



13 December 2019

Guy Barnett, Minister for Primary Industries and Water

Taking Tasmanian wool to China

Today I hosted the official launch of the exciting new Tasmanian wool brand, 'Natural Tasmanian Wool' in Shanghai to wrap up the Hodgman majority Liberal Government's latest trade mission to China.

Attended by over 100 guests from leading Chinese wool industry companies including wool scouring, carbonising, weaving and trading businesses, the brand launch was a valuable opportunity for Tasmanian wool growers to engage with Chinese buyers, and promote the quality of our wool in this key export market.

Joined by 14 Tasmanian wool growers and Nutrien Wool, the launch showcased our premium wool and the sheep-to-shop story behind the brand 'Natural Tasmanian Wool', as well as the unique selling points of our products.

Tasmanian wool is highly sort after globally due to its finer micron qualities and the new 'Natural Tasmanian Wool' is 100 per cent pure, renewable and biodegradable, and guarantees next-to-skin softness and strength, wrinkle, stain, fire, UV and odour resistance, and breathability.

As our largest trading partner, China accounts for about 80 per cent of Tasmania's greasy wool exports, totalled 55,000 bales in 2018. Our wool is not only loved by Chinese buyers, it is also globally recognised as a premium product.

Tasmania's latest trade delegation has provided agriculture, energy and forestry industry representatives with the opportunity to engage directly with some of that China's biggest buyers and decision makers.

The Tasmanian Government is committed to supporting Tasmanian businesses to take their products to the world. Through our Tasmanian Trade Strategy 2019-2025, we will continue to champion our businesses in identified markets like China to support the growth of Tasmanian economy.