

# THE CAMPAIGN FOR WOOL CANADA

## Wool Report 2022

---



THE CAMPAIGN FOR WOOL  
Patron: The former Prince of Wales



CANADIAN  
WOOL COUNCIL

CONSEIL CANADIEN  
DE LA LAINE



# PASSING OF THE QUEEN



## CONTENTS

Passing of the Queen	3
Royal Visit	4
Partnerships	6
Canada at The IWTO	8
Canadian Wool in Paris	8
Canadian Wool Month 2022	10
Canadian Wool Month Events and Projects	12
Programming	22
Media Highlights	24
Social Media	28
Sheep Canada Magazine	30
Funding Partners	32
Farming and Fibreshed Partners	32
Supporters	33
Board of Directors	34



This year saw the passing of HM Queen Elizabeth II, Queen of Canada on September 8th, 2022. Our thoughts remain with our Patron, His Majesty The King, and the rest of the Royal Family as we honour Her Majesty's steadfast devotion to Canada and the Canadian people.

As a Royal Patronage, The Campaign was represented at the Canadian Memorial Service to Her Majesty in Ottawa by our CEO.

# CANADIAN ROYAL VISIT



One of the enduring images of the visit was our Patron viewing 100% Canadian wool sculptures of the late HM The Queen and himself, created by Manitoba artist Rosemarie Pélouquin. The sculpture of His Majesty was created in 2020 as a celebration of the 10th anniversary of the Campaign for Wool, and the sculpture of the late HM The Queen was created to commemorate The Platinum Jubilee.

During the visit, His Majesty also planted an ivory Silk Lilac tree as part of The Queen's Green Canopy initiative. The tree was planted on the Commonwealth Walkway at Government House and was covered afterwards with a special wool-based tree guard from the UK company NexGen.

The visit was highlighted by media outlets around the world resulting in our largest media reach ever.



In May 2022, we were honoured to welcome our Patron: HM The King (then Prince of Wales), back to Canada. This was His Majesty's first visit back to Canada in support of The Campaign for Wool Canada since its launch in 2014. We had the opportunity to show our Patron all that has been accomplished since his last trip and how the Campaign has become the leading voice in the Canadian wool industry.

The event took place at Government House in St. John's, Newfoundland and Labrador and featured representatives of our work across the country alongside a group of knitters from our partner NONIA, a century-old Newfoundland knitting cooperative.



# PARTNERSHIPS



## ONTARIO SHEEP FARMERS AND ALBERTA LAMB PRODUCERS JOIN THE CAMPAIGN AS FUNDING PARTNERS

In 2022, we announced two new funding partners, Ontario Sheep Farmers and Alberta Lamb Producers. Ontario and Alberta have two of the largest respective sheep populations in the country. According to Statistics Canada, these two provinces represent 51% of Canadian sheep, spread over 4,657 farms.

Support from the two organizations is matched by The Campaign for Wool Canada/The Canadian Wool Council and our partners. It is put towards:

- Branding and marketing initiatives such as Wool Month and our point-of-sale kits.
- Innovation research including the upcoming Shearing Plan and Upholstery Plan.
- Representation for the Ontario and Alberta wool industries at the International Wool Textile Organisation.

We look forward to the ongoing involvement of the two organizations and opportunities for collaboration with their members.



## GOVERNMENT OF CANADA FUNDING AND RELEASE OF THE CARPET PLAN

In Spring, The Campaign for Wool Canada/The Canadian Wool Council released its Carpet Plan which maps nearly \$13 million in opportunities for new and existing Canadian wool products in Canada's carpet sector. The report coincided with an announcement from Canada's Minister of Agriculture that the government would be investing \$150,000 for market research, including the carpet plan, export promotion, branding and partnership development.

The funding announcement took place in Waterloo, Ontario, at Cabernet Carpets where the Hon. Bardish Chagger, PC, MP joined representatives of the Canadian Wool Council and Ontario Sheep Farmers. The group watched the production of 100% Canadian wool rugs designed by Creative Matters Inc. in social partnership with the Campaign for Wool Canada and Sykes & Ainley Fine Woollens. These Product of Canada rugs have since been placed in the halls of Canadian Embassies in Africa and Europe, showcasing the potential of Canadian wool to the world.

## THE DALGLISH FAMILY FOUNDATION AND ONTARIO WATER CENTRE PARTNERSHIP

The Dalglish Family Foundation and Ontario Water Centre signed a three-year partnership agreement with The Campaign for Wool Canada/The Canadian Wool Council. This will cover the implementation of the Wool Plan, including the creation of a Shearing Plan, as well as allowing us to explore a social enterprise brokerage system, and develop a Canadian Sheep Centre of Excellence. We thank the Dalglish Family Foundation and Ontario Water Centre for their vision, commitment, and ongoing support.

Dalglish Family  
Foundation



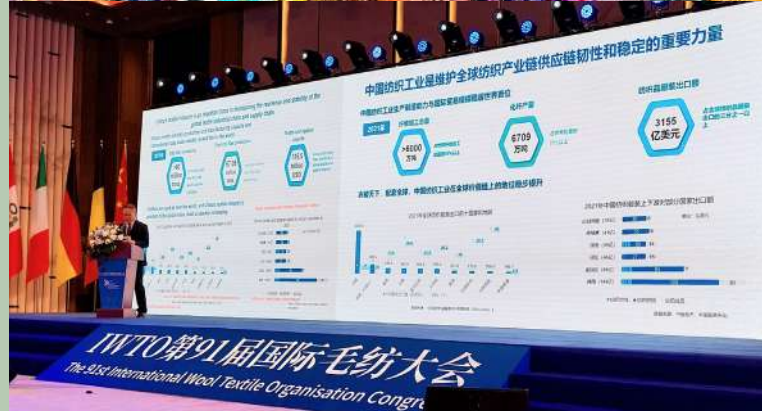
# CANADA AT THE IWTO



After securing Canada's first-ever seat at the International Wool Trade Organisation (IWTO), this year was all about amplifying Canada's voice on the global stage. Our delegation contributed their work to the Working Groups and identified partnerships and new opportunities to collaborate with other wool-producing countries.

