
Brand Letter of Intent

Transition away from mulesing

Together for a mulesing-free¹ future

We, the undersigned brands—representing brands that are today mulesing-free and those dedicated to a mulesing-free future—, are committed to meeting the expectations of our customers that we safeguard the welfare of animals within our wool supply chains.

Therefore, as part of our commitment to animal welfare, we commit to phase-out mulesing from our supply chains step by step, and completely by 2030.

We have agreed to communicate time-bound phase-out plans for using mulesed wool to our supply chain partners, to demonstrate our commitment to transition away from mulesed wool. We will encourage our suppliers to work with wool growers in their supply chains to assist 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 mulesing can only be successful if all wool stakeholders work together. Therefore, we encourage:

- Wool growers to actively seek solutions to both flystrike and mulesing, 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 growers using flystrike resistant sheep types across Australia.
- Industry associations to offer platforms for dialogue and collaboration which assist and enable the transition away from mulesing.
- Australian governments to support the transition of the wool-industry to husbandry methods and sheep types which do not rely on mulesing.

Together, we can end mulesing.

signature

Your name/CEO name:

Company name:

Company website:

Company animal welfare information (if available):

¹ Mulesing is defined in this letter as all forms of breech modifications including mulesing with shears, clips or liquid nitrogen (*steining*).
