

The Global Sheep & Wool Perspective

CDG on Animal Production

Jeannette Cook

International Wool Textile Organisation





Australia



Canada



New Zealand





Norway

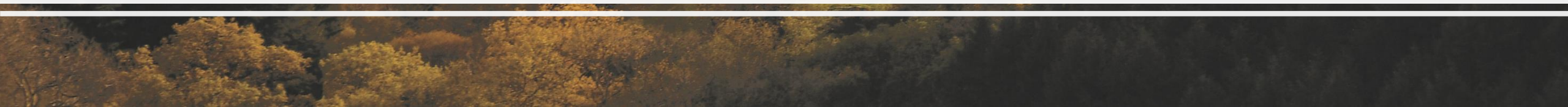


South Africa





United Kingdom



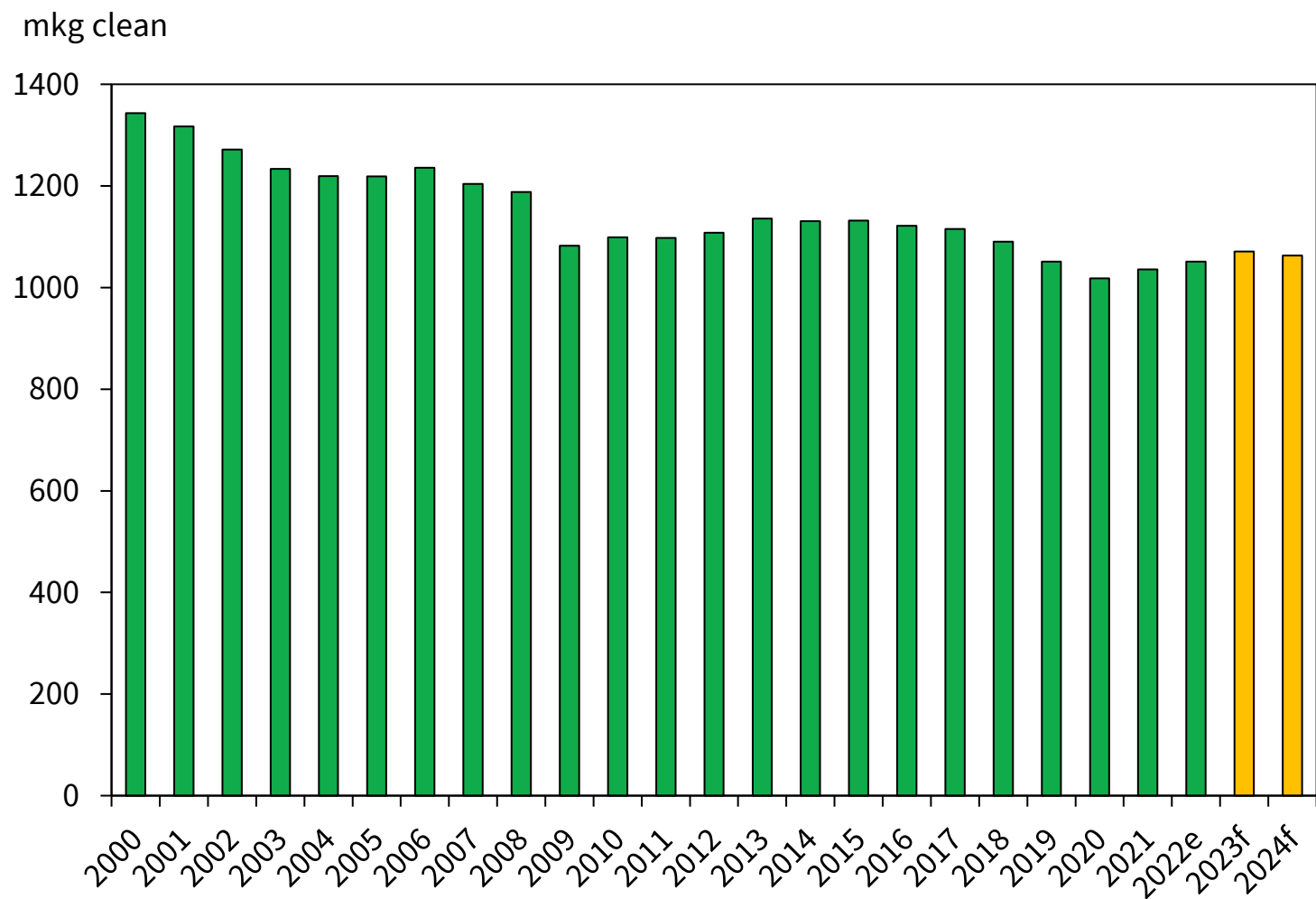


United States



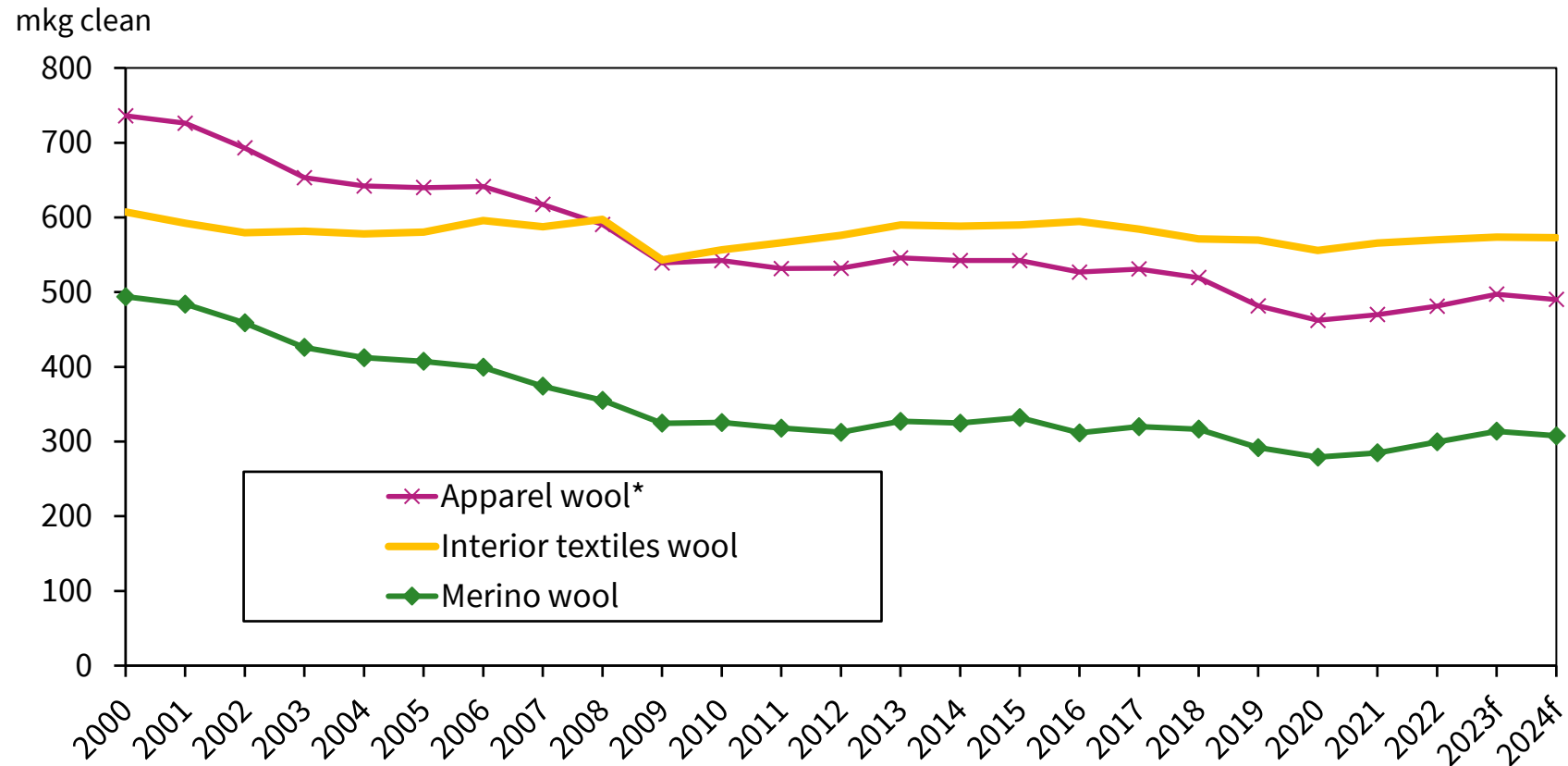
Uruguay

Global Wool Production



Source: IWTO Market Information Edition 18

