



Lifecycle Carbon Neutral

Make your wool Carbon Neutral



Add extra value to your clip by participating in our Carbon Neutral wool pool.

This is an opportunity for wool producers who are currently conducting regenerative land practices to achieve stable and sustainable returns from sustainable land management.

The Merino Company (TMC) is providing wool growers with an innovative pooling option. This option will better manage price volatility, capture available premiums and improve returns for pool participants by marketing Carbon Neutral wool as a branded product to discerning customers.

TMC develops specialised pools for wool, to market and coordinate supply with a better understanding of the entire value chain. This ensures that product integrity and performance is maintained with full traceability, from production through to the finished garment.

ZeroCO₂ Wool is aimed at developing consistent long term demand and increased value for ZeroCO₂ Wool by providing a fully traceable product with unique and innovative marketing, combined with environmentally friendly processing solutions.

The TMC Carbon Neutral pool is a concept addressing global warming concerns by off-setting greenhouse emissions for the full lifecycle of the wool product. Many customers are taking a pro-active approach to greenhouse emissions and are looking for environmentally friendly products which fit their company position.

Performance

TMC ZeroCO₂ Wool has a range of potential end-uses and the pool will accept wool from 17 to 32 micron. Wool growers contract a proportion of their clip that qualifies as lifecycle carbon neutral, and will receive an initial payment upon delivery. This payment is based on the prevailing spot price, with balance of pool returns (marketing premiums) to be distributed by September 2008.

Participation

Wool producers who currently have regenerative land management practices can:

- add value to the portion of their wool clip that is offset in the Carbon Neutral wool pool;
- improve farm sustainability and performance.

Growers who have the potential to generate 'on-farm' carbon credits to offset against their wool production, can apply for, and provide, third-party certification of their annual sequestration rates to determine the CO₂ equivalents available for off-setting wool production.

TMC is partnering with **Landcare CarbonSMART**, who provide an independent carbon pool management brokering service. This offers wool growers an ongoing independent income in return for growing and maintaining native vegetation on their land. Wool growers should call their local Landcare representative or visit www.carbonsmart.com.au for more details and submissions of *Expression of Interest*.

TMC will also participate in the Greenhouse Friendly Initiative through the Australian Greenhouse Office (AGO) to ensure the necessary certification and compliance procedures are completed and approved for ZeroCO₂ Wool.

The Product

ZeroCO₂ Wool – Lifecycle Carbon Neutral – is a product in high demand, with many customers requesting environmentally friendly products that address global warming.

If you are interested in more information on this opportunity, please contact:

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