The 2022 global Congress was held virtually in China with sessions in June and October. At the June Congress, Canada's Carol Sebert of Creative Matters Inc. and the Founding Chair of the Interiors Working Group at the IWTO spoke about identifying opportunities and breaking down barriers to wool's use in interior applications. In October, Jane Underhill, the Deputy Head of the Canadian Delegation at the IWTO, presented the Carpet Plan.

Canada also joined IWTO members in the Make the Label Count campaign. The campaign was an initiative to challenge proposed labelling rules by the European Union that give precedence to synthetic fibres over natural fibres.



In December, members of the Canadian delegation were able to meet with their global counterparts in person for the first time at the IWTO Round Table in Nuremberg, Germany. The forum provided an opportunity to hear the latest in industry trends (including chairing a discussion on wool interiors), identifying new markets for Canadian wool, and add Canada's voice to discussions about the collective challenges of the global wool industry.



# CANADIAN WOOL IN PARIS

In September, we supported our partner Creative Matters Inc. at their exhibit, Winter Garden. The exhibit was a collaboration between Creative Matters Inc. and French design firm LOMA in Paris, France that was part of Paris Design Week. Winter Garden celebrated the coming together of the two countries, using a combination of Canadian and French wool as the focal point of the display.

Winter Garden, a multi-sensory and environmentally conscious design exhibit celebrated the first snowfall in Canada. The woolly setting was used to awaken the senses to a feeling of enchantment. Samples of 100% Canadian wool rugs were also on display, representing an opportunity to tell the Canadian wool story in the French capital.



# CANADIAN WOOL MONTH 2022

Wool Month was created to celebrate the positive natural benefits of wool across different applications and industries. A variety of events are held across Canada and projects are undertaken in fashion, interiors and fine art.



# CANADIAN WOOL MONTH EVENTS AND PROJECTS

## FILM SCREENING

In Toronto, Ontario we gave Campaign supporters an exclusive screening of our *Fabric of Canada* videos before they were released to the public. The event kicked off Wool Month 2022 and marked the official premiere of the film series. The films were then released weekly through our social media channels.

## WOOL MONTH 2022 INTERIORS PROJECT

In celebration of Wool Month, we co-hosted an event in Vancouver, British Columbia, with Colin Campbell Carpets and Burritt Bros Carpets & Floors. We screened our *Fabric of Canada* film, *Coast Salish Weaving*. We also announced the Campaign's Wool Month 2022 Interiors Project: Chief Janice George and Willard "Buddy" Joseph will design a capsule collection of 100% Canadian wool rugs based upon traditional Coast Salish designs. The rugs will be available in mid-2023.



## WOOL MONTH 2022 FINE ART PROJECT: THE GROUP OF SEVEN AND HOOKED RUGS EXHIBITION

In St. John's, Newfoundland and Labrador, we presented the Group of Seven and Hooked Rugs Exhibition. The event was in partnership with the Rug Hooking Guild of Newfoundland and Labrador and took place at The Rooms Provincial Art Gallery.

The exhibition revealed The Campaign's Wool Month 2022 Fine Art project: The Rug Hooking Guild of Newfoundland and Labrador created a set of rugs based on sketches of rugs of Canadian scenery by the Group of Sevens' J.E.H. Macdonald.

We were privileged to welcome The Hon. Judy Foote, Lieutenant Governor of Newfoundland and Labrador for the occasion in a nod to the project's role as a legacy initiative of His Majesty King Charles III's recent visit.

The event also marked the public debut of the fourth and final film in our *Fabric of Canada* documentary film series, *The Knitters of Newfoundland & Labrador*. Opportunities for Canadian wool.





## WOOL MONTH 2022 FASHION PROJECT: H PROJECT AT HOLT RENFREW CAPSULE COLLECTION

Our fourth Canadian designer capsule collection with H Project at Holt Renfrew allowed us to promote Canadian-designed wool products to high-end customers across the country.

The collection included luxurious and fully traceable RWS-accredited Merino knitwear from LINE the Label, and a blanket designed by Indigenous artist Patrick Hunter and produced at the historic A.W. Hainsworth mill. The collection was sold at Holt Renfrew and Holt Renfrew Ogilvy locations across Canada and online..

H Project at Holt Renfrew donated a portion of the overall sales to the Canadian Wool Council in order to help in our efforts to develop opportunities for Canadian wool.







## UK TRADE DELEGATION

As part of The Campaign for Wool's 2022 Trade Delegation to the United Kingdom, our delegates travelled to Tellenby Farm in Devon to see the UK's only superfine Merino farm. Tellenby Farm helps to debunk the myth that there are only certain climates where Merino sheep can thrive. It also raises the possibility of Canada developing superfine wool capabilities.

## THE WORSHIPFUL COMPANY OF WOOLMEN

As part of the UK Trade Mission, members of our delegation were invited to the Worshipful Company of Woolmen's Civic Dinner at Mansion House. The event was hosted by fellow Woolman and outgoing Lord Mayor of London, Vincent Keaveny alongside guest of honour and former Master, HRH The Princess Royal.

This year, the dinner also celebrated the addition of three new Canadian Woolmen: Wool Council Board Members Astrid-Maria Ciarallo and Andreas Kyriakos, as well as Policy Chair Jane Underhill, were sworn in ahead of the Mansion House event.

