

# Fleece Naturally Africa

## WHO IS FLEECE NATURALLY?

Fleece Naturally is a business that works with farmers and farmer associations to:

- Make sheep healthier and better bred.
- Improve how animals graze to keep the land healthy.
- Help farmers sell wool by providing mobile shearing sheds and getting Responsible Wool Standard (RWS) certification.



## WHAT IS THE RESPONSIBLE WOOL STANDARD?

The RWS is a global certification for sheep wool. It ensures:

- Wool comes from animals that are treated well.
- Grazing land is well-managed.
- People working with sheep and wool are treated fairly.

Wool that meets this standard is worth more money.



## WHY IS FLEECE NATURALLY PROMOTING RWS IN MY AREA?

Fleece Naturally helps farmers meet RWS standards to get their wool certified. This increases farmers' income and improves animal health, wool quality, and land health.

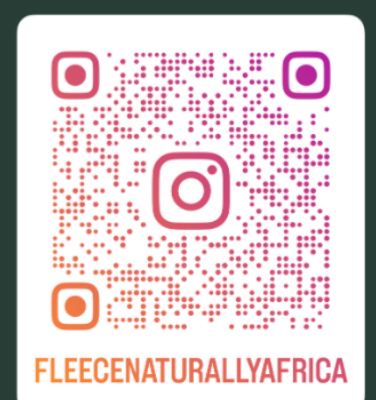


## WHAT IS REQUIRED OF A COMMUNITY TO BE PART OF RWS AND FLEECE NATURALLY?

To join, all farmers must agree through their Farmer's Association and follow their Rangeland Stewardship Agreement. Farmers must also manage their animals and land according to RWS guidelines.

## WHAT ARE THE BENEFITS OF RWS AND FLEECE NATURALLY TO FARMERS AND COMMUNITIES?

- Healthier animals through better breeding and care.
- Healthier land through managed grazing by trained eco-rangers.
- Better quality fleece from improved breeding, feeding, and animal care.
- Access to shearing and higher price at wool sales
- Access to premium wool markets in the future.



Learn more:  
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