Sons Ltd
- **Keith Donegani** - CEO, Colin Campbell & Sons Ltd
- **Albert Carter** - SciCorp International






WHERE WE STARTED

A photograph showing Prince Charles, Prince of Wales, and Camilla, Duchess of Cornwall, at a public event. Prince Charles is wearing a blue suit and is touching a piece of wool. Camilla is wearing a blue jacket. They are surrounded by a crowd of people, including several photographers with cameras. The background shows an outdoor setting with a building and a flag.

The work began on a windy pier in Pictou, Nova Scotia in May of 2014 when Their Majesties The King and Queen (as Prince of Wales & Duchess of Cornwall) launched The Campaign for Wool in Canada.

WHERE WE STAND

A composite image showing two parts of the wool industry. The top part is a close-up of a sheep's wool being sheared with scissors. The bottom part shows a person's hands holding a bundle of colorful wool yarn. The background is dark and out of focus.

The Canadian Wool Council is the only national organization that unites our entire value chain. Promoting the wonders of wool while developing opportunities for Canadian wool and the Canadians who transform it.



2024 PRIORITIES

Leverage the
10th Anniversary
of The
Campaign for
Wool in Canada

Develop new
skills training
opportunities to
support Canada's
wool value-chain
infrastructure

Promote
innovative
applications for
Canadian wool
and create new
commercial
partnerships

SUPPORT OUR WORK

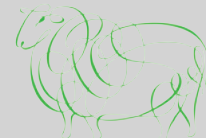
The Campaign for Wool in Canada and The Canadian Wool Council (a national non-profit organization) are completely dependent on contributions from industry partners and supporters who share our commitment to promoting wool as a sustainable fibre as well as developing opportunities for Canadian wool and the Canadians who transform it.

Our work includes:

- Industry Research
- Branding and Marketing
- Innovation and New Canadian Wool Product Development
- Connecting the entire Canadian Wool Value-Chain
- Canada's role at the International Wool Textile Organization

We are looking for additional funds to help meet our 2024 priorities and expand our work.

To make a donation and get more involved please contact our CEO **Matthew Rowe** at mrowe@campaignforwool.ca

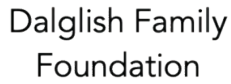


THE CAMPAIGN FOR WOOL
Patron: The former Prince of Wales



CANADIAN WOOL
COUNCIL

FUNDING PARTNERS



FARMING AND FIBRESHED PARTNERS



SUPPORTERS



ça va de soi



FLECK



LINE



Seneca

SMYTHE

STE.MARG.SCOT.



UNIVERSITY of GUELPH



WELLINGTON FIBRES

**CANADIAN WOOL DOMESTIC
AND INTERNATIONAL AFFAIRS
COMMITTEE 2022 - 2024
MEMBER PANEL**

JANE UNDERHILL

Chair
Leadership and Strategy Consultant

RICK BLICKSTEAD

Finance and Sponsorship Chair

VANIA CECCHIN

Provincial Liaison Chair

MARIE-ÈVE FAUST

Manufacturing Sector, Fashion and Apparel

LUKE FUENDLING

Manufacturing Sector, Interiors

RYAN GREIR

Western Producers Representative

MICHELLE HEAD-KIM

Canadian Wool Council

SASHA JARDINE

Ste.Marg.Scot.

JENNIFER MCTAVISH

Government and Legislation Chair

JACOB MURRAY

Ontario Producers Chair

MATTHEW J. ROWE

The Campaign for Wool Canada/
The Canadian Wool Council

KIM DOHERTY SMITH

Eastern Canadian Producers Chair

LISA SURBER

Animal and Environment Chair

**CANADIAN DELEGATION TO
THE INTERNATIONAL WOOL
TEXTILE ORGANISATION**

MATTHEW J. ROWE

Chef de Mission / Head of Delegation
Special Advisor to the President for Canada
Member of the Executive Committee

JANE UNDERHILL

Deputy Head of Delegation
Wool Interiors Working Group

CAROL SEBERT

Chair – Wool Interiors Working Group

KIM DOHERTY SMITH

Wool Market Intelligence Working Group

HOLLY HEARTZ

Product Wellness Working Group

NANCY SELF

Wool Sheep Welfare Working Group

RICHARD SELF

Wool Sheep Welfare Working Group



BOARD OF DIRECTORS

MATTHEW J. ROWE

Board Member — Chair

Chief Executive Officer The Campaign for Wool Canada/The Canadian Wool Council

RICK BLICKSTEAD

Board Member — Vice Chair

BRENT COCHRANE

Board Member — Treasurer

ADRIA MINSKY

Board Member — Board Secretary

CAROLE PRECIOUS

Board Member — Board Member-at-Large (Producer Representative)

MICHELLE HEAD-KIM

Board Member - Board Member at Large (Fashion)

ADVISORY BOARD

JOHN MUSCAT

President, LINE the Label — Chair

ERIN MORGAN

Ontario Sheep - Vice-Chair

ASHLEY SCOTT

Alberta Lamb - Vice-Chair

JANE UNDERHILL

Board Member — Secretary



CANADIAN WOOL
COUNCIL



THE CAMPAIGN FOR WOOL
Patron: The former Prince of Wales