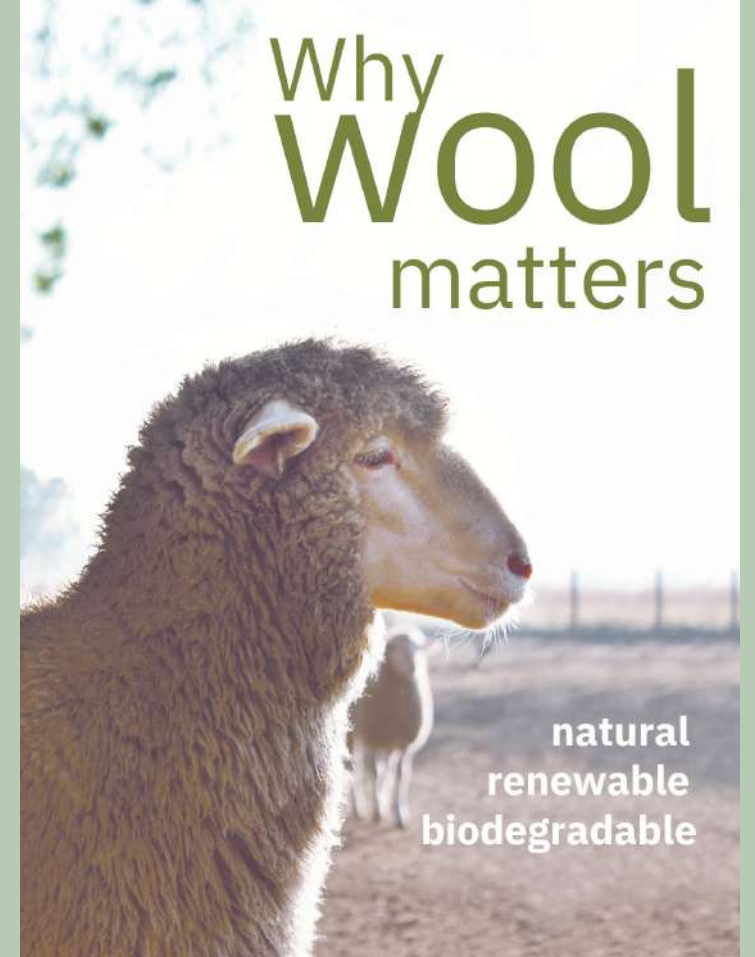
## KNIT ALONG

In support of Wool Month, The Campaign for Wool Canada partnered with the Knit Together Design Studio for the second annual Campaign for Wool Knit Along. Entrants were able to work on their own projects or knit toques or gloves for charity. Once the items were completed, The Campaign and the Knit Together Design Studio worked with the Lieutenant Governor of Manitoba to distribute the knitted toques to a family services charity in Manitoba.



## POINT-OF-SALE KITS

This year we created 250 point-of-sale kits for Wool Month 2022. These kits help support businesses in promoting wool. Kits contain professional promotional materials designed to educate consumers on the wonders of wool.



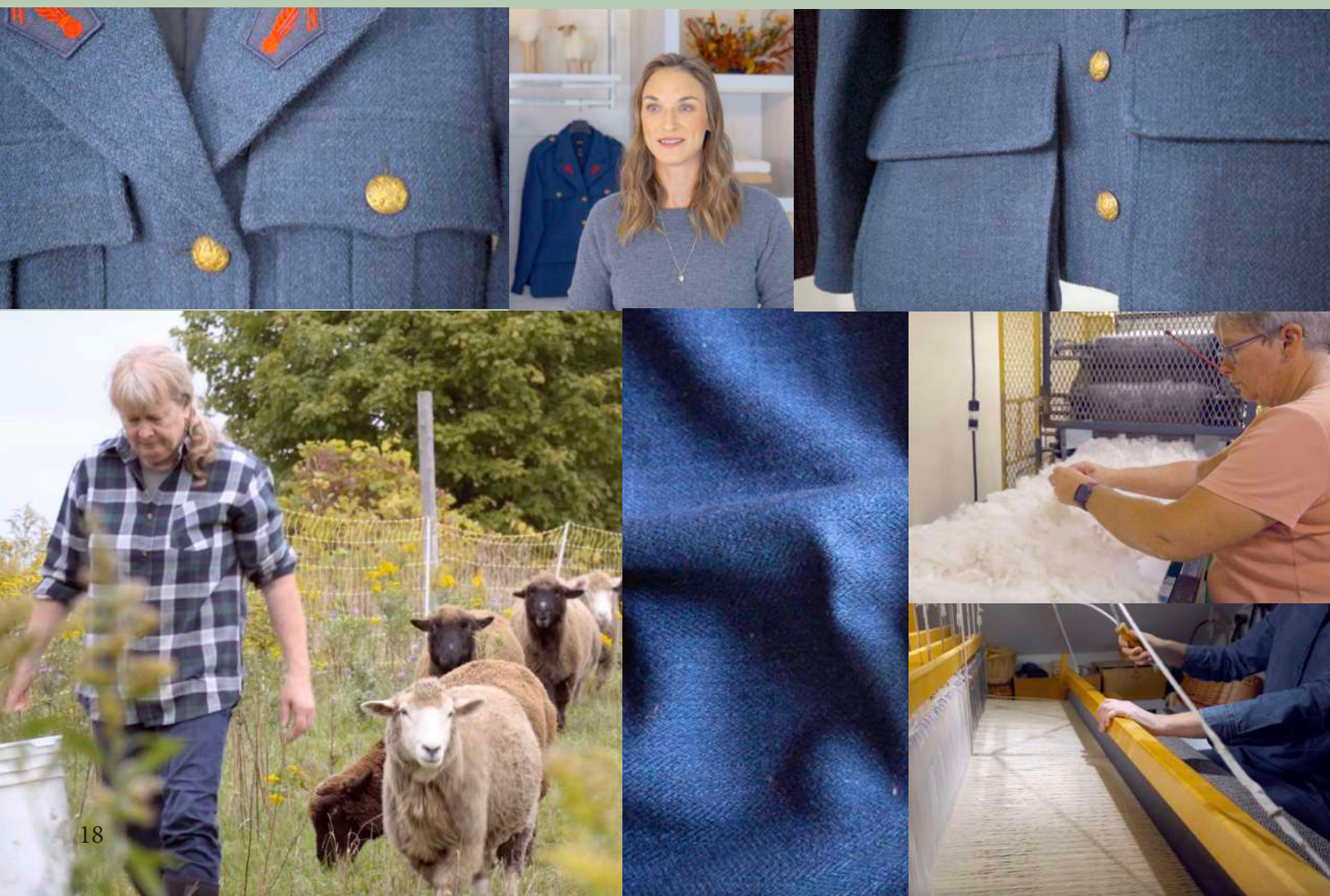
# THE FABRIC OF CANADA FILMS

*The Fabric of Canada* is part of our strategic initiative to rebrand and revalue Canadian wool. The films are a series of documentary shorts that tell four different stories about our wool and the Canadians who transform it. Each video shows how Canadian wool's unique properties lend it to endless possibilities. We also hear firsthand from voices across the wool value chain about the role that wool plays in their lives. The videos premiered throughout Wool Month.

