

Extreme Shepherding -- March 2009

Take a flock of sheep, a smattering of sheepdogs and a group of scraggly farmers armed with film equipment and outlandish ideas, then step back. These Welsh shepherds and the flock of glowing sheep have become the latest internet sensation.

The shepherds call themselves the 'Baa-Studs' but acknowledge that the sheep were the real stars in this well managed production. The dogs answered orders, drove the sheep where needed and, from afar, you can see amazing moving art, the recreation of the masterpiece Mona Lisa with a fireworks show providing the finale.

You really have to watch it to believe it. To enjoy the video, go to www.slipperybrick.com/2009/03/pong-playing-led-sheep/

IWTO Releases Wool Film -- March 2009

The Belgium-based IWTO is the lobbying arm of the global wool industry supply chain and aims to promote the use of wool and protect its global market share, which stood at just 1.7 percent of world fiber production in 2007.

The new report and video note that wool is a fiber with "a true 'green' lineage that is both sustainable and biodegradable - qualities which are now highly valuable assets to the textile industry."

IWTO says the new roadmap will be the basic tool for the wool industry as it looks for better market access for the wool fiber in apparel, interiors, carpets and upholstery. Currently, 66 percent of wool fiber goes into clothing, 30 percent into interiors and 4 percent for industrial uses. The global retail sales value of wool is worth \$US80 billion annually.

The slogan of the new roadmap "Wool - Change to a Healthier and Safer Environment" points to the direction the industry wants to take in the future: establishing wool as the preferred fiber for the consumers in all relevant application areas and as the fiber of choice for guaranteeing the maximum of safety and health for its users.

"The American Sheep Industry Association (ASI) is the official representative of the U.S. wool industry to the IWTO and provided financial assistance to this important international project," said Rita Kourlis Samuelson, wool marketing director for ASI. "Wool is a perfect option for consumers looking for a natural and environmentally friendly alternative to many of the

man-made products currently on the market."

A copy of the report is available at www.iwto.org/Projects/Roadmap/IWTO-Roadmap-Final.pdf
and the video can be viewed at
www.iwto.org/news/2009/Wool%20Film%20released%20by%20IWTO.htm

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