



The Hon. Tony Burke MP

19 APRIL 2010

M E D I A R E L E A S E

Minister for Agriculture, Fisheries and Forestry

Promoting Australian wool worldwide

The Australian Wool Exchange will receive funding from the Rudd Government to promote the quality of Australian wool and wool practices nationally and abroad.

Minister for Agriculture, Fisheries and Forestry Tony Burke announced up to \$164,750 for Australian Wool Exchange to develop and implement an education, training and auditing program for the National Wool Declaration, a system which enables farmers to declare the mulesing status of their flocks.

“Wool production is the second most common enterprise on Australian farms, and supports regional and rural jobs around the country,” Mr Burke said.

"Australia's total wool exports for 2008-09 were 439,000 tonnes, valued in excess of \$2.3 billion.

“Demand for Australian wool has risen in the first half of 2009-10, with China being the dominant buyer.

Grants of between \$50,000 and \$750,000 are available to projects to boost industry marketing, research consumer habits and strengthen links with new and existing markets.

It is the second round of funding under the three-year Promoting Australian Produce initiative – a key election commitment for rural and regional industries.

For further information, visit www.daff.gov.au/ausproduce.