These films were created in partnership with Agriculture and Agri-Food Canada and the Ontario Sheep Farmers.

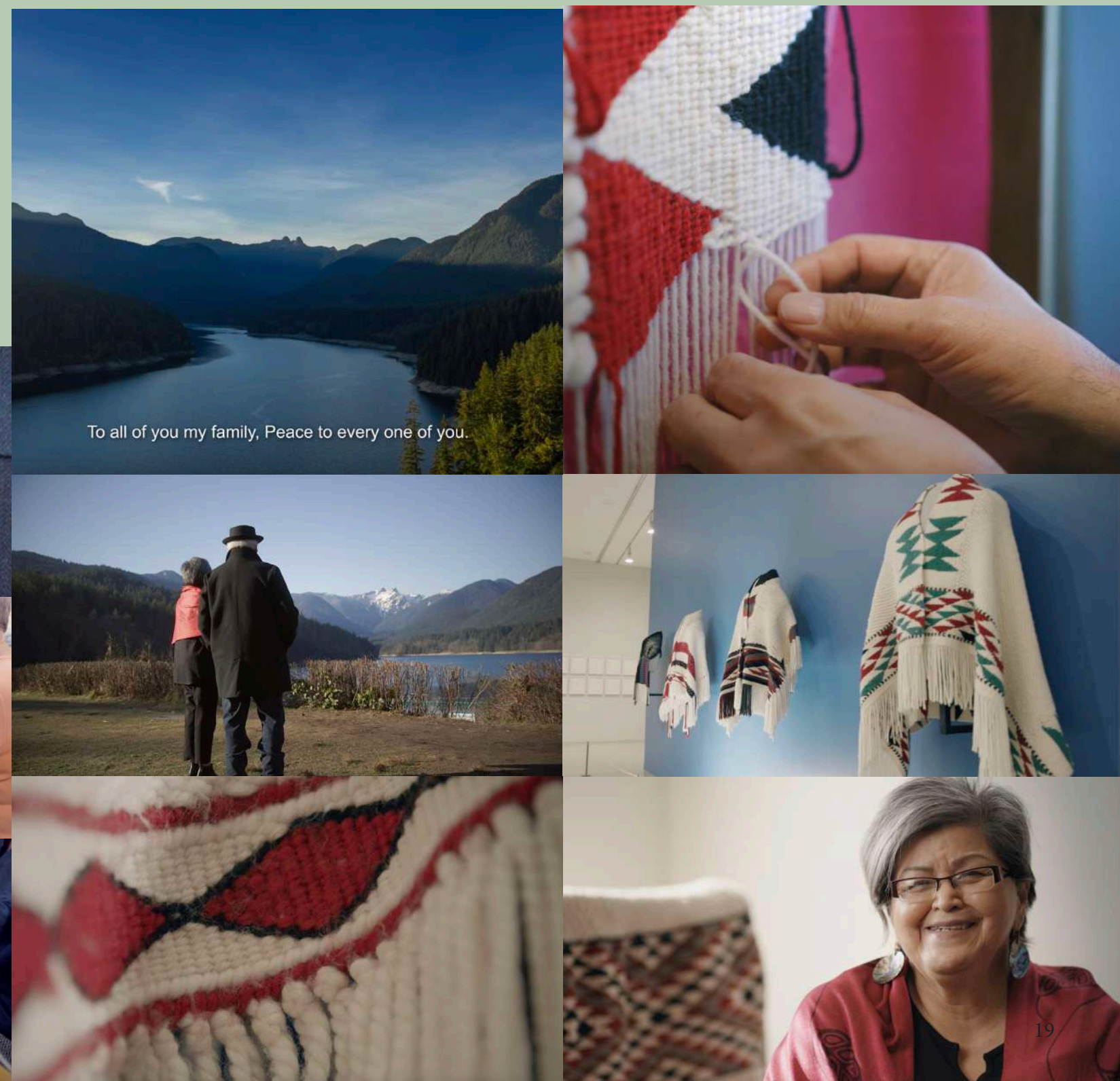
## THE 100 MILE JACKET

*The 100 Mile Jacket* tells the journey of a blazer that was made all within a 100-mile radius of the City of Toronto. It details the wool value chain from farm to fashion, giving insight into the garment's production and the skilled artisans and partners involved.



## COAST SALISH WEAVING

This film celebrates traditional weaving by the Indigenous Coast Salish peoples of British Columbia. Hereditary Chief Janice George shares the history and cultural importance of these weavings while sharing her love of wool and her joy in revitalizing this art form alongside her partner Willard "Buddy" Joseph.



To all of you my family, Peace to every one of you.

## A PRAIRIE JUBILEE

*A Prairie Jubilee* follows Manitoba Fibre Artist Rosemarie Péroquin in her creation of a 100% Canadian wool bust of the late Queen Elizabeth II as a commemoration of her Platinum Jubilee. The video includes reflections from Manitoba's 25th Lieutenant Governor on Queen Elizabeth's lifetime of service. Please note that this film was created before the passing of Her late Majesty in September 2022.

## THE KNITTERS OF NEWFOUNDLAND & LABRADOR

This film highlights the story of knitter Yvonne Sheppard and her work with NONIA. NONIA is a social enterprise that employs roughly 175 knitters throughout Newfoundland and Labrador and has been a part of the province's cultural community for over a century. The film also shows NONIA's part in the last Canadian Royal Visit.



# PROGRAMMING

## SPINNING YARNS SPEAKER SERIES

As a result of feedback for more regular points of engagement, we launched a new speaker series. The Spinning Yarns Speaker Series was launched in July. It features monthly speakers from across the wool value chain talking about their work with wool.



## SHEARING DAY

In May, we visited Chassagne Farm in Puslinch, Ontario, for their annual shearing day. The farm is home to North America's first flock of Shetland Sheep. The annual shearing day gives us and other members of the wool value chain an opportunity to get a firsthand insight into the shearing process.



