

# Live Naturally... Choose Wool

The Campaign for Wool was initiated by HRH The Prince of Wales to highlight the natural, sustainable story of wool and improve understanding of the fibre's many attributes. From small beginnings, it now operates internationally and is supported by sheep farmers, manufacturing partners, major brands, retailers and consumers. It is funded by the world's leading wool organisations which work conscientiously to support the ethos of wool as the superior natural fibre for fashion, interiors and the built environment.



## Choose Wool ...

Wool is one of our world's most amazing natural fibres. Environmentally sustainable, it has an origin and anatomy that brings wellbeing to the world, its inhabitants and their homes. There is no comparable fibre for versatility and performance.

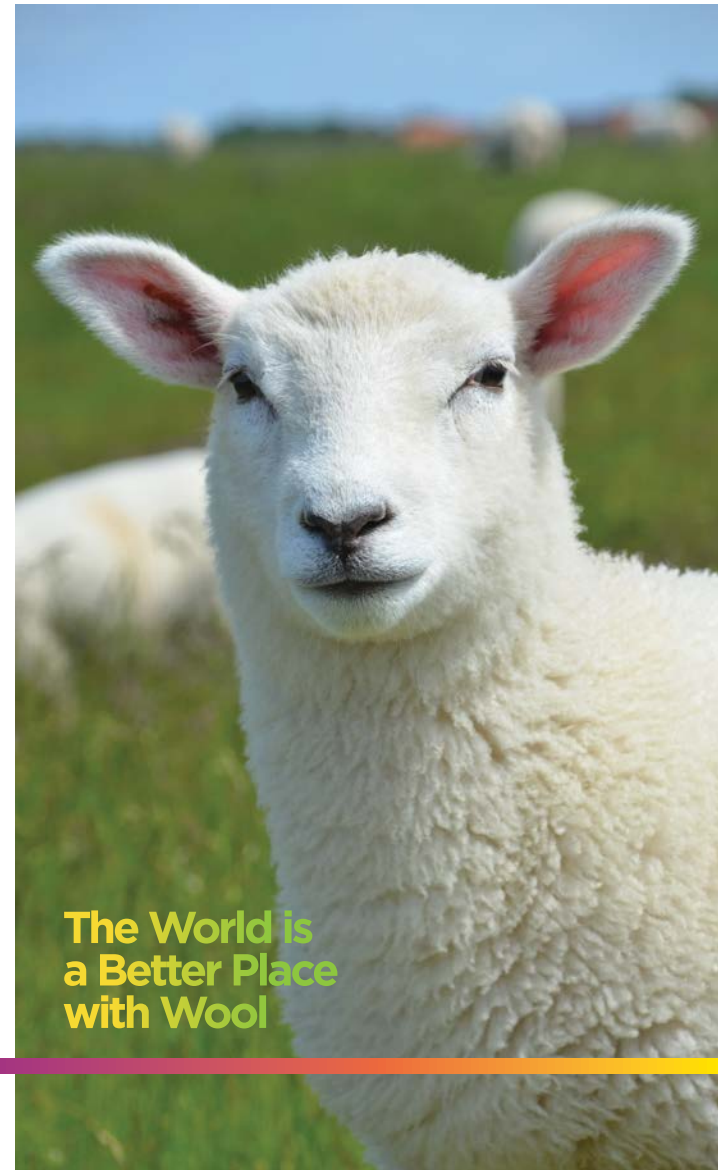
## Choose Wellbeing...

Wool has a complex structure which naturally cleans the air we breathe of contaminants creating a healthier internal environment.

## Choose the World...

Wool is naturally grown not manmade and it is a truly renewable fibre that does not deplete precious resources. Sheep graze freely throughout their lives and are an asset to the global rural landscape and also the multiple species with inter-dependent life cycles.

# THE FIVE FREEDOMS OF SHEEP



The World is  
a Better Place  
with Wool

[www.campaignforwool.com](http://www.campaignforwool.com)  
#choosewool  
@campaignforwool



A Campaign for Wool Promotion

The Campaign for Wool supports a programme devised to create appropriate welfare standards for our global sheep flocks. These are known internationally as the Five Freedoms and are devised and upheld by leading animal welfare organisations - in particular The Royal Society of Protection of Cruelty to Animals and the Chief Veterinary Officer in the UK and across the world. Many of these guidelines are very detailed, regulatory and are practise guidelines for livestock farms. These are also endorsed by The International Wool Textile Organisation (IWTO).

The Campaign's '**Freedom of Sheep**' promotion supports and reflects the spirit of those five important standards. Our aim is to imbue better understanding of the care and commitment of the global sheep farming and wool textile community in respecting the life of our sheep that year after year provide naturally grown, sustainable wool.

# THE FIVE FREEDOMS

1

## GOOD LIFESTYLE

Freedom to express normal patterns of behaviour, sufficient space, suitable facilities and the company of its fellow sheep

2

## GOOD NUTRITION

Freedom from hunger, thirst and malnutrition

3

## GOOD ENVIRONMENT

Freedom from discomfort through shelter and provision of a comfortable environment

4

## GOOD HANDLING

Freedom from fear, through good care and handling

5

## GOOD HEALTH

Freedom from pain, injury and disease

