

A photograph of five sheep standing in a field of tall, golden grass. The sheep are white with some grey wool. They are looking towards the camera. The background is a blurred landscape with some green trees and a hazy sky.

SHANIKO

WOOL ★ COMPANY

An American Legacy

PRESS KIT & PARTNER GUIDELINES

MISSION

With its partner ranches, Shaniko Wool Company delivers fully traceable and sustainable American wool to U.S. designers, brands, and supply chain partners for use in a variety of products and markets. These efforts support family businesses, communities and the U.S. textile industry — working exclusively within the United States.

VISION

Lead the way for others as the first farm group in the United States to meet the strict animal husbandry, land conservation and worker welfare guidelines of the global Responsible Wool Standard (RWS); help other ranches in America meet this criteria and scale the supply of certified wool available to U.S. brands and manufacturing partners; return a premium to our ranchers for their wool, support mills and other wool manufacturing facilities in achieving RWS certification; support the textile and fashion industry in the U.S. with a steady and reliable supply of highest quality, traceable RWS wool. Provide a model for regenerative agricultural practices that leads to increased carbon capture and improved water and biodiversity impacts. Continue to operate at the forefront of new and emerging ecosystem markets, helping to fuel a rural revival in America.

JEANNE CARVER FOUNDER / PRESIDENT

Jeanne launched Shaniko Wool Company in 2018 to scale the supply of RWS certified wool produced in the U.S. This effort continues the work she began in 1999, when a collapsing wool market and diminished U.S. textile infrastructure, led Jeanne from commodity wool sales from their historic Oregon ranch (Imperial Stock Ranch est 1871), in a new direction. Similar to the farm-to-fork “slow food” movement that reconnects us to our food, Jeanne developed a fiber supply chain as close to home as possible. Building on their ranch’s heritage and mindful stewardship of land and animals, she connected a growing customer base for textile products to the origin of those products. As Jeanne’s textile business grew, she scaled her Imperial Stock Ranch effort while maintaining its intimate connection to land and animals, and became what she refers to as the “Farmer’s Market of Textiles,” known across multiple segments of the U.S. textile industry and beyond.

Against great odds, Jeanne built a successful yarn, fabric and finished goods business based on place, and on positive relationships with supply chain partners, brands and customers. In 2014, Jeanne and the Imperial Stock Ranch, were the only partner named for Ralph Lauren’s first Made in America Olympic uniform program, was their voice for American wool during the 2018 Winter Olympics, and Jeanne and Shaniko Wool Company again partnered with Ralph Lauren for the 2022 Winter Olympics Team USA uniforms.

In 2017, Imperial Stock Ranch became the first ranch in the world certified to the Responsible Wool Standard. Shaniko Wool Company is Jeanne’s latest effort in support of wool and its timeless importance to humankind. With the launch of Shaniko Wool Company, Jeanne has scaled the supply of RWS certified wool in the U.S. for those brands who desire full traceability and responsibility in their wool sourcing.

In 2020, Jeanne and Shaniko Wool Company launched their Carbon Initiative, a comprehensive research and measurement program to document the positive ecosystem and climate impacts of the management and ranching practices implemented by their Farm Group ranches. Their effort was recognized by Sourcing Journal as one of the 2020 class of Sustaining Voices honorees.

Jeanne serves on numerous boards related to agriculture. She received an Orchid Award given by the Portland Business Journal for Women of Influence, and the Agriculture Connection Award for Oregon Agriculture. She was also named one of 9 Female Farmers Changing the Fashion Industry (2016) by the Pratt Institute of New York. She co-authored Stories of Fashion, Textiles and Place: Evolving Sustainable Supply Chains with Dr. Leslie Davis Burns, published by Bloomsbury Publishing, London that was released in November, 2021.

In 2023, Jeanne received the American Sheep Industry Innovation Award and was inducted into the College of Agriculture Hall of Fame at Oregon State University.



VALUES

- Nurture natural resources
- Advance land management and grazing practices that improve soil health, water quality, and biodiversity
- Steward nature's harvests of food and fiber into markets to support the human community
- Promote farm-to-retail "slow" fashion created from high-quality American fiber
- Improve the ecological footprint of eco-chic fashion and retail markets
- Support family-owned, American ranches and American textile manufacturing partners
- Provide resources for member ranches to obtain certification from the Responsible Wool Standard (RWS) and the NATIVAREgen certification
- Educate the public and textile industry on environmental and economic value of sustainable and regenerative ranching practices
- Provide resources for member ranches to participate in the Shaniko Wool Company Carbon Initiative

TAGLINE

An American Legacy

BOILERPLATE

LONG BOILERPLATE

ABOUT SHANIKO WOOL COMPANY

Shaniko Wool Company (SWC), founded by Jeanne Carver, is “an American legacy”—the first farm group in the United States to be double certified under the global Responsible Wool Standard and NATIVAREgen. These certifications make SWC 100% transparent in its efforts to protect the land by bettering its soil quality, safeguarding animals with stringent standards for their humane treatment, and improving farmers’ livelihoods and the strength of local communities. SWC currently includes 10 U.S. sheep ranches grazing over 2.6 million acres of land in the American West, producing roughly 500,000 pounds of Merino wool annually. SWC was established to scale the economics of making certified U.S. wool widely available to apparel brands, and to expand farming practices that promote healthy ecosystems and preserve biodiversity for generations to come. More at shanikowool.com.

