

ORGANIC EXCHANGE INCREASES ITS FORECAST SALES OF ORGANIC COTTON

The 2008 forecast global sales of organic cotton were USD\$2.8 billion until the organic exchange recently revised their forecast to USD\$3.5 billion.

These are the figures relating to organic cotton, rather than organic wool, however it is expected demand for organic wool will have a demand curve with a similar gradient.

The simple facts are limited supply and significant demand from apparel brands and retailers.

In the medium term demand is expected to remain strong for certified and traceable organic wool – long term commercial price trends are yet to be determined.

For growers there is more discussion about the merits and pitfalls of organic wool production at;

www.merino.com.au/blog

