



CHAIN OF CUSTODY PILOT UPDATE

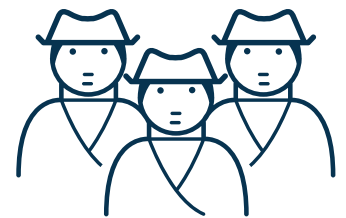
We are well on our way to providing the first fully traceable cashmere on the global market.

With the support of our team in Mongolia, herders, traders and processors have been using our traceability system to record sales of SFA Certified fibre. So far, we have managed to secure over 70 tonnes of raw fibre from SFA certified herders, which will now be sorted, scoured and dehaired by processors involved in our trial of the Clean Fibre Processing Code of Practice. Despite the impacts of Covid-19 on the cashmere market, demand for certified fibre has been high. Later this year, our chain of custody pathways will see fibre transported to **Alex Begg** and **Johnsons of Elgin** in Scotland, to **Lanificio Colombo** in Italy, as well as being manufactured into final garments in-country by **Gobi**.

71.4 tonnes of fibre



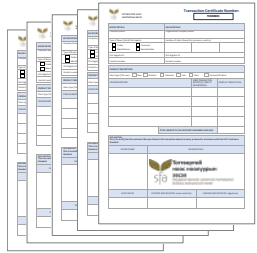
14 herder organisations



6 processors



23 transaction certificates



There are 45 tonnes of certified raw fibre available from SFA Member processors. Please contact us if you are interested in becoming part of one of our CoC Pathways.



FIRST CERTIFIED PROCESSORS OF CLEAN FIBRE

Of the six companies involved in our trial of the Clean Fibre Processing Code of Practice, two have now had their compliance verified by external assessors. We are delighted to announce that KhanBogd Cashmere has been certified at silver level, and Uguuj Shim at bronze level. Processors have demonstrated a great level of commitment in helping to raise the bar for environmentally-friendly and socially-responsible fibre production in Mongolia.



ANIMAL WELFARE WEBINAR

In June, we held a webinar attended by 40 members and invited participants to discuss the animal welfare implications of cashmere production. We discussed the key challenges to the five freedoms in relation to rangeland and farm-based production, and we gave those present the opportunity to air any concerns they had regarding animal welfare.

Members also shared their experiences and strategies for dealing with the threats and attacks by animal activists.

We are now working on preparing a support pack, including position statements and useful resources, to better prepare our Members for welfare enquiries or campaigns from animal rights activities.

Please get in touch with any queries you or your customers may have in relation to animal welfare. As animal activists turn their focus to animal fibres, it's important to unite and utilise the support of our network.

MICRO-FILMS CAPTURE LIFE AS A MONGOLIAN HERDER

For the past few weeks, we've released a micro-film each week on [Twitter](#), [LinkedIn](#) and [Instagram](#), highlighting the lives of herders and the bond that they share with their goats.

Our aim is to show how herders treat their goats with love and respect, so that our Members and their customers can continue to feel positive about buying cashmere. There are around 60 videos in total. If there is anything that we can do to support you in sharing these videos, such as sending them to you in advance, please do let us know.



UPDATE ON COVID-19 RESPONSE

We have produced a Covid-19 Action Plan that sets out some broad objectives for improving herder resilience in times of difficulty, such as the current pandemic. We have consulted with a member working group and are now in the process of collating their feedback.

Key topics of support identified so far include:

- Opportunities for Herders to diversify their income,
- Support for better governance of Herder Community Groups,
- Opportunities for improving cashmere fibre quality
- Establishment of a Virtual Training Academy to enable access to SFA support programmes via distance learning

If you are interested in having your say in the SFA response to Covid-19 in Mongolia, there is still time. Please contact the working group Chair, Chas Hubbard (chas@chqm.co.uk) for more details.

Increase in enquiries from herders

The Mongolian office has recently been contacted by 40 different herder groups that would like to become SFA Certified. This interest is due, in part, to the impacts of Covid-19 and the demand that herders have seen for SFA Certified cashmere.

MONGOLIAN SUSTAINABLE CASHMERE PLATFORM

The SFA are already taking an active role in the UNDP's multi-stakeholder Sustainable Cashmere Platform. Last week we shared our own action plan with the platform's Covid-19 technical group, joining government officials, representatives from the processing sector and NGOs to discuss a coordinated response to the pandemic. Mongolia's new government will be prioritizing the export market and promoting Mongolian fibre brand as part of the country's national identity.





NATIONAL RADIO BROADCAST ON SFA CODES OF PRACTICE

The podcast series which went out over SFA's Facebook page has had another lease of life as a national radio programme. The series is now going out 4 times a day during July and August on the national Mongolian radio network.

Read by a famous mongolian actor, the podcasts follow a narrative between three generations of herders and each episode deals with a different element of our cods of practice.

The series has been very well-received and have helped improve herders understanding about responsible cashmere production. Our team were recently contacted by local governments hoping to broadcast on their local radio stations.



WORKING FOR WILDLIFE

In collaboration with the Mongolian Ecological Enforcement Agency, we have produced a book targeted at herding families, using illustrations and stories to promote a sense of responsibility in conserving rangelands and native wildlife.

In a visual and accessible way, the book explains how traditional environmental practices ensure the protection of natural resources, as well as outlining the legal regulations of environmental and wildlife law.

The book will be distributed nationwide and is expected to have a wide-scale impact, raising awareness and encouraging herders to be stewards of their unique natural heritage.



WEATHER WATCH

The weather in Mongolia has been dry until recently, causing herders concern. Some areas have even seen sand storms for the first time, as captured in this photo. Fortunately the rain came so herders are hopeful that the vegetation will grow soon.

