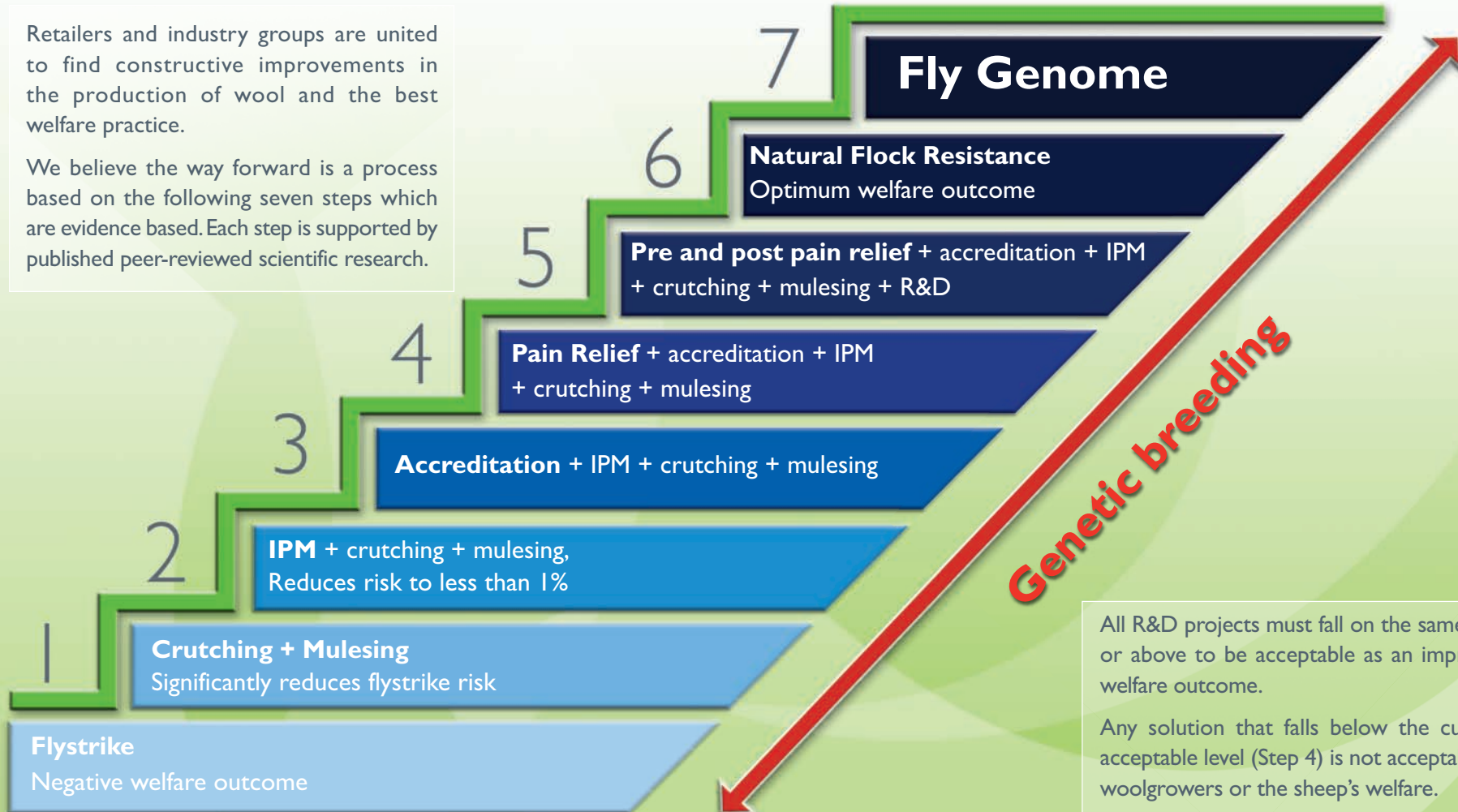


The Stepwise Approach



Retailers and industry groups are united to find constructive improvements in the production of wool and the best welfare practice.

We believe the way forward is a process based on the following seven steps which are evidence based. Each step is supported by published peer-reviewed scientific research.



All R&D projects must fall on the same step or above to be acceptable as an improved welfare outcome.

Any solution that falls below the current acceptable level (Step 4) is not acceptable to woolgrowers or the sheep's welfare.



Your role in best welfare practice

	1. Order			2. Use		3. Certify	4. Audit	5. Market	
Woolgrower	Order product			Use product at mulesing	Call 1800 678 368 and register with Better Choices	Return completed declaration form to Better Choices	Receive certificate and wool stencil		Shearing – use stencil to brand bales Supply broker with copy of certificate
Vet	Receive order from grower	Order from wholesaler completing 'Attachment B' document	Wholesaler completes document and sends to Better Choices						
Better Choices			Wholesaler document recorded by audit team		Once call received, registration kit sent to woolgrower	Certificate sent to woolgrower once declaration received	Property listed on Better Choices register and can be cross-referenced by AWEX		
Broker								List wool under Better Choices in catalogue	Wool displayed with certification at auction