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CANADIAN WOOL COLLECTIVE

2024  
ANNUAL  
REPORT

*[www.canadianwool.org](http://www.canadianwool.org) - [info@canadianwool.org](mailto:info@canadianwool.org)*



# MISSION STATEMENT

*We promote wool as a valuable renewable commodity. We advocate for increased innovation, investment in, and development of infrastructure for the growing, processing, and marketing of Canadian wool.*

It has been a foundational year for the Canadian Wool Collective. As a newly formed national non-profit organization with ambitious goals we had a monumental task ahead of us.

Our goal was to launch the first ever Canadian Wool Certification program, continue engaging stakeholders across the Canadian wool industry and to set strategic goals that would guide future work for the organization.

We also endeavoured to do this work with an entirely volunteer board of directors.


I am so pleased to say that we met our objectives this year and the

organization is continuing to grow while keeping our goals and priorities front and centre.

The Canadian Wool Collective is a grassroots organization that prioritizes transparency, traceability, collaboration, accessibility and climate resilience throughout the entire wool value chain. We could not do this work without the ongoing participation and support of farmers, mill owners, wool brokers and the end-users of our Canadian Wool.

We are looking forward to building a stronger industry in 2025.

*Anna Hunter*  
Chair of the Board



*Canadian Wool Collective is a grassroots organization that promotes the value of Canadian wool. We seek to enhance the growing, manufacturing and use of Canadian wool domestically. Members of the Canadian Wool Collective include sheep farmers, crafters and artisans, designers, mill owners, manufacturers, dyers, and others engaged in the local wool community. Ultimately, we seek to support a circular domestic wool industry in Canada.*

# COMMITTEE REPORTS

## Certification

**Working Group:** Shirley Harvey, White Spruce Heritage

Farm, Certification Lead

Emily Mcivor, New Wave Fibre

Brenda Carson, end-user of wool

Star Hoerauf, Morning Star Woollen

Christina Cook, end-user of wool

Anna Hunter, Long Way Homestead

Melissa Simon, Alley Cat Yarns

## Purpose

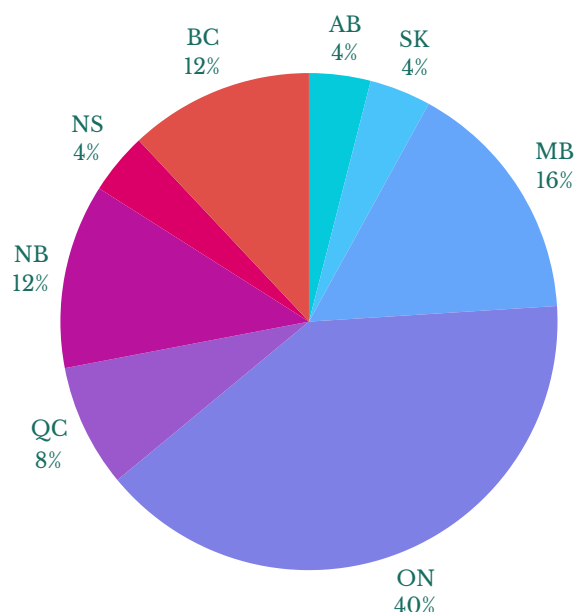
The working group has a mandate to:

1. Develop and implement a certification application(s) for Canadian wool products
2. Develop and implement authentication protocols to determine the traceability of Canadian wool products
3. Develop and implement a strategy to promote certified partners of the Canadian Wool Collective
4. Collaborate with other working groups to promote the Certification program to producers and business owners
5. Collaborate with other working groups to create and disseminate information to our fibre communities about the Certification program and where to source Canadian wool

## Activities of the Working Group 2024

The Canadian Wool Collective officially launched the first Certification program in August 2024 for 100% Canadian wool products that have been grown & milled within Canada. As of December 31st, 2024 we have performed a traceability review to certify 25 wool producers, mill owners and wool-based businesses under our Tier 1 “Grown & Milled” program.

A beta test was run for the Tier 2 Certification program “Grown” for 100% Canadian wool products that have been grown in Canada but milled out of the country in December 2024. This certification tier will be launched in early 2025 with a subsequent tier(s) to certify Canadian wool blend products in the coming months.



**Fig 1. Geographical Representation of 2024 Certified Partners**

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Out of the 25 applications received in 2024, 64% of businesses self-identified as being involved in more than one of three business activities: sheep producer, mill/wool processor and consumer goods production.

Sheep Producers	Mill/Wool Processor	Consumer Goods Production
68%	32%	88%

**Table 1: Self-reported business activities of CWC certified partners**

While this is a small representation of sheep producers and business owners involved in the wool industry that meet the eligibility criteria for the Grown & Milled certification tier, this very clearly highlights the need for Canada to invest in more infrastructure for domestic processing.

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## Next Steps

1. Continue to promote the launch of Tier 2 Certification program “Grown”
2. Launch the Tier 3 Certification program for Canadian wool blends
3. Collaborate with Communications to complete informational material for consumers and local yarn stores
4. Review fee structure and plan for certified partner renewals

We sincerely hope that our partners will consider renewing their certification in 2025. We look forward to watching our Certification programs grow with your businesses.



# 2 TIERS

GROWN & MILLED IN CANADA  
GROWN IN CANADA (MILLED OFFSHORE)

Tier 3 (Wool Blends) will be released in late 2025

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# COMMITTEE REPORTS

## Communications

Working Group: Karri Munn-Venn, Leystone Farm, Communications Lead  
Emily Mcivor, New Wave Fibre  
Brenda Carson, end-user of wool  
Lindsey Weber, Wool Grown Company  
Jackie Mathison, end-user of wool  
Anna Hunter, Long Way Homestead  
Wave Weir, Wave Fibre Mill

Throughout 2024, the Canadian Wool Collective communications committee worked diligently to craft and communicate the priorities of the organization.

We have written press releases, published certification program materials, identified key outreach contacts, spoken with the media, and engaged others in the Canadian wool space.

With a mailing list that has grown to over 800 subscribers, in this first year we have also endeavoured to ramp up our social media as a primary engagement tool with

our members and others interested in Canadian wool, generating an Instagram following of 1,500 followers.

A revamp of canadianwool.org is underway - with thanks to Anna Hunter, for all that she did to develop the initial website and its rich depth of content. A new Canadian Wool Collective newsletter is being prepared for launch in 2025.

We are grateful to all of the volunteers that have served on the Communications Committee, bringing their energy, ideas, and enthusiasm to this important work.

# 137

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CWC MEMBERS

# 438

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PARTICIPATED IN VIRTUAL  
COFFEE HOUSE EVENTS

# 168K

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IMPRESSIONS

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We use our monthly coffee house presentation, instagram and fibre event promotion to build community.

*Our monthly coffee houses are a great way to bring together different voices from the Canadian Wool Industry.*

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## CANADIAN WOOL COLLECTIVE FINANCIALS

# \$1440

REVENUE

Our revenue is generated by membership fees and donations. The CWC will be pursuing grant and operational funding in 2025

# \$929

EXPENSES

The CWC is volunteer run and there are no wages at this time. Expenses include website, and video hosting and the research and development of the Certification program.

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The Canadian Wool Collective is actively looking for a fundraising or grant writing committee member to advance our work through on-going project and operational funding.

The CWC is completely volunteer run and we extend our heartfelt gratitude to our volunteer board members, whose vision and tireless dedication have propelled the Canadian Wool Collective forward. Their contributions over the past year have been invaluable, and their leadership serves as an inspiration to us all.