SHORT BOILERPLATE

ABOUT SHANIKO WOOL COMPANY

Shaniko Wool Company (SWC), founded by Jeanne Carver, is “an American legacy”—the first farm group in the United States to be certified under the global Responsible Wool Standard and NATIVAREgen. SWC currently consists of 10 farms in the American West, with more ranches awaiting certification. SWC has a well-documented, long-term commitment to land management, biodiversity, expanding sustainable wool practices, and scaling the amount of sustainably and humanely produced wool available to global brands. More at shanikowool.com.

PHOTOGRAPHY

[Download approved brand photography & logos here](#)

Primary Brand Image



All photographs and images provided by Shaniko Wool Company are the property of Shaniko Wool Company. Image use must be approved by Shaniko Wool Company and images must be used according to Shaniko Wool Company Guidelines. For guidance and permission to use photography, contact Jeanne Carver at Jeanne@ShanikoWoolCompany.com.

RESPONSIBLE WOOL STANDARD

We Are the Original U.S. Sustainable Wool

Shaniko Wool Company is the first U.S. Farm Group to supply certified wool under the third-party Responsible Wool Standard (RWS), which was developed by Textile Exchange. We established the Shaniko Wool Company Farm Group to scale the economics and supply of RWS-certified U.S. wool available to U.S. and global brands.

Brands understand that today's consumers increasingly want more than a great product at a specific price or merely a label. More and more, they want to know where, how, and what the impacts are to the planet. Consumers increasingly want to pull something more from the system than they typically get, and ethical considerations of land and animals are shaping consumer demand. Those considerations don't always translate to the least expensive product, but this is where we add value. Value begins at the source, with the origins of materials and fibers. We're a key connector and partner in their value chain.

The benefit isn't just for consumers. With RWS-certified and fully traceable wool, our ranchers know where their wool ends up. They not only receive a greater value, but have the pride and increased purpose of knowing what products their wool is in, and can be consumers of their own fiber harvest. The supply chain is shortened geographically, and the ranchers know where each step takes place. The improved textile carbon footprint is significant.



RESPONSIBLE WOOL STANDARD Continued

Unique benefits of this global standard for wool:

- Full traceability.
- Third-party audits of land management and animal husbandry practices. The annual audits of land management and animal husbandry practices include all aspects of worker education and training for third-party certification. This documented review of ranching practices by a reputable certification body, increases confidence for all those choosing RWS certified wool.
- Increased confidence for those choosing Shaniko Wool Company.

What We Offer

Shaniko Wool has an exclusive licensing agreement with Chargeurs Wool, USA (a division of the 150-year old, Paris-based Chargeurs Group) to sell Wool Top, Cut Top, Open Top and Noils. With a double NATIVARegen + RWS certification, our wool is 100% transparent. Raising the bar for sustainable wool sourcing in the country, it builds on holistic farming practices that promote healthy ecosystems and preserve biodiversity for the current generations, and those to come.

Supply Chain Partners

Shaniko Wool Company has worked closely with U.S. scouring/top-making and spinning partners to create this model. We've built close relationships with important U.S. textile spinners and dyers, as well as knit and woven fabric makers, home goods manufacturers and hosiery makers. Collectively, this allows us to support products Made-in-the-USA, with wool from farms that take a progressive approach to land management and respect animal welfare, thus ensuring a strong chain of custody for certified materials as they move along the supply chain.

*A fully RWS-certified supply chain for brands.

RESPONSIBLE WOOL STANDARD - LOGO

Brand partners are expected to ensure proper legal use of the RWS logo. The RWS logo cannot be used as a stand-alone logo on any website or collateral unless the brand is also RWS certified. With approval, brand partners are welcome to use this image of Shaniko Wool Company sheep with both the RWS and Shaniko Wool Company logos.



LANGUAGE GUIDE & DEFINITIONS

Carbon Sequestration – This term refers to biological carbon sequestration – the storage of carbon dioxide (CO₂) in vegetation, such as grasslands or forests, as well as in soils and oceans. Carbon sequestration is a measurable key performance indicator of ecosystem health, and research confirms that increasing levels of carbon sequestration have numerous additional collateral benefits to the ecosystem.

