



CRC

for

Premium

Quality

Wool

Fibre Direct

Produced for the CRC for Premium Quality Wool undergraduate program by;
Jim Maple-Brown, Fibre Direct.



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History

- **Development**
 - UNSW and CSIRO work in 1960's
 - Australian Wool Enhancers
- **Supply Chain Linkages**
 - large organisation needed
 - wide supply area
- **Association with WesFarmers Dalgety**
 - greater capitalisation
 - benefits to growers



Fibre Direct Marketing Strategy

- **Make wool more attractive to consumers**
 - using fibre specification to better meet their needs
- **Reduce costs between farm and consumer**
 - implementing advances in knowledge & technology quickly and efficiently

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Consumer Demand

Wants

- **Comfort**
 - non-prickle
 - light weight fabrics
- **Appearance**
 - non-pilling knitwear
- **Structured fabric**
- **Soft Handle**

Fibre Specification

- average fibre diameter
- % fibres $>30\mu\text{m}$
- % short fibres in top
- high curvature
- low curvature

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The Benefits of Fibre Direct

- Marketing instead of selling
- Relating production to consumers needs
- Much improved information flow up & down the wool pipeline
- Can reduce costs all along the pipeline
- Facilitates risk management
- Longer term must lift the value in consumers eyes

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The Difficulties

- **Slow uptake of research findings**
 - “technology adoption”
- **Attitudes to change**
- **Grower reluctance to face the “realities of life”**
- **“Third generation syndrome”**
 - every sector of the industry

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Fibre Direct Operations

- **crutching**
 - 12 weeks out
- **mid-side sampling**
 - 8-10 weeks out
 - AWTA sampling
- **price offer from Fibre Direct**
- **grower acceptance**
 - ie FORWARD SELLING
- **shearing**
 - nylon packs
 - clip preparation
- **coring**
 - on-site
 - hand core supplied
- **payment**
 - based on core tests
 - 2 weeks after consigning

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Example of a Consignment

- **Combing Lot 502**
 - **12 farm lots**
 - **30 bales / lot avg.**
 - **Ranges**
 - **yield**
 - 54.2 - 70.1%
 - **diameter**
 - 20.2 - 21.6 μ m
 - **VM base (seed)**
 - 0.9 - 4.6% (0.5 - 2.9)
 - **SL** 78 - 109mm
 - **SS** 30 - 48 N/ktex
 - **midbrk** 7 - 70%
- | | predicted | actual |
|------------------|-----------|--------|
| • Hauteur | 79mm | 77mm |
| • CVH | 44% | 41% |
| • Romaine | 10.6% | 9.2% |

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The Future

- **Strategic Plan**
 - **AWE 12,000 to 14,000 bales**
 - **Fibre Direct 70,000 bales**
 - 1st year
 - **build to 200,000 to 300,000 bales**
 - 3 to 4 years
- **Forward selling is vital**

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