## ROYAL AGRICULTURAL WINTER FAIR

In 2022, the Royal Agricultural Winter Fair celebrated its 100th anniversary. In honour of the centennial, The Campaign for Wool Canada was pleased to partner with the Royal Agricultural Winter Fair to create a Limited-Edition Royal Tartan Scarf, made from 100% RWS-accredited Merino lambswool.

The tartan was designed exclusively for The Royal Agricultural Winter Fair by Canadian tartan designer Dr. Carol Martin and is officially registered at the Scottish Register of Tartans.



## TWIST FIBRE FESTIVAL

This year we participated in the TWIST Fibre Festival in Saint-André-Avellin, Quebec. The TWIST Fibre Festival features artisanal vendors, workshops, and panels. The Campaign for Wool Canada was represented by Wool Council Policy Chair Jane Underhill.



Jane had the opportunity to take part in two sustainability panels, acting as moderator for the French panel, and sharing insights as a participant on the English panel. The panels were both titled Sustainability Issues in the Fibre World, and tackled topics such as traceability, supporting all levels of the value chain, and helping consumers make better choices.

# MEDIA HIGHLIGHTS

WOOL

## Canada joins the global wool community



The Canadian Wool Council has become a member of the IWTO as it looks to expand the opportunities for the country's wool industry across the supply chain.

Back in 2014, The Campaign for Wool was launched in Canada by HRH The Prince of Wales and The Duchess of Cornwall in Pictou, Nova Scotia during their Royal Tour of the country. As Canada's wool industry looks to expand its opportunities, The Canadian Wool Council has now joined the International Wool Textile Organisation (IWTO).

During the 2021 IWTO Wool Round Table, Matthew J. Rowe, CEO of The Canadian Wool Council and The Campaign for Wool in Canada, provided an update on the latest developments in Canada's wool industry. Canada celebrates Wool Month each October, and Rowe picked out some of the highlights from last year's activities.

The signature project was the 100 Mile Jacket from Canadian brand Smythe (pictured). The aptly named jacket derives its moniker from its means of production: the piece was designed and produced from single-flock Canadian wool grown, shorn, scoured, combed, spun, dyed, woven, cut and sewn at various mills and workshops all within 100 miles of Toronto.

A deceptively simple idea, the project aimed to produce a fashion-forward garment using the best suited wool fibres, incorporating a highly skilled team of artisans. The project formed part of the 2021 edition of The Campaign for Wool capsule collection at Canadian retailer Holt Renfrew – a continuing collaboration since 2018.

"The beautiful silhouette, soft handle and the resulting media attention and consumer interest resulted in the piece selling out in record time at Holt Renfrew and Holt Renfrew Ogilvy locations in Toronto, Montreal and Vancouver," reported Rowe.

"This was a proud example of the potential of Canadian wool and the capabilities of the Canadians who work with it. In fact, this project was the largest order that most of our artisan partners had ever received. The success of this collection will give back to Canada's wool industry, with Holt Renfrew donating a portion of collection sales to reinvest into Canadian wool innovation."

The steps taken to create the blazer are shown in this short video, available on the IWTO YouTube Channel: [youtube.com/watch?v=xZiJ2B0Zrpl](https://youtube.com/watch?v=xZiJ2B0Zrpl)

Smythe's capsule entry also included a blazer made using fabric from UK mill Abraham Moon. The other Canadian designers showcased in the Holt Renfrew collection were LINE the Label, and ca va de soi. LINE the Label showed knitwear made from fully traceable Responsible Wool Standard (RWS) yarns, while ca va de soi debuted a buttery soft throw manufactured for the first time at the family-owned Toronto mill.

To build on its promotional activities, in 2021 the industry also established the Canadian Wool Plan, its first ever five-year strategic plan, developed after extensive consultation from across Canada's value chain and with global experts.

The plan identifies three major goals: rebrand and revalue Canadian wool; advocate for the entire Canadian wool value chain; and give Canadian wool a voice on the international stage. This plan will shape the work of The Campaign for Wool in Canada for the next five years. To learn more about the plan visit [campaignforwool.ca](https://campaignforwool.ca)

The Canadian Wool Council also debuted its new logo in 2021. Inspired by knitting yarn, the 13 strands that make up the logo represent Canada's 13 provinces and territories.

22 | **Twist** February/March 2022



## Federal investment aims to turn around Canada's wool industry

IRENE GALEA >  
PUBLISHED FEBRUARY 23, 2022  
UPDATED FEBRUARY 24, 2022

This article was published more than 6 months ago. Some information may no longer be current.



Cabernet Carpets employee Bowie Best, hand tufts a rug at their Waterloo, Ont., facility on February 23, 2022. Christopher Katsarov/The Globe and Mail  
CHRISTOPHER KATSAROV/CHRISTOPHER KATSAROV/THE GLOBE

9 COMMENTS SHARE BOOKMARK

LISTEN TO ARTICLE

Canada's embassies in Copenhagen and Abidjan will soon boast bespoke carpets made from Canadian wool – the first step in what Ottawa hopes will be an expansion of the country's wool trade after years of declining demand.

The rug project is part of a \$150,000 investment in the industry, an effort to turn around a situation so dire that some farmers destroy their wool rather than pay to process it.



## Government of Canada invests in building a sustainable Canadian wool industry

From: [Agriculture and Agri-Food Canada](#)

### News release

February 23, 2022 – Ottawa, Ontario – Agriculture and Agri-Food Canada

Today, the Minister of Agriculture and Agri-Food, the Honourable Marie-Claude Bibeau, announced an investment of nearly \$150,000 for the Canadian Wool Council to help build a more sustainable wool industry in Canada and spread awareness of the beneficial qualities of Canadian wool.

Environmental awareness has led consumers to be more particular about where they shop and what they buy, creating new opportunities for natural, sustainable and durable products. Developing Canada's wool industry will provide consumers at home and in international markets with a greater variety of sustainably produced products.

