



Australian Landcare Management System Group

Eco-Ethical Wool Marketing Project **YOUR opportunity to be part of a futuristic wool marketing project**

Evaluating a farm environmental and ethical certification system

Elders, Australian Wool Innovation (AWI), Landcare Australia and the Australian Landcare Management System Group (ALMS Group) have joined forces to test ALMS as a platform for certifying wool grown under specified environmental and ethical conditions.

The project sponsors are seeking to establish four groups of about 10 woolgrowers centered on Armidale and Yass in NSW and Mt Pleasant and Yunta in SA.

If you decide to be part of this exciting new project, the first step will be to prepare an environmental management plan (ALMS plan) for your property that will include consideration of whole-of-farm and catchment-wide issues, AWI best management practices, chemical use and mulsing practices.

Benefits include:

- Being positioned to participate in future wool marketing developments
- Having a software based environmental management plan which complies with international management standards
- Having improved environmental outcomes and associated productivity gains, improved risk management and improved access to support from natural resource management programs

As a participating grower you will:

- Prepare your ALMS Plan during a three-day course with an accredited ALMS Trainer, probably in April-May 2008.
- Continue as an ALMS member should you wish to do so
- Contribute to the development of criteria and processes for the inclusion of environmental and ethical considerations in wool marketing

Because of the support from Elders, Australian Wool Innovation and the ALMS Group, growers can participate in the project at no cost other than their time and travel costs.

To find out more about this project or to indicate your preparedness to participate contact Tony Gleeson **before the end of January 2008**:

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