

PASTURE TO PRODUCT:

the story of lamb & wool

WOOL: NATURE'S MULTIPURPOSE FIBER

From the range to your home—natural, renewable, and rancher-grown wool delivers comfort and purpose every day. Wool is a versatile fiber with benefits well beyond clothing—supporting healthy homes, thriving gardens, and rural livelihoods across the country.

GARDEN AND GROW WITH WOOL

HOW DOES WOOL IMPROVES SOIL?



- Wool naturally **contains 7–20% nitrogen**, released slowly over several months to enrich the soil.
- Absorbs up to 35% of its dry weight in water, **helping retain moisture around plant roots**.
- Acts as a **natural pest deterrent**, keeping slugs away from plants.
- **Improves soil aeration** and adds carbon, sulfur, and other nutrients as it breaks down.
- **100% biodegradable** — compost it or incorporate it directly into garden beds.

Thermal Comfort. Healthier Air.

SHEEP'S WOOL KEEPS YOU COZY AND YOUR AIR CLEAN.

People spend nearly 90% of their time indoors, where air can carry pollutants like formaldehyde — a chemical linked to headaches, allergies, breathing problems, and other long-term health issues. Wool, used in home décor items such as textiles, rugs, bedding, and mattresses, as well as in building materials like insulation, naturally regulates thermal comfort while improving indoor air quality.

Did you know?

Naturally flame-resistant

Wool doesn't melt, drip, or emit toxic fumes, making furniture safer for homes.

Naturally breathable and moisture-wicking

Wool regulates humidity by absorbing and releasing water vapor based on room conditions.

Durable and sustainable

Wool is a renewable fiber that performs longer and more safely than many synthetic alternatives

Improves indoor air quality

Wool fibers adsorb and chemically bind harmful pollutants, such as formaldehyde and other Volatile Organic Compounds.

QUICK FACT:

Tests show wool can remove up to 70% of formaldehyde from indoor air within a week – and safely lock it in, preventing re-release.

Wool insulation is non-toxic and safe to handle!

It also regulates temperature and sound – keeping heat inside during winter and out during summer, reducing the energy needed to heat and cool buildings.

SOURCES:

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This brief was created by UWyo Sheep Task Force

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