Certification Body – A certification body is an independent third party that manages a certification process. They have the responsibility of issuing a formal recognition (such as a certificate) proving that the certification, quality mark or license in question meets specific national and/or international requirements.

Ecosystem Impacts – Despite extensive human engineering of Earth’s resources, our economy, culture and survival continue to depend on natural ecosystems for food, clothing, shelter, clean water and more. Ecosystems play a prominent role in the global carbon cycle. Through the process of photosynthesis, carbon dioxide is removed from the atmosphere and used to fuel and build living organisms. This carbon can be sequestered in the tissues of living organisms or be deposited in soils and aquatic sediments.

Family farms/ranches – These are farms and ranches where the owners live and work in the daily activities of their operations. They manage and operate their agricultural activities, reliant on family labor, in order to function and be successful.

Greenwashing – This term describes a form of misinformation often used to make products or brands seem more sustainable than they are. Companies make claims of being “green” and “eco-friendly” without any verification (third-party or otherwise).

Nativa Precious Fiber – Created in 2017 by Chargeurs Group and Chargeurs Luxury Materials, Nativa Precious Fiber is a certification that guarantees the quality and traceability of wool fibers across the whole value chain – from the farm, where sheep are raised and sheared, to the garments manufactured by fashion brands. Nativa Precious Fiber is committed to providing authentic and exceptional quality fibers to all stakeholders in the value chain. Nativa Precious Fiber is based on 4 pillars:

1. Respect for animal welfare and proper ecological management of the land on which herds are raised.
2. Social and environmental responsibility on the part of all stakeholders across the value chain
3. Traceability and transparency
4. Compliance with the 10 principles governed by adherence to the United Nations Global Compact, aimed at building more stable and inclusive societies.

LANGUAGE GUIDE & DEFINITIONS Continued

NATIVAREgen – The NATIVA Regenerative Agriculture Program is a robust system based on scientific research and backed by data. It protects the land by bettering its soil quality, safeguards the animals by ensuring their healthy keeping and supports farmers and local communities by improving their livelihoods.

Natural Resources – Natural resources are resources drawn from nature and used with few modifications. Air, sunlight, soil and water are natural resources, as well as animals, birds, fish and plants. Other natural resources are oil, coal, natural gas, metals, stone and sand.

Net Carbon Budget – Carbon budgets measure how much carbon dioxide (CO₂) is produced by industry or by individual companies or operations within an industry. In agriculture, we have the opportunity in managing broad landscapes, to capture or drawdown that CO₂ through intentional decisions and practices. We determine what our current “net” is by accounting for our release of CO₂ (e.g. use of electricity, fossil fuel and equipment, methane emissions of livestock, etc.) and the measured amount of carbon we are drawing down from the atmosphere through our farming and ranching activities (e.g. no till farming, well managed grazing and its impacts on plant photosynthesis, etc.).

Preferred Materials – Textile Exchange defines a preferred fiber or material as one which results in improved environmental and/or social sustainability outcomes and impacts.

Regenerative Agriculture – Regenerative agriculture is a conservation and rehabilitation approach to food and farming systems. It focuses on topsoil regeneration, increasing biodiversity, improving the water cycle, enhancing ecosystem services, increasing resilience to climate change, and strengthening the health and vitality of farm soil.

Responsible Wool Standard (RWS) – Created by Textile Exchange and launched in 2016, the Responsible Wool Standard is a voluntary, third-party audited standard that addresses the welfare of sheep, the land they graze on, and the workers who tend both. It provides the industry with a tool to recognize the best practices of farmers; ensures that wool comes from farms that have a progressive approach to managing their land, practice holistic respect for animal welfare of the sheep and provide the Five Provisions of animal welfare. Equally important, it ensures a strong chain of custody for certified materials as they move through the supply chain to finished products.

LANGUAGE GUIDE & DEFINITIONS *Continued*

Shaniko Wool Company (SWC) – A U.S. based Farm Group supplying wool certified to the Responsible Wool Standard and NATIVARegen™ Precious Fiber. SWC leads ranches through membership and certification to these standards, purchases the wool at a premium to the growers, aggregates the wool and sells into the downstream processing and manufacturing channels. In August 2022, Shaniko Wool Company entered into a Licensing Agreement and partnership with Chargeurs Wool, which is now the exclusive seller of Shaniko RWS-certified wool.

Shaniko Wool Company Carbon Initiative – The Carbon Initiative has been developed with two primary goals: 1) determine the “net carbon budget” for Shaniko Wool Company Farm Group producers; and 2) determine the measured amount of increased carbon sequestration on all lands farmed/grazed, on an annual basis. This comprehensive research and measurement project will establish current baselines for each ranching operation and continued measurement over time.

