

**Submission to the Senate Standing Committee on Rural and  
Regional Affairs and Transport Legislation on the definitions  
of meat and other animal products**

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13 August, 2021

Senator Susan McDonald  
Chair  
Senate Standing Committees on Rural and Regional Affairs and Transport  
PO Box 6100  
Parliament House  
Canberra ACT 2600

Dear Senator McDonald

### **Inquiry into the definitions of meat and other animal products**

WoolProducers Australia welcomes the opportunity to make a submission to the Senate Standing Committee on Rural and Regional Affairs and Transport Legislation on the definitions of meat and other animal products.

Whilst noting the focus of this inquiry is meat, our submission will relate to point (e) of the inquiry terms of reference; 'any related matter'.

WoolProducers Australia is the peak industry body representing Australia's approximately 60,000 wool growers. Our membership is comprised of the industry's commercial, superfine, broad wool and stud breeding sectors. WoolProducers is nationally representative through our State Farming Organisation members and three democratically elected Independent Directors. Our policy areas include animal health and welfare, biosecurity, sustainability, pest management control, natural resource management, drought policy, emergency animal disease outbreak preparedness, trade and market access, and industry development including research, development, and extension.

The wool industry is a significant commodity in Australian agriculture and makes a substantial contribution to the national economy. The industry employs approximately 200,000 workers and over the last 5 years has contributed an average of \$3.5 billion in gross value of production (GVP) annually. Australia is the world's biggest producer of raw wool, which makes up 1.2 per cent of the global apparel market by volume but 8 per cent by value and accounts for 80% of the world's superfine wool.

Wool is universally defined as 'fibre from the fleece of a sheep and lambs and some other mammals.' However increasingly we are seeing the misappropriation of this term under the guise of vegan wool.

Wool has many natural attributes and properties that cannot be replicated by any manmade fibres, including biodegradability, breathability, odour resistance, durability, antibacterial and antimicrobial properties, insulating qualities and UV protection.

Many so called 'vegan wool' products are synthetic based and have none of the qualities possessed by wool.

Further, wool's eco-credentials cannot be matched by any other fibre, and it is often referred to as the world's most sustainable fibre. Wool has a lower environmental impact during its 'use phase' as garments, due to lower laundering frequency which outperforms synthetics, cotton and cellulosic fibres.

Plastic microfibres and end-of-life disposal of textiles contribute to both environmental and landfill issues. These are both generated by the increasing utilisation by consumers of 'fast fashion', which is predominantly based on synthetic garments. Wool has none of the detrimental impacts on either terrestrial or marine environments.

It is for these reasons that WoolProducers supports truth-in-labelling to ensure that the integrity of the term 'wool' cannot be eroded by inferior manmade textiles.

Should you wish to discuss our submission further, please contact me on 0488 554 811 or [jhall@woolproducers.com.au](mailto:jhall@woolproducers.com.au).

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'Jo Hall', written in a cursive style.

Jo Hall  
*Chief Executive Officer*  
WoolProducers Australia

