
Brand Letter of Intent

Leave live lamb cutting (mulesing) in the past

Together for a cruelty-free future¹

We, the undersigned brands—representing brands that today sell only wool free from live lamb cutting (mulesing-free wool) and those dedicated to reach that goal—, are committed to meeting the expectations of our customers that we safeguard the welfare of animals within our wool supply chains.

Therefore, we commit to excluding live lamb cutting (mulesing) from our supply chains step by step, and completely by 2030.

We have agreed to communicate time-bound phase-out plans to our supply chain partners and to encourage our suppliers to assist wool producers with the uptake of robust animal welfare certification and changes needed at the farm level.

As a collective, we believe that an industry transition away from live lamb cutting can only be successful if all wool stakeholders work together. Therefore, we encourage:

- Wool producers to actively seek solutions to both flystrike and live lamb cutting, to match the commitments of brands and supply chain partners.
- Industry associations to grow confidence in the genetic solution to flystrike, by acknowledging the success of producers using flystrike-resistant sheep types across Australia.
- Industry associations to offer platforms for dialogue and collaboration which assist and enable the transition away from live lamb cutting.
- Australian governments to support the transition of the wool industry to husbandry methods and sheep types which do not rely on live lamb cutting.

Together, we can end live lamb cutting.

Signature

Your name/CEO name:

Company name:

Company website:

Company animal welfare information (if available)

¹ Live lamb cutting (also known as mulesing) is defined in this letter as all forms of breech modifications including lamb cutting with shears, clips or liquid nitrogen (steining).
