



The Australian Merino Society Inc.
GENERATIONS AHEAD

FINE WOOL MERINOS

Marketing direct or having more control over how our wool is processed and where it ends up has been a long held ambition.

In the 1980's Mr Jim Shepherd, founder of The Australian Merino Society Inc. (AMS), toured European mills where he discovered what processors required as attributes from the greasy wool product. These attributes included fine, long stapled, white wool with low coefficient of variation of fibre diameter and a high comfort factor.

The AMS introduced selection pressure on these wool traits by including them in their customised selection index and have been breeding for high quality fibre ever since. Selection for these traits not only helped in delivering better quality wools that enabled the achievement of enhanced processing results and superior quality cloth but also produced at farm level easier care animals that exhibit negligible fleece rot characteristics.

AMS wool processing trials undertaken in the 1990's confirmed that our wool performs extremely well in next to skin garments and other premium quality garments.

To date AMS producers have not benefited by way of achieved premiums in recognition of their tireless efforts in producing a high quality fibre as generally our wools are blended with other lesser quality wools to meet basic export specifications.

I began more recent discussions on direct marketing with the managers of United Farmers wool division WA in 2004. Australian Wool Network took over in 2006 and ran with the idea of processing a batch of wool and following it through the various stages of the processing chain to garment manufacture. The results of discussions commenced in 2004 is VISIONE performance t-shirts.

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