# FASHION

CELEBRITY STYLE / STYLE

## How Prince Charles is Supporting a New Generation of Designers

*The Prince of Wales's decades-long devotion to sustainability is having a measurable impact on the fashion industry.*

By Patricia Ticele Date April 25, 2022



The sleek, sexy jumpsuits, dresses and tops that Nicole Christie creates for her start-up luxury brand, Ellipsis, would not exist without HRH The Prince of Wales. Christie started her business during the pandemic after taking an intensive training program called The Modern Artisan, which was developed by The Prince's Foundation in Scotland to focus on small-batch runs of designer fashion that can be made with textiles sourced from luxury mills in Britain and Europe. "Coming from The Modern Artisan has totally shaped my business," she says, noting that she has adopted the sustainability ethos that runs through all of the prince's endeavours.

## CountryGuide

## Canadian wool fibre could find future on floors

Canada's wool is of decent quality but the product needs to find a market focus like Germany has in carpets, industry proponents say

By Diana Martin

Published: August 29, 2022  
Livestock, Sheep/Goats

Reading Time: 4 minutes



Photo: JackF/Stock/Getty Images

Canada is sitting on a golden fleece of opportunity to lead North America in wool transformation if it can get the infrastructure in place.

## The Campaign for Wool explores a shearing guild

By Jenn MacTavish

In 2014, the Campaign for Wool Canada (CFW) was launched in Canada to promote wool as a sustainable, natural fibre. Their goals include educating the Canadian public on the vast benefits of wool, promoting Canadian wool on the global stage, and developing new usage opportunities for Canadian wool.

### The Plan

Over the past eight years, CFW and its parent organization the Canadian Wool Council (CWC), have shone a light on issues faced by the Canadian wool supply chain, with one of the most crucial being the disconnect between farmers and consumers. To help address the supply chain issues, the needs of farmers and focus on actively developing opportunities for Canadian wool, CFW/CWC have developed a five-year strategic plan, aptly titled The Wool Plan 2021-2026. Jane Underhill, co-author of The Wool Plan 2021-2026, stated that, "central to the development of a strategic plan was having input from the industry. We relied heavily on input from farmers and processors because it's their voice that really matters."

The Wool Plan addresses obstacles in five strategic areas that were impeding the viability of the Canadian wool industry. They include education, outreach, brokerage, infrastructure needs, and branded proudly Canadian products. Over the next five years, CFW/CWC Canada is undertaking initiatives to address each of the five strategic areas of the Wool Plan.

For example, last year CFW/CWC announced a partnership with the federal government to help rebrand and revitalize Canadian wool and explore

export opportunities while securing Canada's first ever seat at the International Wool Textile Organization (IWTO).

This year their focus is on Education, a key element of which is the creation of what is currently being referred to as a national shearing guild.

### Why it matters

During consultations with the industry, consistent issues raised by farmers were the cost of shearing, having an adequate supply of shearers and improving the quality of the clip available for processors.

"A shearing guild could address the issues raised by farmers during our consultation process," stated Matthew Rowe, CEO of the Campaign for Wool Canada. "We look forward to exploring what might be possible and in particular looking at how other countries have addressed these concerns." A guild could be responsible for the development of an accredited national shearing certification program, build a national network of master shearers, and develop recruitment and retention plans. Additionally, there may also be the potential to develop apprentice or

placement opportunities.

He added that shearing is important to the sheep industry and ensuring farmers have access to properly trained shearers is a crucial part of the Canadian wool industry. The guild would make sure that all shearers are properly trained and meet a certain standard.

CFW/CWC is also hoping that the development of a guild could help support shearers as professionals, similarly to the College of Veterinarians. It could serve as a gateway not just for professional development but for other supports like favourable pricing on tools and equipment, access to collective insurance and professional development/placement opportunities.

Jane Underhill added that, "it is important to remember that all options are on the table. Critical to the development of any national shearing programme is industry consultation across the wool value-chain. We are here to develop a program that serves the industry."

Photos by Arlette Seib



Page 33

## This week's style news: Rado gets a redesign, Harrod's celebrates Dior and Chanel launches the Cometes Collective

CAITLIN AGNEW  
The Globe and Mail  
Published November 5, 2022  
Updated November 7, 2022

### Obsession

#### Wool market



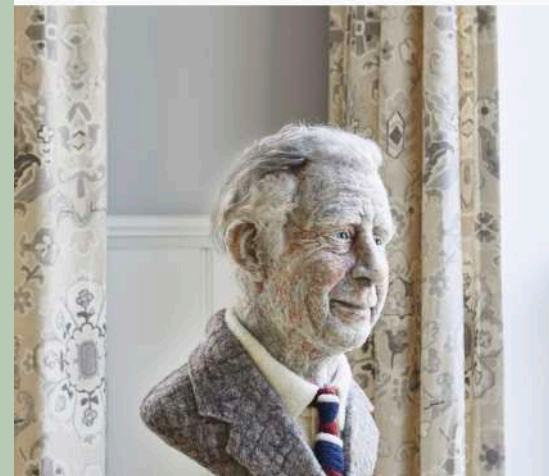
Holt Renfrew is launching a collection that includes knitwear by Line. Handout

The Campaign for Wool is encouraging Canadians to explore the natural and sustainable benefits of the material when bundling up this season. Introduced in Canada by King Charles and the Queen Consort in 2014, the



## Prince Charles to come face to face with 'woolly doppelganger' on royal tour

ADINA BRESGE  
The Canadian Press  
Published May 16, 2022  
Updated May 17, 2022



## As King Charles III begins his reign, what legacy will he bring to the British throne?

By Sean Boynton · Global News  
Posted September 10, 2022 8:00 am · Updated September 14, 2022 8:56 pm



WATCH: Jeff Semple explains how the new monarch built King Charles III's reputation as a champion of protecting the environment, and why his new role forces him to leave it behind — Sep 14, 2022

As King Charles III assumes the throne after the death of his mother Queen Elizabeth II, he is already bringing a lifetime of public service — and notoriety — to Buckingham Palace.

Charles is the longest-serving heir apparent in the history of the British monarchy. At 73, the world already had a clear picture of him long before he assumed the throne, thanks to both his tumultuous personal life and his lifelong interest in environmentalism and charitable causes.

