



BROCHURE

CERTIFIED MERINO WOOL FROM PATAGONIA

WILDLIFE CONSERVATION SOCIETY
ARGENTINA & WILDLIFE FRIENDLY
ENTERPRISE NETWORK

2022



THIS BROCHURE HIGHLIGHTS THE QUALITIES OF REGENERATIVE AND WILDLIFE FRIENDLY CERTIFIED MERINO WOOL, THE EFFORTS PRODUCERS MAKE TO DELIVER THIS FIBER, AND SOME OF THE LANDSCAPES AND WILDLIFE BENEFITED BY THE MEASURES ADOPTED IN ITS PRODUCTION. WE INVITE YOU TO BECOME PART OF THIS SUSTAINABLE AND QUALITY-ENHANCED MERINO SUPPLY CHAIN MODEL.

Merino wool is a natural fiber produced by Merino sheep; it's thinner and softer than regular wool, and offers many benefits thanks to its outstanding characteristics. Regenerative and Wildlife Friendly® certified producers of Merino are based in contrasting and spectacular landscapes throughout Patagonia, Argentina. Accompanied by Wildlife Conservation Society (WCS), they make significant efforts to bring the power of regenerative grazing and Wildlife Friendly practices to enable climate resilience and co-existence between wildlife and sheep wool production in the region.

MERINO WOOL

OUTSTANDING FIBER

MERINO WOOL IS VERY POPULAR FOR ITS WARMTH, LIGHTWEIGHT AND SOFTNESS.

MICRONS

Its very thin diameter ranges from 17 to 24 microns.

USES

From high art couture pieces to rugged outdoor garments, Merino wool adapts to several uses.

SEASONS

Shearing: October/November

Stockpiling: November

Available from November



THE PEOPLE

PATAGONIAN PRODUCERS



WFEN certified producers of Merino in Patagonia make big efforts to keep the sheep farming business and traditions alive in the area, reconvertng their practices towards sustainable and regenerative livestock farming. They manage their land to allow healthy populations of guanacos, rheas, and maras to co-exist with their sheep. Also, they use non-lethal methods - such as livestock guarding dogs and deterrent lights- to control predation by pumas, foxes, and other wild carnivores, and manage grazing to favor regeneration of grasslands and soils, helping to mitigate the impacts of climate change.

PATAGONIAN LANDSCAPES

ARGENTINA

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1. Northern Patagonia, Neuquén

In Neuquén province, more than 50 000 ha. are protected by the Regenerative and Wildlife Friendly management methodologies adopted by herders. The area includes Laguna Blanca National Park, a key site for a large number of birds, such as flamingos and black-necked swans, and the critically endangered and endemic Patagonian frog. The area is also home to the Andean condor, Andean cat, and more common species such as puma and red fox, among others.

3. Morro Chico and El Zurdo Ranches, Santa Cruz

These ranches, encompassing 27 000 ha., have modernized and adapted both their production structure and philosophy. The owners have initiated an intense process to modify management of the establishments towards a Regenerative and Wildlife Friendly scheme.

2. World Heritage Site Península Valdés, Chubut

Certified ranches at the area total 33 000 ha. of land under a Regenerative and Wildlife Friendly management scheme and produce around 50 tons per year of fine Merino wool in harmony with populations of guanacos, rheas, and maras. As the properties comprise over 70 km of coastline, the group stewards some of the most important sea lion and elephant seal colonies in the area, as well as marine and migratory birds and the presence of hundreds of southern right whales.

4. Coy Inlet Ranch, Santa Cruz

This 52 000-ha. ranch has begun a process of adaptation to face climate change and desertification. A history of almost 150 years raising sheep in the area has given its owners valuable experience to plan production management changes and continue producing one of the best wools in the world.

REGENERATION AND COEXISTENCE WITH WILDLIFE



The 270,000-square-mile Patagonian Steppe is the last stronghold of the guanaco, including the world's largest migratory population of the species, and is home to the southernmost population of the endangered Andean cat, Darwin's rhea, Andean condor, many endemic species of plants and lizards, tens of thousands of swans and flamingos, and native predators like pumas and foxes. Although seemingly wild and timeless, human activities have greatly altered the biodiversity of Argentina's steppes. **The Certified Regenerative and Wildlife Friendly Merino Wool production is centred on both regenerative grazing and on the coexistence between sheep ranching and healthy wildlife populations.**

ALLIES FOR REGENERATION AND COEXISTENCE

BE PART OF A UNIQUE MERINO SUPPLY CHAIN



LET'S CONTINUE THIS STORY!

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