



## Responsible Mohair Standard Quotes | March 18, 2020 Press Kit

### **Hans Greeff – Mohair producer and Manager of Angora Goat programme at Grootfontein College of Agriculture**

“Our students are the future of the mohair industry, and it has been heartening to see the amount of understanding and support for RMS from the next generation of young farmers. They understand the world’s demand for sustainability, and we aim to educate them in that regards. It forms part of our syllabus, and wherever sustainability and responsible production is discussed there is reference to the RMS.

“All farmers are under major financial pressure, in the most part due to long-term drought conditions. Implementing the RMS could have some cost implications for farmers, but we also trust that being RMS-certified could help mitigate some of the financial pressure.

“Regardless of how the RMS could influence the market, I believe this is a step in the right direction, and perhaps even a step that should have been taken long ago. Building a future for the industry is dependent on the demand from the market, and the RMS will certainly support that demand.”

### **Marx Strydom – Mohair producer, Jansenville region**

“The RMS helps everyone to identify room for improvement on their farms and in their business. It also helps to provide farmers some peace of mind as to where they are up to standard, and even reassures them of areas where they excel. The idea that everyone’s facilities and practices need to adhere to a minimum standard is an outstanding idea, and having systems in place to assist with labour relations can only be to the benefit of your enterprise.

“Nobody should fight this process. Anybody not in support of the RMS should step aside and give the willing producers an opportunity to be part of a completely sustainable industry.

“We are well aware of what the market wants, and we are willing to provide that through a system like the RMS.”

### **Anthony Kirsten – Managing Director of Stucken Group - Mohair buyer, processor, spinner and manufacturer**

“In a global environment of increasing awareness of climate change, and the effects of human behaviour on the environment, end consumers are becoming more mindful of the impact of their purchasing decisions and are constantly seeking more information to validate their choices. To satisfy this greater consumer demand for supply chain visibility and traceability, the *Responsible Mohair Standard* will assist us in building confidence in our mohair product offering by independently verifying the sustainability credentials that we as a company strive to uphold and that the South African mohair industry has worked to develop. It is imperative that our clients have a mechanism to assure the provenance of their purchases so that they in turn can communicate this message to consumers.



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“It is equally important that the drive for mohair supply chain visibility is extended beyond South African farms and incorporates mohair growing activities around the world to ensure that the industry is able to back up its claims of being one of the most sustainable natural fibres on earth. To ensure the rapid adoption amongst growers, processors, distributors and retailers we must continue to work with Textile Exchange and its members to ensure that the process of rolling out the new RMS is user-friendly, efficient and practical.”

**Mike Bronahan** - CEO of Samil Natural Fibres – Mohair buyer, processor, spinner, and manufacturer

“The RMS is a non-negotiable with respect to Samil’s operations.

The demand for using only sustainably produced mohair has trickled down the value chain - through producers, processors, manufacturers and retailers. Consumers need proof that the products they buy were sourced from progressive and ethical farms, and the RMS is a way of ensuring that proof.

This affects all our market and operations, making the RMS more than just a ‘nice to have’, but an ‘IMPERATIVE to have’.”