

# SDG 5 CASE STUDY

## The wool supply chain

Katherine Bain is a wool expert working as a farm hand on her family sheep property in the Western District of Victoria. In order to get her wool from the sheeps to the final consumer, Katherine needs the help of many people.

### Your task:

- Read the following perspectives, and explore the roles and responsibilities of each of the individuals involved in the wool supply chain.
- Try to create a supply chain of who connects with who to show the relationships they have with each other, as well as the other people they work with.

### **Katherine - Farm Hand:**

“As a farm hand, I work closely with my farm service advisor to help with technical decisions on the property. I also work with my veterinarian to ensure the welfare of my animals as well as my livestock agent when needed. On the other side of the business, I get my wool sold through my local wool broker”.

### **Large animal veterinarian:**

“I work directly with farm hands to maintain high standards of animal welfare and production. My role also means that I work alongside animal scientists in the areas of nutrition and genetics. I also connect with agricultural advisors who sell animal health products and with livestock agents who sell livestock for farmers”.

### **Wool broker:**

“As a wool broker, I act as an agent for wool farmers in selling their wool by auctioning it to exporters. Each week, I prepare the wool for sale to the represented exporters. I also provide vital services to the wool farmers I work with, including farm supplies, advice, market information and market

intelligence, assistance with forward selling, clip preparation, ram selection and more”.

**Animal scientist / researcher:**

“I currently sit on the end of the supply chain, trying to optimise efficiencies in the sheep and cattle industries”.

**Agricultural / farm service advisor:**

“I find business and technical solutions, such as how to produce, process and distribute farm products. I help to provide insight into improving production, data analysis and problem solving issues like livestock and crop disease. My role means that I am not only in contact with farmers, but also agricultural and rural businesses and industries, as well as government bodies”.

**Wool exporter:**

“As a wool exporter, I’m in contact with wool brokers on one hand, and wool topmakers on the other. Wool topmakers process the raw wool before it goes to the knitters who sell to garment manufacturers. The final product then reaches the consumers through retailers”.

**Livestock agent:**

“As a livestock agent, I’m responsible for buying and selling farm animals such as sheep and cattle. I work on the behalf of my clients and advise them based on their needs and the current market conditions. I act as a go-to between the buyer and the seller.”