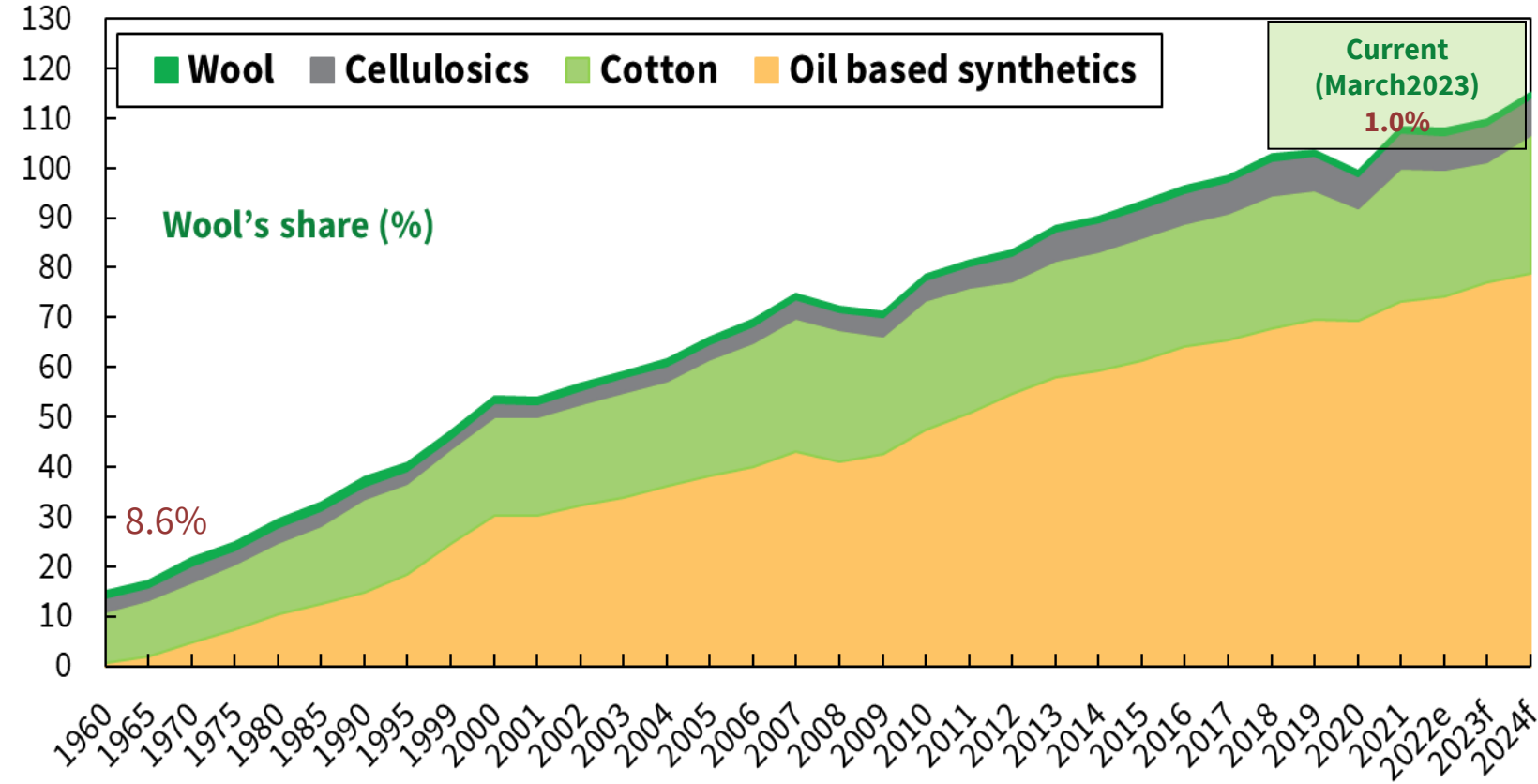
Global Wool Production by Type of Wool



Source: IWTO, Country statistics, Poimena Analysis
Updated 31 January 2023
Note: Apparel wool INCLUDES Merino wool

