Ein cyf/Our ref: PR/CW/134

Dyddiad/Date: 26/10/20

**NFU Cymru shows support for Welsh Wool products**

NFU Cymru is supporting the Welsh wool industry and raising money for charity by launching a new *‘She Who Dares… Farms’* product.

Having already raised £4,000 for the DPJ Foundation through the sales of polo shirts and gilets branded, the union will now sell branded *‘She Who Dares…Farms’* logo headbands to raise further funds for the mental health charity.

The idea for the ‘Eira’ headbands is the brainchild of trained fashion designer, Clare Johns, who uses wool from the rare breed Ryeland sheep she farms with her husband to make the product. She said: “I had seen NFU Cymru’s initiative to celebrate women in agriculture with the *‘She Who Dares…Farms’* event and merchandise, and it got me thinking that it would be fantastic to collaborate on the project and produce a sustainable product using my Welsh wool cloth. It would also help with my quest to promote Welsh wool.

“Wool garments are seen as expensive, but this isn’t the case. They’re an investment and you know exactly where it comes from. The products I make, from start to finish, from farm to hanger, the whole process happens in the UK using Welsh wool. Wool from sheep that are bred, reared and sheared on our farm. If any extra wool is needed it is sourced from local farmers and makers at a fair price.

“It is sent to a mill in west Wales where it is washed, spun and then weaved using traditional methods into a quality tweed cloth. After a clean and press at our finishers, the cloth comes back to me to transform in to beautiful, luxurious, and often bespoke, timeless classics, like these headbands.”

NFU Cymru County Adviser Stella Owen added: “The Covid-19 pandemic has had a huge impact on the wool sector and I was keen to find out what we could do to help, all while supporting a local business. We wanted to launch an affordable but stylish quality product that could be worn when doing a variety of outdoor activities.  The Eira headband, selling at £25, is a celebration of powerful women in agriculture and it is made of a sustainable, natural luxury product.

“Made with Welsh wool, this is a perfect opportunity to show off our fantastic versatile product whilst spreading the *‘She Who Dares…Farms’* message. With Christmas on its way, this is an ideal opportunity to think about locally sourced products and treat your friends and family, at the same time supporting the fantastic work of the DPJ Foundation.”

Orders can be made by using the online form on the [NFU Cymru website](https://www.nfu-cymru.org.uk/campaigns/we-are-welsh-farming/she-who-daresfarms-merchandise/).

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