

STRICT EMBARGO until 11am AEST Monday 23 March 2026

An Australian first, and new way of doing business for the Australian wool industry

In an Australian first, a sixth-generation Merino stud in New South Wales has secured a rolling ten-year wool supply contract with natural performance apparel brand *icebreaker*.

Zentera Wool Company (formerly the New Zealand Merino Company) facilitated the contract between *icebreaker* and *Mumblebone*, marking a significant milestone and opportunity for the Australian wool industry.

Zentera CEO Angus Street said the Aussie first contract, reflects increasing interest from global brands for trusted relationships with Australian Zentera Quality (ZQ) certified wool growers.

“We are proud to bring our contract model to the Australian market and it’s a privilege to be able to connect Zentera growers like Mumblebone directly with global brands, like *icebreaker*.

“Our ZQ growers are leaders in their field and champion ethical, sustainable and regenerative farm practices.”

The agreement establishes a direct supply relationship between Mumblebone and the brand through a long-term contract model, a first-of-its-kind model in the Australian market.

Traditionally, Australian wool is sold via auction systems to then change hands multiple times before reaching brands and ultimately, consumers.

“Our contracts provide income certainty for growers, and consistent, traceable fibre for brands. In a market where scrutiny is increasing and fibre choices matter more than ever, that level of confidence for brands is critical,” Street said.

Zentera represents a network of more than 100 ZQ certified growers within Australia, from New South Wales, Victoria, Tasmania, Queensland and Western Australia. It also represents more than 500 growers from New Zealand and the Republic of South Africa.

“Mumblebone is the first, and there will be more to come! We have several other leading growers from Australia that are currently considering long-term agreements with *icebreaker*.

“This reflects the demand for ZQ certified Australian wool, in a market where consumers and brands are scrutinising the wool and products they use more than ever before.”

Quotes attributable to Chad Taylor, Owner Mumblebone, NSW

For Chad and Louise Taylor of Mumblebone, the 10-year *icebreaker* agreement builds on generations of breeding expertise.

Since relocating the stud to Wellington, NSW in 1996, the Taylors have combined traditional knowledge with science-based methods to support measurable gains in fibre performance, animal welfare and productivity, establishing Mumblebone as an industry leader.

“Wool markets are often subject to volatility. Having a rolling 10-year commitment at an agreed structure gives us stability, allows long-term planning and investment, and strengthens the connection between what we do on farm and the garments that are produced.”

More information on Mumblebone here: [Home - Mumblebone](#)

Quotes attributable to Jan Van Mossevelde, Global President Smartwool & icebreaker

“Ten-year partnerships like this are incredibly valuable. Each one marks an important milestone for both icebreaker and the growers we work with.”

“Australian ZQ-certified growers produce some of the finest merino wool in the world. Their responsible approach to wool production is a key reason we choose to partner with them.”

“We value the connection between the wool we use and the farms it comes from, and we’re proud to invest in partnerships that strengthen that transparency.”

Further quotes attributable to Zentera Wool Company CEO Angus Street

“This is an important milestone for the wool industry in Australia, as it demonstrates a different way of doing business, that can provide long-term security and opportunity for growers.”

“As global wool and textile markets evolve, brands and consumers are placing greater emphasis on traceability, animal welfare and measurable sustainability outcomes.”

“Every ZQ certified bale is accounted for, every claim is backed by evidence, and every outcome can be measured over time. That’s why our fibre is recognised on the world stage, and why long-term international partnerships continue to grow.”

Quotes attributable to AWN CEO Rick Maybury

“AWN is incredibly pleased to have advised on Australia’s first ten-year contract with Icebreaker for Chad and Lou Taylor of Mumblebone. The contract, advised by Brett Cooper, AWN’s Central and Western NSW Regional Manager, delivers long term pricing certainty for the Taylors and reflects the growing confidence and demand for certified wool. The Zentera Wool Company contract model has been hugely successful for growers in New Zealand, and we see real opportunity for our Australian growers to benefit from it as well.”

Editors note:

[Zentera Wool Company](#) (formerly known as The New Zealand Merino Company) is a global leader in ethical, sustainable and regeneratively grown wool. It sources wool from Australia, New Zealand and South Africa, and sells wool from multiple sheep breeds, producing wool from as fine as 12 micron through to 38 micron.

Since 2006, the Zentera Quality (ZQ) certification has set global benchmarks for animal welfare, environmental stewardship and responsible farm management. This year marks 20 years of the ZQ certification, which was the first ethical wool standard/certification available to the market.