



WOOLKEEPERS®

Shaping a Fair Future
for Wool.



Founded in 2018, Woolkeepers® is a farmer-first community dedicated to creating a fair, stable, and sustainable wool industry. Our mission is simple: make wool growing profitable again by ensuring farmers receive fair prices for their hard work.

We believe responsible farming deserves recognition—practices that improve animal health, enrich soil, protect biodiversity, and safeguard the environment.

Today, Woolkeepers® represents over 1,000 British farmers, opening new routes to market and championing benefits often overlooked in traditional wool production, especially for coarser wool types. Together, we are building a system that values farmers and the planet.



Making Wool Work for Farmers

Fair Price

The Woolkeepers® programme aims to ease the financial burden of wool production by covering shearing costs—a major expense for farmers. This allows them to focus on animal welfare and ethical practices. Farmers receive fair, stable payments: typically up to five times the commodity price, fixed per kilogram, with premiums for certified and regenerative wool. It's our way of rewarding responsible farming and creating long-term sustainability.

Community

We foster a community of practice, providing support and learning opportunities for farmers and other stakeholders who share a passion for wool. By being part of the community, farmers and partners throughout the wool supply chain gain access to a network of like-minded individuals who are committed to ethical practices, creating a sense of fellowship and a supportive environment where farmers can connect and share their successes and challenges.

Transparency

Sheep are shorn annually to harvest their wool, which is packed and transported to our depots and then to our warehouse where our expert's hand-select each staple fibre for its quality, colour, and strength. By blending the perfect combination of softness, resilience, and durability, we create solutions that deliver exceptional comfort and performance—because the right wool makes all the difference. The wool is then washed to remove grease and processed to eliminate any impurities before being treated and transformed into finished products. Every step of the wool's journey is carefully documented and traceable back to farm – with each wool bale individually uniquely tagged directly linking back to its farm group of origin.



Farm and flock



Shearing at farm



Wool collection
at regional warehouse



Segregation by
certification scheme



Scouring



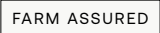
Conditioning



Manufacturing

Assurance Guaranteed

Our commitment to quality is inextricably linked to our commitment to the highest standards of environmental stewardship and animal care. We have a proud history of raising industry standards and lead the way in substantiating our claims. In addition to GOTS certified organic wool, The Woolkeepers® is also the first and only Responsible Wool Standard (RWS) certified farm group in the UK and Europe, once again setting the benchmark for wool production.

	Woolkeepers® GOTS Global Organic Textile Standard	Global Textile Standard Farming practice policies which are free from pesticides and herbicides	Product is traceable, organically grown and harvested without synthetic inputs Manufacturing is environmentally and socially responsible
	Woolkeepers® RWS Responsible Wool Standard	Global Wool specific standard that defines responsible wool production, from a lamb being born through to shearing and wool production processing	Sheep farmers meet global animal welfare, land management and biodiversity requirements Product is fully traceable back to farm
	Woolkeepers® RTA The Red Tractor Standard for Beef and Lamb V5	British farm assurance standard Benchmarks British farm management and quality control products from farm (food and fibre)	Product is traceable, grown safely and animals are farmed with care
	Woolkeepers® Farm Assured Fair Practice supporting farming communities	The Woolkeepers® leverage existing certification bodies where producers are recognised for the work they carry out on safety, animal welfare, land traceability, environment and biodiversity	This unique sourcing model enables a community, provides assurance of fair price and verifies traceability through 3 rd party auditing



What Farmers Can Expect

- Fair, set prices based on wool quality and certification levels.
- Premium payments for verified regenerative practices.
- Guidance to achieve certifications like RWS with ease.
- Regular annual price reviews for continued stability.

Supporting our farming community is at the heart of the H Dawson way. It's more than sustainability—it's about creating a cycle of value that benefits farmers, the environment, and consumers alike. Together, we are shaping a future where wool helps regenerate grasslands, improves wool quality, and fairly rewards the work of wool growers. Healthy, contented sheep produce superior wool, leading to better-performing products for everyone.

