

## OVERVIEW OF MENTER MÔN ACTIVITIES IN THE AGRI FOOD SECTOR

Menter Môn have been involved in projects in the agri food sector over many years and has recently been successful with several funding bids to continue this work. Provided below is an overview of the Made with Wool project we will be delivering.

### Made with Wool (working title)

Menter Môn started to investigate opportunities in the sector in 2019 as part of the study commissioned through the Arloesi Gwynedd Wledig project. The link to that work is <https://www.arloesigwyneddwledig.cymru/en/prosiectau/gwlan-gwynedd/> This created a lot of interest and we have since engaged more widely throughout Wales and submitted an application to scale up the work. The £670,000 application succeeded and an overview has been provided below.

*Bringing Welsh Wool stakeholders together to realise the potential of wool as a natural, sustainable and versatile material, by building on its rich heritage, enhancing understanding, facilitating collaboration and offering innovative product solutions to current challenges.”*

*The Welsh Wool sector is in crisis with the cost of shearing on many farms outstripping the income generated by wool. Further disruption has been caused by the COVID19 pandemic and its impact on global wool sales, and the completion of Brexit affecting established supply chains.*

*Uncertainty in the sheep industry, a backbone of rural communities across Wales, has focused attention on finding ways forward.*

*This pan Wales project brings together an extensive network of stakeholders that represent every part of the wool supply chain.*

*Built on the back of 2 years of engagement activities and working closely with project partner ‘British Wool’ ([www.britishwool.org.uk](http://www.britishwool.org.uk)), the project will deliver:*

- 1. Support to develop a vibrant ecosystem for a Welsh Wool Cluster, to facilitate capacity building, networking, knowledge sharing, signposting and training opportunities.*
- 2. Identify and facilitate the take-up of existing opportunities for supply chain integration through animation support, commissioning specialist guidance for micro and SME businesses, piloting a mentoring provision for wool stakeholders and raising awareness of how to measure and improve the quality of wool.*
- 3. Pilot high-value innovative products made from Welsh wool by partnering with ‘The BioComposites Centre’ ([www.biocomposites.bangor.ac.uk](http://www.biocomposites.bangor.ac.uk)) to identify opportunities free of Intellectual Property conflict and undertake a*

*product development process leading to piloting 5 commercially viable novel applications of wool.*