



**SHEEP  
PRODUCERS  
AUSTRALIA**

**YOUR INDUSTRY. YOUR VOICE. YOUR FUTURE.**

## **Statement | World's first Sheep Sustainability Framework Launched**

Sheep Producers Australia (SPA) and WoolProducers Australia (WPA) released the world's first Australian Sheep Sustainability Framework (SSF) this week.

SPA and WPA initiated the development of the Sheep Sustainability Framework (SSF) to demonstrate our sustainable practices, identify areas for improvement, more effective ways to communicate with our customers and consumers.

The framework has been developed through an industry-led Sustainability Steering Group along with close consultation with industry stakeholders and the broader community.

The steering group have identified 21 priorities across four pillars *Caring for our Sheep; Enhancing the Environment and Climate; Looking after our People, our Customers and the Community and Ensuring a Financially Resilient Industry.*

SPA Chair, Chris Mirams, said there are significant opportunities available to Australia's sheep industry because of the world's growing interest and demand for sustainably produced food and fibre.

"Increasing access to markets and investment, building confidence in the integrity of sheep meat and wool products, enhancing community trust and better rewarding industry are some of the opportunities we have as a result of this growing consumer interest," Mr Mirams.

"The Australian Sheep Sustainability Framework has been designed and developed so our sheep industry can best harness these opportunities and is a living document subject to review and refinement so that it remains relevant and meets the expectations of all stakeholders." Mr Mirams.

### **Media Inquiries**

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