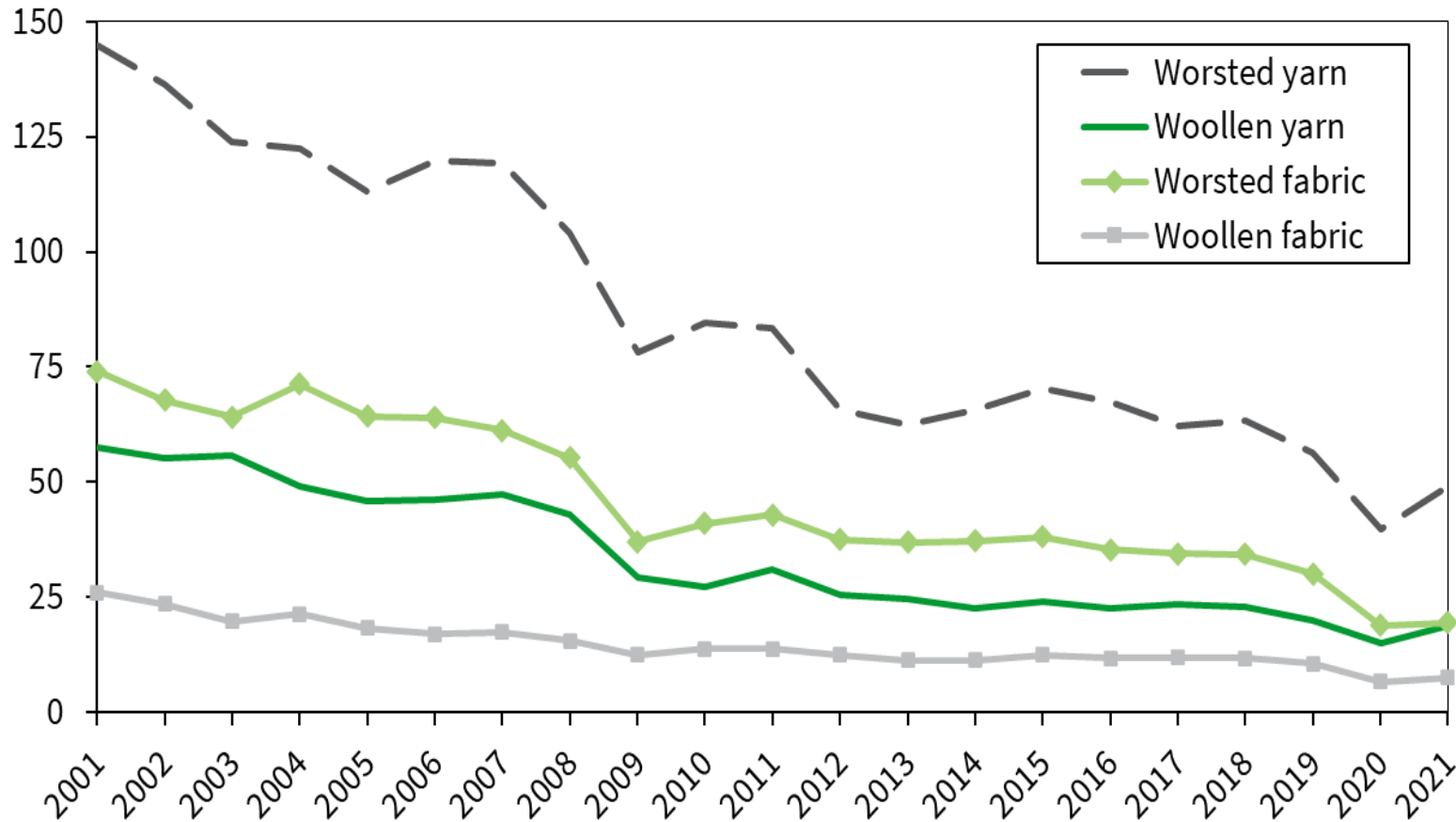
Global Fibre Consumption

million tonnes



Global Wool Trade (Yarn and Fabric)

mkg actual weight



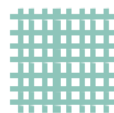
Source: IWTO Market Information Edition 18











