



WHY ZQ PREMIUM WOOL?

THE FIVE FREEDOMS

ZQ Premium wool growers must provide the five key freedoms for all animals. Why? Because these freedoms ensure a healthy, low stress quality of life, which in turn enables the production of healthy, high quality ZQ Premium fibre.



FREEDOM FROM HUNGER OR THIRST

ZQ sheep are farmed on a free-range basis which allows them to forage as they please. Well fed sheep with good nutrition are better able to cope with natural stress, such as extreme weather. Growers must manage their farms to ensure sheep always have access to clean water and adequate nutrition.



FREEDOM TO DISPLAY NORMAL PATTERNS OF BEHAVIOUR

ZQ sheep are free range and roam in open pastures, with typically more than one acre each. This allows them to display their natural patterns of behaviours with minimal human intervention or interference.



FREEDOM FROM DISCOMFORT OR INADEQUATE SHELTER

Sheep have evolved in environments with extremes of heat and cold, largely on account of their fleece, which means they are able to survive and thrive in these conditions. However, to further protect sheep from distress and to help ensure they produce the best fibre possible, ZQ growers must ensure that their sheep have adequate shade and shelter available at all times.



FREEDOM FROM UNNECESSARY PAIN OR DISTRESS

ZQ growers must handle and manage sheep to avoid unnecessary stress and pain. Mulesing is not permitted on ZQ farms, and farm facilities also need to be maintained to ensure they do not pose a risk of injury.



FREEDOM FROM SIGNIFICANT INJURY OR DISEASE

ZQ growers are required to regularly monitor stock, prevent disease and illness and rapidly diagnose animal health issues. This is essential to ensuring stress and discomfort is minimised. Stockmanship knowledge is developed over generations of farming sheep.

FIBRE STRUCTURE



WHILE SOME WOOL CAN LOOK LIKE THIS...

Poor health and stress experienced by sheep is transferred into the fibre they produce. It creates uneven fibre diameter and 'weak points' which lead to poor quality and poor product performance. Not to mention the suffering the sheep will have been under.



...ZQ WOOL LOOKS LIKE THIS.

ZQ tends to be more uniform in diameter, and wool with weak points simply does not meet the ZQ grade. This means that ZQ provides consistent high quality high performing fibre year on year, season after season.

NO MULESING



Mulesing is a surgical procedure that removes a section of skin from the sheep. It is carried out to reduce the risk of attack by flies (often described as flystrike).

Mulesing is not permitted on properties that supply ZQ. ZQ growers have adopted integrated strategies to manage the risk of flystrike, without mulesing. ZQ led the world to be the first accredited fibre that guarantees mulesing does not occur. It is still the world's main source of accredited non-mulesed wool.

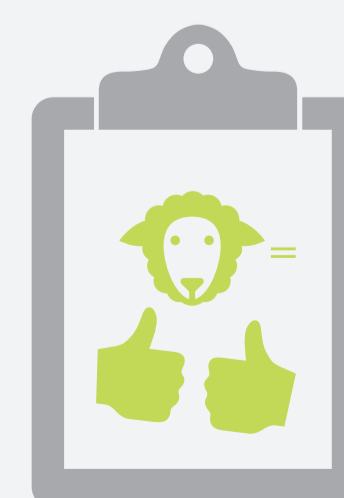
PROVING IT



ZQ growers are regularly audited to confirm that they comply with the requirements of the ZQ Accreditation Manual. The manual provides guidelines to achieve fibre quality, animal welfare and health, care for the environment and social responsibility.

ZQ audits are conducted by AsureQuality, an internationally recognised assurance organisation, compliant with ISO/IEC 17065, and accredited with the Joint Accreditation System of Australia and New Zealand.

WHAT THIS MEANS?



By choosing ZQ products, you can be confident that the sheep producing the wool are humanely treated, well fed, live natural and healthy lives.

ZQ sheep are not subjected to mulesing, which in turn means you are also buying Merino fibre of the very highest quality and performance.