

## Invitation to Buyer-Producer forum on sustainable wool and mohair

**Ethical Trade Norway is engaged in a support project in the wool and mohair industries in South Africa. The project is initiated by textile members sourcing from South Africa and is funded by NORAD.** You can read more about the project [here](#).

*As part of the project, we would like to create a forum where companies from Norway, Sweden, Denmark and UK can participate in a dialogue about sustainable and responsible wool and mohair with farmers in South Africa.*

*We propose a series of 3 virtual meetings annually (one for each of the South African groups). The meetings will have a duration of approximately 2,5 hours each. The agenda will be agreed in advance, through proposals from the parties. Ethical Trade Norway will coordinate the preparations for the companies participating while our project partner National Wool Growers Association will coordinate the South African preparations.*

### **THE AIM OF THE FORUM:**

- Establish communication between wool/mohair farmers in South Africa, and the participating companies.
- Advance the understanding of all parties on the influences and forces at play with which the parties have to contend to deliver the desired products to customers
- Identify, discuss and seek common approaches to major challenges facing the industry, including those associated with transitioning to a sustainable and equitable industry to the benefit of all involved and to the global community
- Facilitate networking between the producers and the buying companies which could result in positive commercial agreements for all parties.

Initially there will be 3 groups of South African farmers involved; established commercial farmers, emerging (previously disadvantaged) commercial farmers and farmers operating on communal land. This is because their situations, challenges, and opportunities, are very different at this stage. The aim is to build cohesion between these three distinct groups, so that they can collectively speak for the industry, but this will take time.

### **INCENTIVES & DESIRED OUTCOMES:**

#### **For the companies involved:**

- A way to advance the global 'green' (sustainable consumption and production) economy agenda for the benefit of all
- A greater understanding of the climate consequences related to wool and mohair production, and what actions companies can undertake to make a difference
- A way to impact and reduce the carbon footprint of products
- The opportunity to assist the marginal farmers to 'graduate' to more established commercial farmers producing high quality product



- Greater understanding of the situation of the different categories of producers in South Africa
- The opportunity to develop relationships with producers and to create positive “good story” lines that could be used in branding
- An opportunity to educate customers to the reality of the farming situation facing wool and mohair farmers in South Africa
- Understanding of the rationale for the Cape Wools Communal Production Standard.

#### **FOR THE FARMERS IN SOUTH AFRICA:**

- A heightened understanding of the market, trends and requirements
- Direct contact with companies that buy wool and mohair and a chance to build relationships
- Contributing to consumer education on the situation and challenges faced by SA farmers
- A broadened engagement with the formal market and the opportunity to build momentum towards sustainable production of wool and mohair

#### **DO YOU WANT TO JOIN?**

Please send an e-mail to [Silje.eger@etiskhandel.no](mailto:Silje.eger@etiskhandel.no) before January 10<sup>th</sup> 2022.

**Launch** of the Buyer-Producer forum and the dialogue with the *commercial farmers* will be held February 3<sup>rd</sup> from 12:00 – 14:30 on Zoom.

#### Next forums:

4<sup>th</sup> of May from 09:00 – 11:30 Forum with the *emerging commercial farmers*

7<sup>th</sup> of September: 09:00 – 11:30 Forum with the *communal farmers*

All meetings will be held on Zoom.

*The intention is that the companies involved will be joining all three meetings, but please let us know if you already now know if some of the dates don't suit you.*

Best regards

Silje, Eger

Ethical Trade Norway