High quality textiles



Put fast fashion
out of fashion



Long-lived and
recyclable clothing



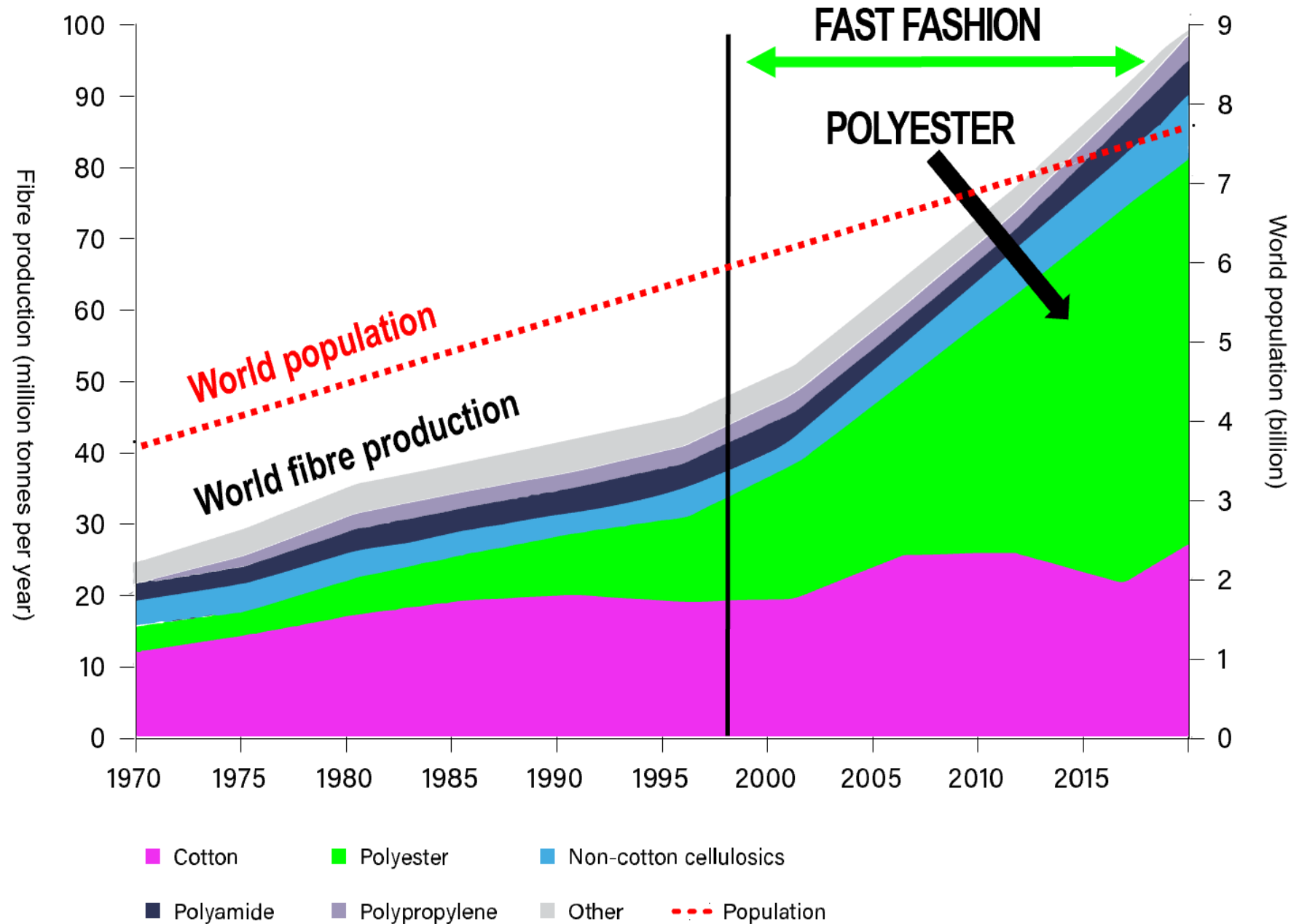
Tackle the release
of microplastics
from synthetic
textiles



