



2024-2025

SFA MEMBERSHIP

INFORMATION & OFFER



SUSTAINABLE FIBRE ALLIANCE

Who We Are

The Sustainable Fibre Alliance (SFA) is a non-profit international organisation working with the extended natural fibre supply chain, from herders to retailers. The SFA's work promotes a global sustainability standard for cashmere and other natural fibres to preserve and restore grasslands, improve animal welfare and secure herder livelihoods.

Our Vision

A responsible & inclusive global natural fibres sector that safeguards the health and well-being of people, animals and the environment.

Our Mission

To drive positive change in natural fibre value chains by empowering herding communities, promoting responsible sourcing and the adoption of sustainable practices.

Our Impact Areas



**Protection of
natural
resources**



**Positive
welfare state
for livestock**



**Resilient
herding
communities**



**Collaboration
& convening
for greater
impact**

SFA Membership Benefits

The SFA is a multi-stakeholder alliance that connects actors along the natural fibre supply chain. We encourage participation from all stages of the value chain, from processors and manufacturers to brands and retailers.

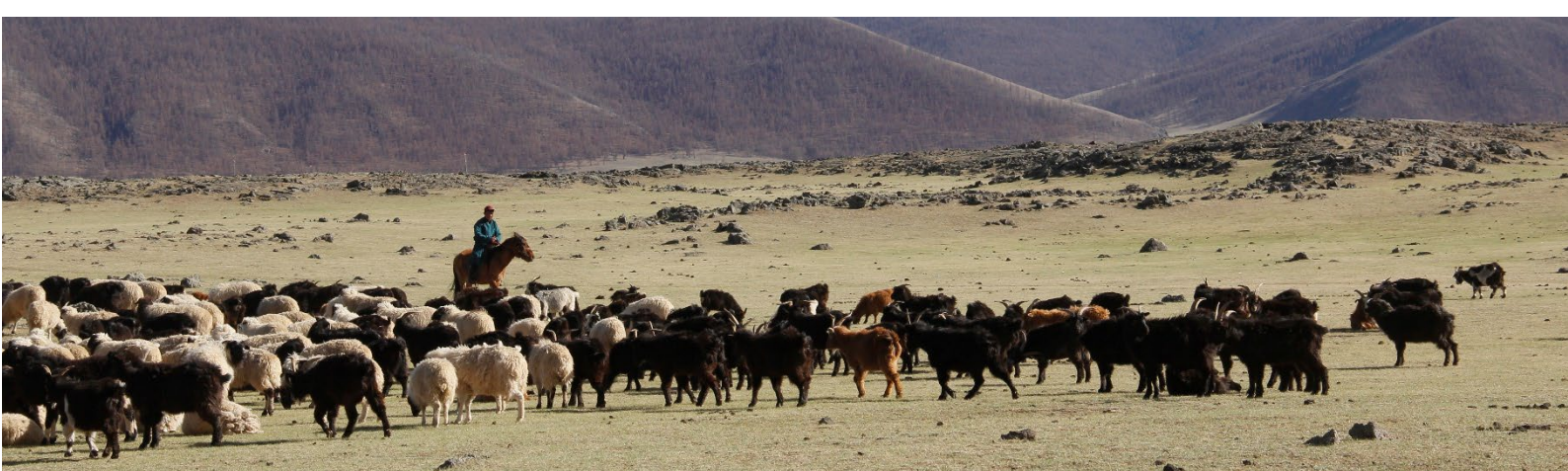
Consultation & Support

As an SFA Member, you will be regularly consulted for your input into the SFA Standards and programmes. You will also have the opportunity to participate in our Working Groups alongside independent experts and interested third parties to address various issues related to rangeland management, livelihood security, animal welfare, and our own SFA Standards system. The primary function of these Working Groups is to facilitate knowledge transfer and provide advisory support for the SFA and the wider natural fibre sector in addressing key sustainability concerns. Current SFA Working Groups include:

- Standard Setting Improvement Committee (SSIC)
- Animal Welfare Working Group
- Chain of Custody Working Group

Sustainability Reporting

Reporting on our progress is a crucial part of ensuring we achieve our long-term impacts on environmentally friendly, socially responsible, and high-welfare natural fibre production. Our monitoring and evaluation process is industry-approved and involves independent verification and third-party quality-assured accreditation. As an SFA Member, you will not only have the opportunity to influence and strengthen our reporting processes but also utilise the SFA progress reports to add value to your sustainability reporting efforts.



Influencing & Lobbying

SFA Membership links you to a unique alliance, helping to shape the future of responsible land management and support better production practices for natural fibre. Outputs from our Working Groups include policy briefs for government and wider stakeholders, helping drive policy decisions that will support our efforts to transform the sustainability of the natural fibre sector.