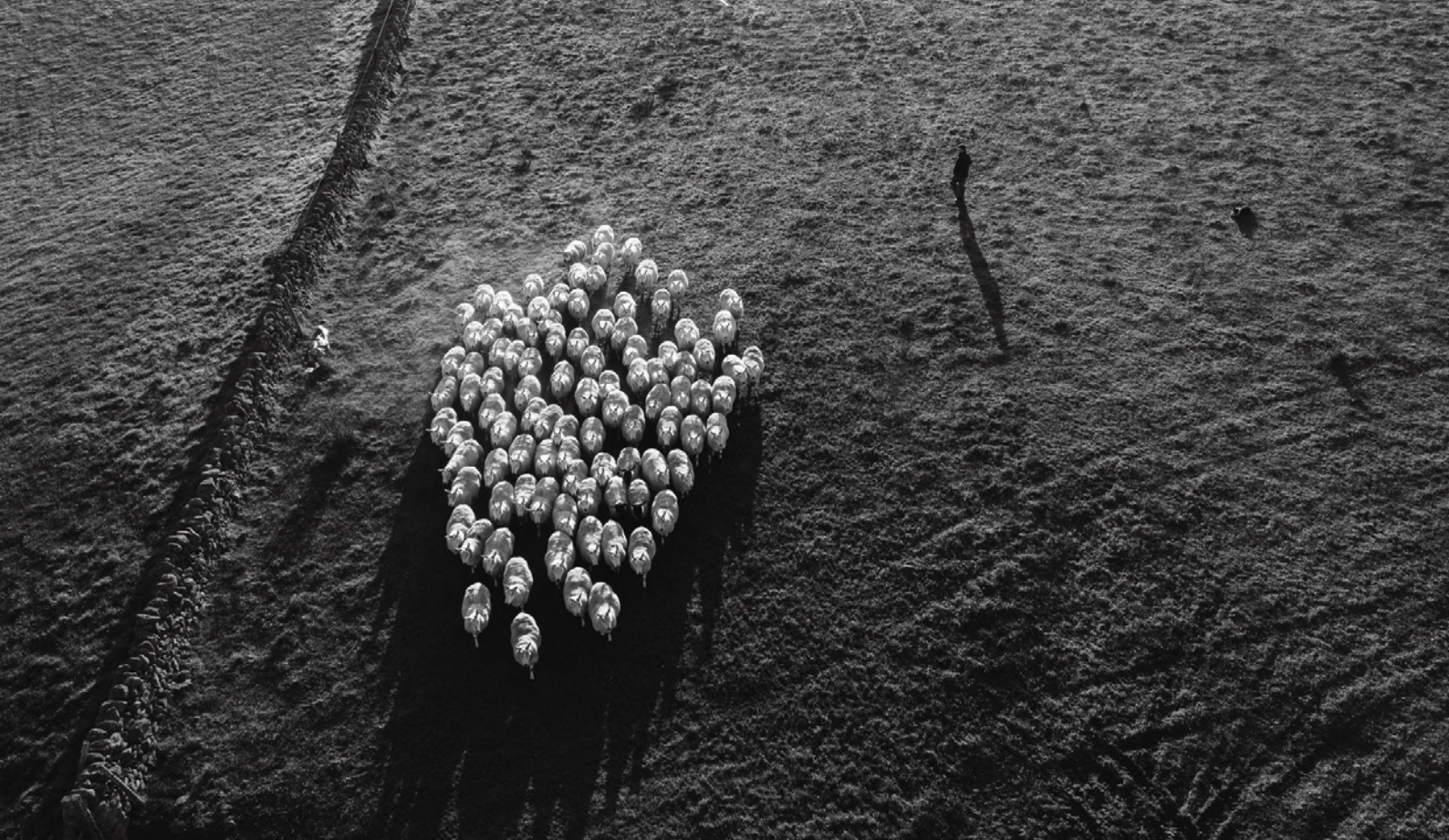


Financial impact – we work up and down the supply chain to ensure everyone benefits from the virtuous cycle of value we've created, and farmers receive a fair price.

Community impact – our focus is to empower wool advocates, from previously forgotten rural communities to those who are closer to the finished product.

Environmental impact – every step we take on our journey towards Regenerative Agriculture will lead to a transformation of the land, the soil beneath us, the animals that graze on it and the biodiversity of our planet.

Becoming a custodian – We are handling a truly valuable raw material that deserves to be cared for; we envisage a time when we all become custodians of this truly clever product as well as of the planet.



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WOOLKEEPERS[®]



About our brands

H Dawson is made up of stable of brands, including HDWool & Woolkeepers® with a mission to use wool as a force for good. Since 1888 we have been on a journey to drive change. This commitment to positive impact led to the birth of Woolkeepers®, a community of farmers with a goal to make wool growing profitable again. Today we continue to innovate and are proud of achieving many industry firsts: The first commercially traceable wool in the UK, the first fully traceable HDWool garment insulation made from British wool, the first British wool animal welfare standard with Red Tractor and the first commercially available British wool certified to Responsible Wool Standard.

Want to know more?

For more information on becoming a Woolkeeper

Tel: +44 1274 727 464

Email info@woolkeepers.co.uk

Or visit www.thewoolkeepers.com

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