Repair and re-use
services widely
available

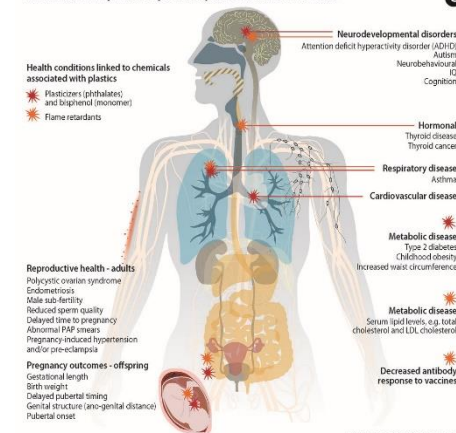
EU STRATEGY FOR SUSTAINABLE AND CIRCULAR TEXTILES

The availability of **cheap polyester clothing** has been the primary enabler of fast fashion





Human health impacts of exposure to plastic-associated chemicals

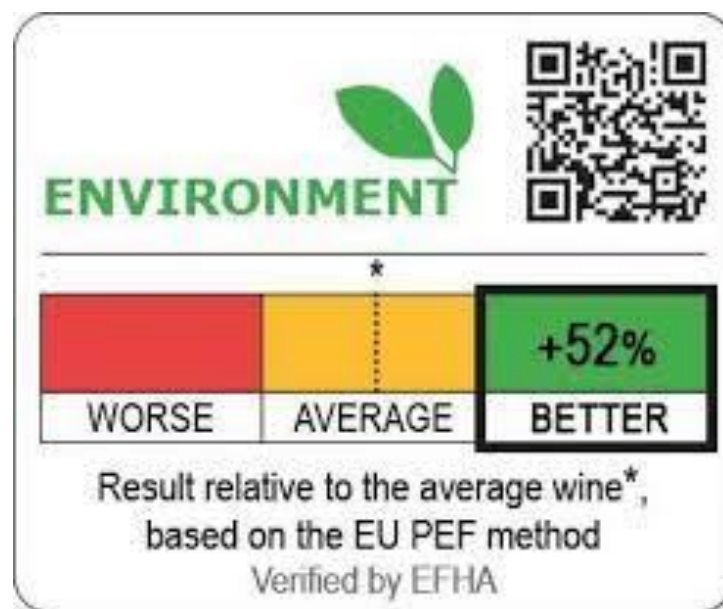
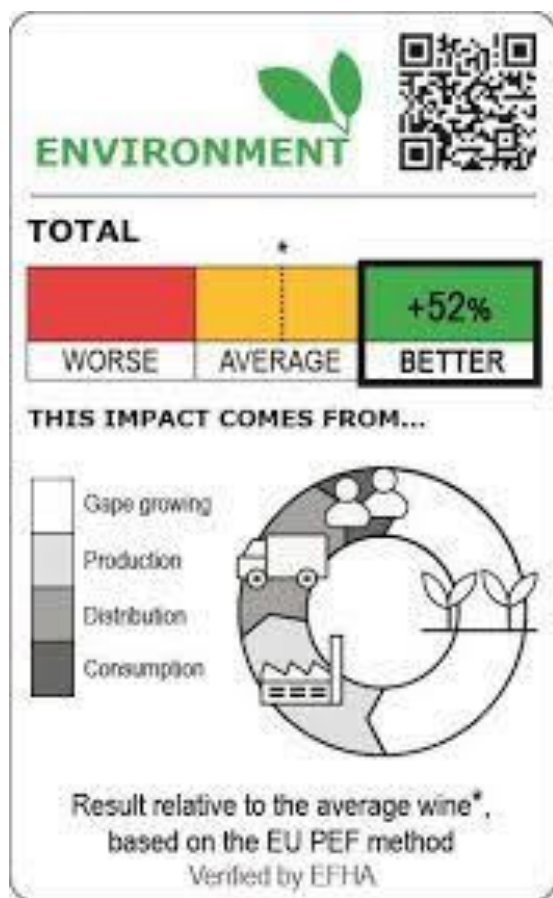


