

José Luis Trifoglio
From my desk at the **new wool warehouse**

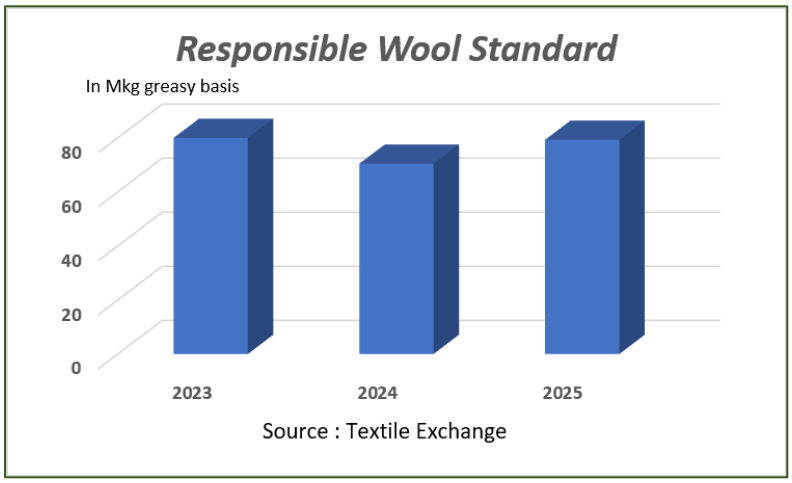
November 2026

THE GLOBAL RWS-CERTIFIED WOOL MARKET AND URUGUAY'S POSITION

Estancias Puppo S.A. strengthens its leadership in the RWS-certified wool market

Developed and managed by Textile Exchange, the Responsible Wool Standard (RWS) certification has established itself as the leading global benchmark for responsible wool production, meeting the increasing demands of brands, processors, and consumers for robust animal welfare practices, sustainable management of natural resources, and full traceability across the entire wool supply chain.

According to Textile Exchange, drawing on data provided by the IWTO, global clean wool production was estimated at approximately 0.94 million tonnes in 2025, equivalent to 1.78 million tonnes of greasy wool. Of this total, around 89,000 tonnes were certified under a range of sustainability schemes, accounting for approximately 5% of worldwide wool production. Within this category, RWS remains the dominant global standard, with approximately 79,000 tonnes certified during 2025, representing 4.5% of total global wool output.



The continued growth of RWS reflects the evolution of the global textile industry towards more transparent, traceable and environmentally responsible production systems. Increasingly, leading international brands are implementing responsible sourcing policies, driving demand for certified wool and creating new market opportunities for wool-producing countries.

A competitive advantage founded on strong animal welfare credentials

One of the key challenges facing the global wool industry continues to be consumer concern regarding animal welfare, particularly in relation to mulesing practices still used within certain production systems.

In this context, Uruguay enjoys a natural strategic advantage. The country's sheep production systems operate without the need for mulesing, enabling growers and exporters to supply wool that is fully aligned with the increasingly stringent animal welfare requirements of leading brands and supply chains.
Together with RWS certification, this inherent advantage allows Uruguayan wool to access premium market segments and further enhance its position within international supply chains, meeting the increasingly stringent sustainability expectations of leading global textile and apparel brands.

Uruguay's competitive position in the global wool market

Uruguay occupies a prominent position within the global responsible wool sector. Although its production volume is significantly lower than that of major producers such as Australia, New Zealand and South Africa, the country has become internationally recognised for its leadership in certification, traceability and animal welfare, key attributes increasingly valued throughout global markets.

Uruguayan wool production is distinguished by several key competitive advantages:

- Extensive sheep production systems founded on natural grasslands.
- Internationally recognised traceability and transparency.
- Freedom from production practices increasingly challenged by global markets and consumer expectations.
- High standards of animal health and flock management.
- A long-established reputation for producing premium-quality wools.
- Widespread uptake of RWS certification throughout the industry.

These competitive advantages enable Uruguay to strengthen its position as a preferred supplier of responsibly produced wool, meeting the evolving expectations of premium brands across the major textile markets of Europe, North America and Asia.

Estancias Puppo S.A.: leadership in certified wool through quality and commitment

Against a backdrop of growing global demand for natural fibres produced under the highest standards of animal welfare, sustainability and traceability, Estancias Puppo S.A. continues to strengthen its position as one of Uruguay's leading exporters of premium fine and superfine wools to international textile markets.

Estancias Puppo S.A. has built its reputation on a set of principles that are increasingly valued across global textile supply chains: operational excellence, unwavering quality consistency, commercial integrity and a firm commitment to continuous improvement. These strengths have fostered long-standing relationships with leading wool producers, customers and international buyers seeking dependable, fully traceable wool supplies that meet the evolving sustainability and sourcing requirements of the global textile industry.



A particularly significant achievement is that a very high proportion of Estancias Puppo S.A.'s wool exports are certified to the Responsible Wool Standard (RWS), demonstrating the company's unwavering commitment to the highest standards of animal welfare, responsible environmental stewardship and complete supply chain traceability.

Combined with Uruguay's natural competitive advantages as a wool-producing nation, this positions Estancias Puppo S.A. as a trusted strategic partner for international customers seeking secure wool supply, premium-quality fine and superfine wools, and the assurance offered by internationally recognised certification programmes.

In a marketplace where trust, transparency and sustainability increasingly shape sourcing decisions, Estancias Puppo S.A. continues to strengthen its leadership within the international wool trade. By supplying premium-quality fine and superfine wools to the world's leading textile markets, the company contributes to further enhancing Uruguay's reputation as a trusted origin of responsibly produced natural fibres, while creating long-term value for growers, customers and global supply chain partners.