

# Impact Report <sup>2025</sup>

“

Wool is regaining its rightful place as the fibre of the future — natural, renewable, and capable of meeting the changing needs of people and our planet.

”

**Andy Caughey, CEO Wool Impact CEO**  
andy@woolimpact.com

**Wool Impact exists to grow the demand and value of strong wool for New Zealand strong wool growers.**

Aotearoa New Zealand is home to over 8,000 wool growers, producing more than two-thirds of the world's quality strong wool - a key ingredient in premium carpets, textiles, insulation, tennis balls, acoustics, and personal care products.

Wool Impact is creating new demand and value for wool growers and for the companies that transform wool into products that enhance our lives.

Investment in market development, brand-grower connectivity, innovation, validation of benefits, and foundational services for the sector is paying off.

Your wool is shifting from a poorly priced commodity toward a valuable material sought after by global brands and specifiers.

This would not have been possible without support from our funding partners who recognised that fundamental change was needed to reverse the decades-long decline of New Zealand's strong wool sector.

This report is an opportunity to present our progress to woolgrowers, acknowledge our funding partners, provide a view to what's next, recognise the wool businesses catalysing demand and value for wool and the growers that produce this remarkable natural fibre.

**Sector metric: increase in NZ strong wool price**

**80% +** increase since 2022

**\$2.26** July 2022

**\$4.16** December 2025

**FUSCA Strong Wool Indicator (www.fusca.co.nz)**

Updated weekly, the Fusca Strong Wool Indicator (SWI) is a single number unit value of a representative clean kg of NZ strong wool.

**Farm-gate price for wool has more than doubled since mid-2022\***

Over \$140 million in additional farm revenue per year based on current production volumes.

**Organisational metrics: demand, value, leadership**

**20 global brands** more directly connected to the story behind your wool.

Wool Impact is transitioning brand relationships to commercial entities that can transact, offer value chain transparency, brand-grower connectivity and sustainable pricing.

**30 domestic brands** innovating with wool.

We support local brands through working groups, workshops, webinars, published resources, visibility at local, national and international events, and parliamentary meetings.

**Wool's reach goes beyond carpets - now in 8 product categories.**

Wool Impact has supported development of the commercial interiors market segment to stimulate new global demand for wool products.

**Sustainability & assurance credentials** offering new value to brands.

**Stronger industry future fit.**

Through shearer training, market and price data, showcasing wool at Fieldays, A&P Shows, and rural events, and media we are keeping wool in the spotlight.