United Nations Environment Programme (2021). From Pollution to Solution: A global assessment of marine litter and plastic pollution. Nairobi.



EU Goals for Textiles





European Commission

PEF

THE PEF METHOD MEASURES MANY ELEMENTS, BUT OVERLOOKS KEY IMPACTS OF POLYESTER

1. Climate change
2. Ozone depletion
3. Human toxicity cancer
4. Human toxicity – non-cancer
5. Eco-toxicity – freshwater
6. Particulate matter
7. Ionising radiation
8. Photochemical ozone
9. Acidification
10. Eutrophication – terrestrial
11. Eutrophication aquatic
12. Eutrophication – marine
13. Land use
14. Resource depletion – water
15. Resource depletion fossil fuels
16. Resource depletion – minerals
17. Plastic waste
18. Microplastics
19. Circularity

Without
measuring the
key impacts of
polyester:

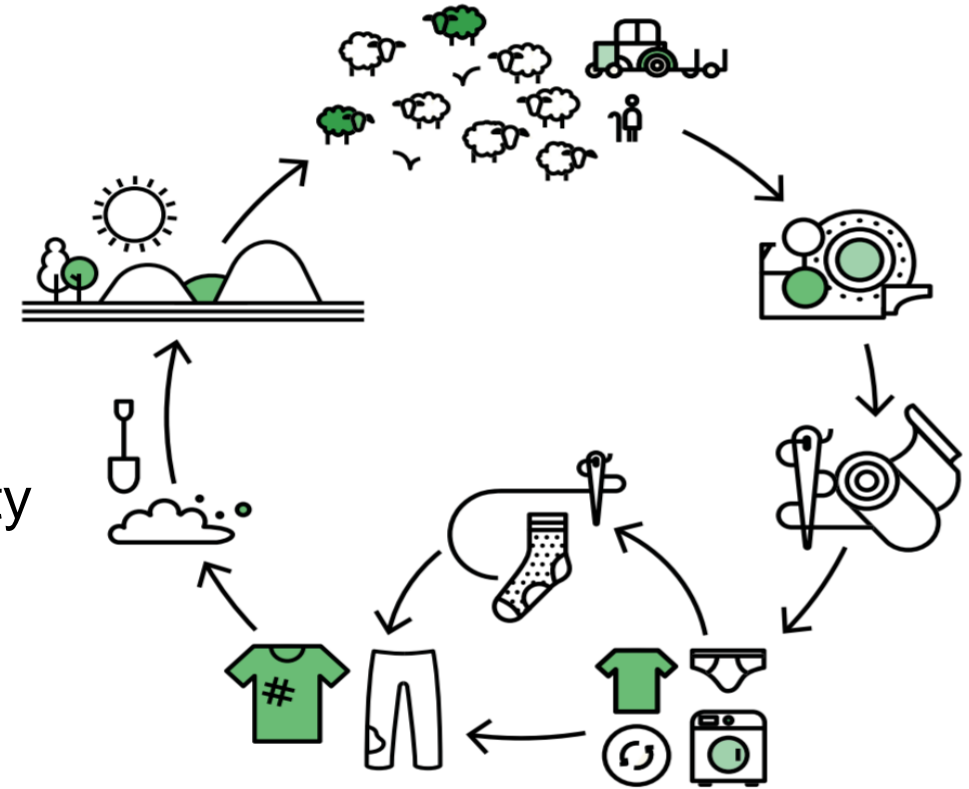
- Plastic waste
- Microplastics

PEF cannot effectively
deliver EU Green Deal
goals:

- 
- Put fast fashion out of fashion
- Tackle the release of microplastics
- Produce high quality textiles
- Long-lived and recyclable clothing
- Repair and re-use services available

LIKE ALL LCAs, PEF TARGETS ENVIRONMENTAL HARM

- PEF/LCA \neq sustainability
- PEF/LCA \neq renewability
- PEF/LCA \neq biodegradability





≠



Make The Label Count

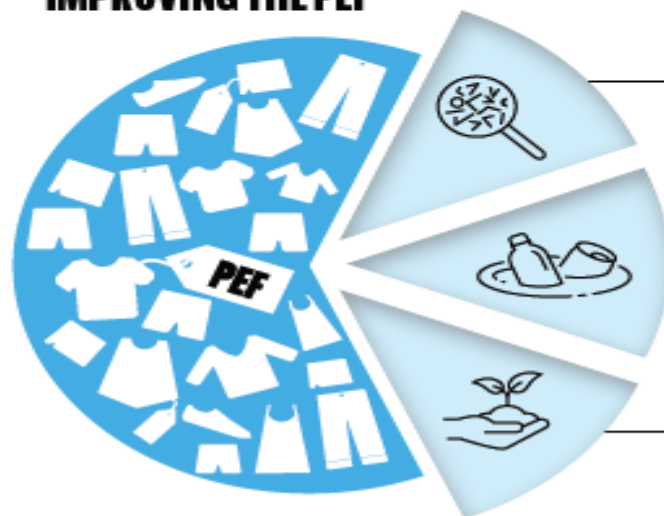
COMPLETING THE PEF PICTURE

By omitting or downplaying the inherently circular attributes of natural fibres, the European Commission risks losing an important opportunity to deliver its commendable goals detailed in the Circular Economy Action Plan and EU Strategy for Textiles.

