



City of Ipswich Council

Dear Councillors:

I hope this e-mail finds you well. I'm writing from People for the Ethical Treatment of Animals (PETA) with a request that will help animals and the planet. **We'd like you to please consider changing the name of Division 4 locality Woolshed to "Woolshit" to help draw attention to the inaccuracy of wool industry claims promoting the use of sheep's fleece as "humane" and "green".**

The industry has tried to *pull the wool over the eyes* of consumers by erroneously implying that it's kind to animals and the environment and that the only alternative fibres are made of plastic. In reality, [raising animals for their fleece plays a huge role in deforestation](#), including the destruction of vital koala habitats. Meanwhile, less damaging plant wool alternatives – from cotton to hemp – abound.

The Made-By Environmental Benchmark for Fibres ranks wool as a "Class E" fibre – the most severe category – based on its greenhouse gas emissions, toxicity to humans, eco-toxicity, and use of energy, land, and water. Similarly, the Sustainable Apparel Coalition's Higg Index lists wool as one of the top 10 materials with the highest cradle-to-gate environmental impact – ranking far higher than hemp and conventional cotton.

Sheep manure is a big part of the problem. Globally, some [45 million tonnes](#) of carbon dioxide-equivalent gases come from the raising of small ruminant animals such as sheep and goats for natural fibres. Researchers at Queensland University of Technology and FSA Consulting found that around 25.1 kilograms of greenhouse gases are emitted per kilogram of wool produced in New South Wales alone – and Australia produces around 345 million kilograms of wool every year.

Using sheep for wool is also cruel. In [seven exposés of facilities in Australia's wool industry](#) released by PETA entities, abuse was documented at each of the 40-plus farms and shearing sheds visited. In one incident, a ewe was likely in labour when a shearer cut her huge vaginal prolapse before using her wool to wipe up the blood. She and her lamb both died. Merino sheep are selectively bred with wrinkled skin prone to flystrike – an issue that a majority of Australian farmers tackle with painful [live-lamb cutting](#) (also known as "mulesing") procedures.

By changing the name of Woolshed to "Woolshit", you'll remind consumers that wool isn't environmentally friendly or cruelty-free and help them see the industry's marketing claims for what they really are. Sheep are sentient individuals, and the climate catastrophe is an urgent problem. There's no place for woolsheds in the green, kind future we all want.

Thank you for your consideration.

Yours sincerely,

Mimi Bekhechi

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