## Wool you look at that! Giggling Prince Charles is presented with knitted busts of himself and the Queen as he and Camilla visit a local brewery on the first day of their Canadian royal tour

- Charles and Camilla arrived in Canada on Tuesday for the first day of their three-day Platinum Jubilee tour
- Duke and Duchess greeted by Canada's Prime Minister, Justin Trudeau before visiting Government House
- Couple in high spirits as they met with representatives of local communities, businesses and organisations
- Prince of Wales was presented with some needle-felted Canadian wool sculptures of himself and The Queen

By REBECCA ENGLISH, ROYAL EDITOR IN NEWFOUNDLAND FOR THE DAILY MAIL  
PUBLISHED: 16:43 EST, 17 May 2022 | UPDATED: 20:44 EST, 17 May 2022

Prince Charles giggled as he was presented with a life-size wool replica of his own head on the first day of his royal tour of Canada.

The Prince laughed incredulously as he was shown the intricate detail of the needle-felted sculpture, along with one of the Queen created in honour of her Platinum Jubilee, at Government House in St John's, Newfoundland and Labrador.

Charles and Camilla touched down in St John's on Tuesday to kick off a whirlwind three-day visit to Canada in honour of the Queen's Platinum Jubilee.

## Canadian wool producers join fight against EU trade move

By Alex McCuaig

Published: August 18, 2022

Reading Time: 2 minutes

Markets



Canadian wool producers are joining a global effort to demand that the European Union's proposed product environmental footprint include a level playing field between synthetic and natural fibres. | File photo

The proposal by the European Union would require wool exporters to include a product environmental footprint label.

Canadian wool producer groups are joining the global call for the European Union to reconsider a proposed methodology in calculating the environmental impact of natural fibres versus artificial ones.

The Make the Label Count campaign is crying foul over the EU not factoring into its proposed product environmental footprint (PEF) the creation of microplastics, plastic waste and the non-biodegradability of man-made fabrics.

## Le prince Charles rencontrera son sosie laineux lors de sa visite au Canada

[Accueil] / [Dépêches]

Le prince de Galles arrivera face à face à son propre sosie laineux à son arrivée au Canada mardi.

Le prince Charles aura l'occasion de voir un buste de lui-même grandeur nature feutré à l'aiguille à la main, alors qu'il rencontrera des passionnés de laine canadiens à Saint-Jean, Terre-Neuve-et-Labrador, lors de l'un des premiers arrêts de sa tournée de trois jours à travers le pays aux côtés de sa femme Camilla, la duchesse de Cornwall.

The Royal Visit earned us our largest media reach ever, with over 549 million media impressions.

# SOCIAL MEDIA

In 2022, we created more original content for our social media channels. We also posted content more regularly, introduced more frequent marketing campaigns and held more contests. Our social media presence was boosted by the Royal Visit and our *Fabric of Canada* videos.

## 2022 SOCIAL MEDIA HIGHLIGHTS INCLUDE:

- Surpassing 1,000 followers on Instagram
- Creating a YouTube Channel that now boasts 1,171 subscribers, over 59,000 views, and a reach of over 1 million.

### FACEBOOK (YOY)

- Reach increased 220%
- Page visits increased 75%
- Facebook page likes increased 113%, and we gained 699 new page likes

### WEBSITE (YOY)

- Page visits increased 19%
- Page views increased 25%
- Unique visitors increased 16%

### INSTAGRAM (YOY)

- Reach increased 1,200%
- Page visits increased 289%
- Gained 626 new followers

### TOP PERFORMING FACEBOOK POST:

#### Royal Visit/NONIA post

- May 17th
- Part of the Royal Visit marketing campaign
- Reached 77,140 Facebook users
- 3,844 reactions, comments, and shares

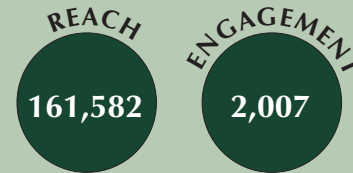
### TOP PERFORMING INSTAGRAM POST:

#### *The Fabric of Canada: A Prairie Jubilee*

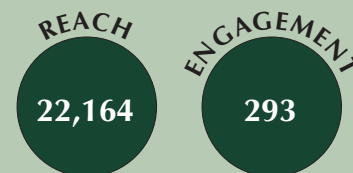
- October 24th
- Part of the Wool Month marketing campaign
- Reached 20,095 Instagram users
- 3,616 Instagram users viewed the video

