



THE CAMPAIGN FOR WOOL

Patron: HM King Charles III

Every year sheep produce a new fleece; making wool a natural, renewable fibre source.

Why Wool Matters can be highlighted by its many inherent natural properties.

Wool biodegrades in the land and ocean to benefit the planet which is overrun with waste plastic, man-made and micro-fibres that do not biodegrade.

We can all help to safeguard the planet for future generations by choosing wool.

#ChooseWool

Find out Why Wool Matters here:



#woolweek
#whywoolmatters
#choosewool
@campaignforwoolcanada
campaignforwool.ca



A photograph of a sheep in profile, facing right, in a field. The sheep has thick, brown wool. In the background, another sheep is visible, and there are trees and a fence under a bright sky. The text 'Why WOOL matters' is overlaid on the top half of the image.

Why WOOL matters

natural
renewable
biodegradable