Shaniko Wool Company Farm Group – This term refers to the growers in particular, at the farm/ranch level. SWC is privately owned, and is not a Farm Co-op or Cooperative. An agricultural cooperative, also known as a farmers' co-op, is a cooperative in which farmers or ranchers pool their resources in certain areas of activity.

Supply Chain – A supply chain is the network of all the individuals, organizations, resources, activities and technology involved in the creation and sale of a product.

Sustainability – Sustainability consists of fulfilling the needs of current generations without compromising the needs of future generations, while ensuring a balance between economic growth, environmental care and social well-being.

Textile Exchange – Textile Exchange is a global nonprofit that creates leaders in the preferred fiber and materials industry. In short, they build a community that can collectively accomplish what no individual or company can do alone. TE develops, manages, and promotes a suite of leading industry standards, as well as collects and publishes critical industry data and insights that enable brands and retailers to measure, manage and track their use of preferred fiber and materials.

United Nations Global Compact – This UN-led strategic initiative supports global companies that are committed to responsible business practices in the areas of human rights, labor, the environment and corruption. It promotes activities that contribute to sustainable development goals to create a better world.

SHANIKO WOOL TIMELINE

For the latest Shaniko Wool news, visit shanikowoolcompany.com/news-stories

- 1989** ● Dan Carver, working with local agency partners, developed a complete Conservation Management Plan for the Imperial Stock Ranch (est. 1871) and began implementation.
- 1990** ● The Buckhollow Watershed Project was born. Dan began working with local agencies and other landowners in the Buckhollow Basin to develop a broad approach to watershed restoration.
- 1993** ● Jeanne Carver conducted the research and wrote the application for Imperial Stock Ranch to be designated a National Historic District, and an exterior restoration of the historic Hinton House was completed to National Register of Historic Places standards.
- 1996** ● Dan and Jeanne adopted no-till farming on the ranch, a method that improves soil fertility, reduces erosion, decreases the need for chemical fertilizers and herbicides, and reduces labor, equipment and fossil fuel costs.
- 1999** ● With the traditional wool market collapsing in the USA due to offshoring and globalization, Jeanne led the ranch out of commodity wool sales, established a supply chain as close to home as possible, and began growing a customer base for her branded and USA-made yarns and textiles.
- 2004** ● National clothing retailer Norm Thompson placed the first order for apparel made from Imperial Stock Ranch yarns. Jeanne employed local and regional fiber artists who worked to create all the apparel using these yarns. The finished pieces shipped directly from the ranch to Norm Thompson's distribution warehouse.
- 2009** ● Jeanne Carver and Anna Cohen (Fashion Designer) headlined Portland Fashion Week with a preview of the "ranch to runway" Imperial Collection by Anna Cohen to critical acclaim.

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SHANIKO WOOL TIMELINE Continued

- 2012** ● Vogue Knitting held the first annual Vogue Knitting LIVE! Destination Experience, a world-class knitting workshop, at the Imperial Stock Ranch. It was the beginning of a long string of world-class fiber events.
- 2014** ● Ralph Lauren chose Imperial Stock Ranch/Jeanne Carver as a supplier for the Team USA uniforms for the Winter Olympics in Sochi, Russia. In 2018, Jeanne was again their voice of American wool for the Team USA uniforms.
- 2017** ● Imperial Stock Ranch became the first ranch in the world certified under a new third-party audited global standard developed by Textile Exchange, called the Responsible Wool Standard.
- 2018** ● Shaniko Wool Company was founded with the goal of supporting American wool and the U.S. companies who seek to use it. Shaniko Wool Company is a new chapter in a timeless story, scaling the supply of RWS certified wool, strengthening businesses and communities, and contributing to a sense of belonging.
- 2022** ● Ralph Lauren chose Shaniko Wool Company for their RWS wool supply for the 2022 Winter Olympics Team USA uniforms.
- 2022** ● Chargeurs Wool USA and Shaniko Wool Company form an exclusive sales and marketing partnership, strengthening both their efforts in delivering premium American certified wools to the market. Shaniko Wool also became certified to NATIVA Precious Fiber (Chargeurs own third-party-audited standard).
- 2023** ● Shaniko Wool and Jeanne Carver are featured in His Majesty at 75: The Leadership and Vision of King Charles III, honoring achievement and progress across social, cultural, technological and commercial spheres.

SOCIAL MEDIA

We love to share with the world the stories of our ranchers, Shaniko Wool Company news, and how we're actively working to improve the wool industry. Stay up-to-date by following us on social media:



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Shaniko Wool Company



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