# FABRIC OF CANADA

## Facebook



## Instagram

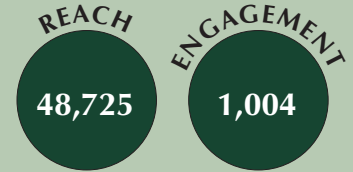


## YouTube

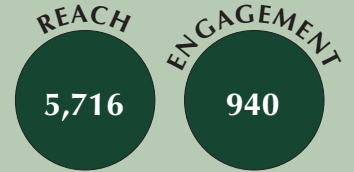


# FACT FRIDAY

## Facebook

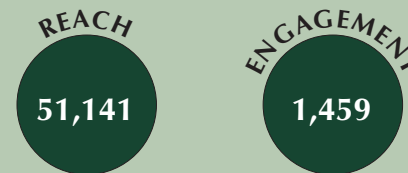


## Instagram



# SPINNING YARNS SPEAKER SERIES

## Facebook



## Instagram

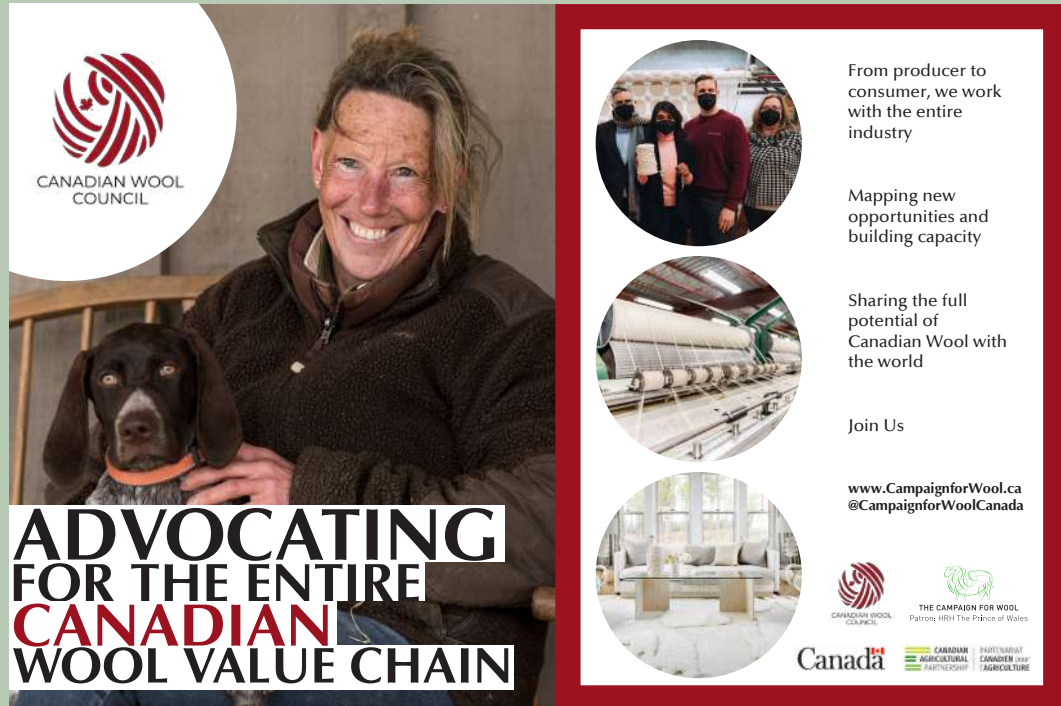


## YouTube



Data was compiled on December 2nd, 2022 and compared to data from the entire year of 2021. Facebook and Instagram engagement includes reactions, comments, shares and clicks on the post. YouTube engagement includes likes, comments and shares.

# SHEEP CANADA MAGAZINE ADVERTISEMENTS



**ADVOCATING FOR THE ENTIRE CANADIAN WOOL VALUE CHAIN**

**CANADIAN WOOL COUNCIL**

- From producer to consumer, we work with the entire industry
- Mapping new opportunities and building capacity
- Sharing the full potential of Canadian Wool with the world
- Join Us

www.CampaignforWool.ca  
@CampaignforWoolCanada

Canada **CANADIAN AGRICULTURAL PARTNERSHIP** **CANADIAN WOOL COUNCIL** **THE CAMPAIGN FOR WOOL** Patrons: HIRH The Price of Wales **IWTO** **CANADIAN AGRICULTURAL PARTNERSHIP** **CANADIAN WOOL COUNCIL** **THE CAMPAIGN FOR WOOL** Patrons: HIRH The Price of Wales **IWTO**

WINTER 2022  
Volume 37,  
Number 1



**INVESTING IN CANADIAN WOOL**

**CANADIAN WOOL COUNCIL**

- Developing a worldwide business case for Canadian wool
- Creating a plan to recruit, train and retain affordable shearers
- Rebranding Canadian wool through our Fabric of Canada videos
- Join Us

www.CampaignforWool.ca  
@CampaignforWoolCanada

Canada **CANADIAN AGRICULTURAL PARTNERSHIP** **CANADIAN WOOL COUNCIL** **THE CAMPAIGN FOR WOOL** Patrons: HIRH The Price of Wales **IWTO** **CANADIAN AGRICULTURAL PARTNERSHIP** **CANADIAN WOOL COUNCIL** **THE CAMPAIGN FOR WOOL** Patrons: HIRH The Price of Wales **IWTO**

FALL 2022  
Volume 37,  
Number 3



**GIVING CANADIAN WOOL A VOICE ON THE INTERNATIONAL STAGE**

**CANADIAN WOOL COUNCIL**

- Opening markets
- Connecting to the global wool community
- Sharing our stories with the world
- Join Us

www.CampaignforWool.ca  
@CampaignforWoolCanada

Canada **CANADIAN AGRICULTURAL PARTNERSHIP** **CANADIAN WOOL COUNCIL** **THE CAMPAIGN FOR WOOL** Patrons: HIRH The Price of Wales **IWTO** **CANADIAN AGRICULTURAL PARTNERSHIP** **CANADIAN WOOL COUNCIL** **THE CAMPAIGN FOR WOOL** Patrons: HIRH The Price of Wales **IWTO**

SUMMER 2022  
Volume 37,  
Number 2





# FUNDING PARTNERS



# SUPPORTERS



# FARMING AND FIBRESHED PARTNERS



WELLINGTON FIBRES



## 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

**BRIAN BLACKBURN**

Board Member — Treasurer

**ASTRID-MARIA CIARALLO**

Board Member — Board Member-at-Large, Fashion and Communications

**ANDREAS KYRIAKOS**

Board Member — Board Member-at-Large, Governance

## ADVISORY BOARD

**JOHN MUSCAT**

President, LINE the Label — Chair

**JENNIFER MACTAVISH**

Vice-Chair

**JANE UNDERHILL**

Board Member — Secretary

## STAFF

**ALISSA SEGAL**

Program and Communications Coordinator

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

**JANE UNDERHILL**

Chair

Leadership and Strategy Consultant

**MATTHEW J. ROWE**

The Campaign for Wool Canada/  
The Canadian Wool Council

**RICK BLICKSTEAD**

Finance and Sponsorship Chair

**VANIA CECCHIN**

Provincial Liaison Chair

**KIM DOHERTY SMITH**

Eastern Canadian Producers Chair

**MARIE-ÈVE FAUST**

Manufacturing Sector, Fashion and Apparel

**LUKE FUENDLING**

Manufacturing Sector, Interiors

**RYAN GREIR**

Western Producers Representative

**JENNIFER MCTAVISH**

Government and Legislation Chair

**JACOB MURRAY**

Ontario 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

**KIM DOHERTY SMITH**

Wool Market Intelligence Working Group

**HOLLY HEARTZ**

Product Wellness Working Group

**CAROL SEBERT**

Chair – Wool Interiors Working Group

**NANCY SELF**

Wool Sheep Welfare Working Group

**RICHARD SELF**

Wool Sheep Welfare Working Group



THE CAMPAIGN FOR WOOL  
Patron: The former Prince of Wales

[CampaignforWool.ca](http://CampaignforWool.ca)