The use of the Product Environmental Footprint (PEF) methodology in its current form will not adequately reflect these sustainability and circularity goals. However, with some revisions it can be made fit for purpose for clothing and footwear products.



IMPROVING THE PEF



INCLUDE MICROPLASTIC POLLUTION

Failing to do so effectively assigns zero impacts to this emission.

INCLUDE PLASTIC WASTE INDICATOR

The PEF system must include a plastic waste indicator to be consistent with EU directives on plastic waste.

INCLUDE CIRCULARITY INDICATORS

A circular economy is a foundational cornerstone of EU strategy yet none of the 16 PEF indicators directly measure circularity.

These three main methodological improvements not only offer more meaningful guidance to the EU consumer but also assist in delivering the EU's environmental policy and sustainability objectives.

This publication should only be used as a general aid and is not a substitute for specific advice. To the extent permitted by law, we exclude all liability for loss or damage arising from the use of the information in this publication. © Copyright 2022, International Wool Textile Organisation.

FIND OUT MORE AT:

- [makethelabelcount.org](https://www.makethelabelcount.org)
- [@makethelabelcount](https://twitter.com/makethelabelcount)
- [make-the-label-count](https://www.makethelabelcount.org)



REQUEST:
A Level Playing Field for All Fibres





Thank you!

Jeannette Cook
Communications Manager
cook@iwto.org