Commercial Benefits

- ✎ **Managing Reputation Risk:** Being an SFA Member will help protect your company's reputation in the face of mounting pressure to demonstrate good welfare practices, social responsibility, and environmental sustainability. It will reassure your consumers and investors that, as part of a global alliance, you are supporting better production practices to secure a long-term future for natural fibres.
- ✎ **Credible Claims:** As an SFA Member, you can make credible claims regarding your support of responsible natural fibre production, based on our independent, third-party accreditation process of the SFA Animal Fibre Standard. These claims will be accompanied by access to our reporting data, testimonials and case studies from the field, adding value to your communications and marketing initiatives. Following our Chain of Custody Standard, full SFA Members have access to credible claims regarding 'SFA-Certified' fibre.
- ✎ **Value for Money:** Being an SFA Member reduces your need for spending and consultancy costs related to sustainability management. Our network enables an improved understanding of the end-to-end natural fibre supply chain and provides access to a wide support base of stakeholders.



Commitments

As an SFA Member, you commit to supporting our mission by promoting the SFA Standards and encouraging the adoption of responsible production practices. You also understand and follow the SFA Member Code of Conduct in all your dealings as an organisation. Breaches of this Code of Conduct may lead to the termination of your SFA Membership.

SFA Member Code of Conduct

The SFA is focused on bringing about behavioural change that leads to better outcomes for people, animals, and the environment. Credibility is crucial to our success. The SFA and our members strive to act with integrity at all times. In practice, this means:

- ✎ SFA Members commit themselves to the mission and strategic aims of the SFA.
- ✎ SFA Members promote and communicate this commitment throughout their organisation and to external partners.
- ✎ SFA Members act responsibly and are transparent in their engagement with the SFA.
- ✎ SFA Members follow our Chain of Custody Standard and do not make any misleading or unsubstantiated claims about the production, procurement or use of 'SFA-certified' fibre, nor about the impacts of our work programmes.

SFA Claims

You can start making General Claims as soon as your SFA Membership has been approved. General Claims are available to all SFA Members, including brands, retailers, manufacturers, processors, suppliers, traders, and civil society members. The SFA Chain of Custody Standard provides detailed information on the different types of claims that SFA Members can use. Please do not hesitate to contact us if you have any queries about the claims you can make related to your membership.

General Claims

A General Claim is any claim that does not reference a specific product. These claims may infer that an organisation is a member of the SFA, purchases 'SFA-certified' fibre or is accredited against one or more of the SFA Standards.

For example,

"We source 'SFA Certified' cashmere that is traced through the supply chain, from certified herders to product."

"By sourcing cashmere that is 'SFA Certified', [company/brand] helps to support the SFA's mission to improve animal welfare, environmental practices and the livelihoods of herders."



Product Claims (SFA Members only)

Product Claims refer to any claims that a specific product is 'SFA-certified' in some way (e.g., bales, hangtags, clothing labels, online product descriptions, point of sale marketing). These include, but are not limited to, final products.

For example,

"This product is 100% 'SFA Certified' cashmere."

"All of the cashmere in this [garment/product] has been produced following high animal welfare practices, as certified by the SFA."

Qualifying Statements (SFA Members only)

All claims bearing the 'SFA-certified' logo should include a Qualifying Statement about the SFA to increase consumer understanding and awareness of our work.

For example,

"'SFA Certified' cashmere has been produced to high animal welfare standards, tracing it from herders to final product and supporting socially responsible practices."



"The SFA's work helps improve the welfare of cashmere goats, the protection of rangelands and security of herder livelihoods."

Work Programmes

Increasingly, brands and retailers in the natural fibre sector are looking for ways to enhance their corporate social and environmental responsibilities. As an SFA Member, you will have the opportunity to invest directly and efficiently in multi-year, field-level sustainability efforts in Mongolia and Inner Mongolia.

For many companies, there is a strong motivation to support something unique and individual to their brand – a project they can take ownership of. Our individual work programmes are targeted at particular herding communities and offer a powerful tool to create shared value along the entire supply chain of your company. At the heart of the programmes lies the integration of social-ecological considerations within your broader strategic goals of building secure supply chains, reducing your environmental footprint, and adding value to your product. Furthermore, they offer a direct route for your company to contribute to the UN's 2030 Sustainable Development Goals.

All of our work programmes allow for the integration of our SFA Member's own vision, core value and existing operational structure. The SFA will provide support in selecting a programme that best fits your requirements. Your selected programme will become your story to tell, providing you with measurable impact to share with your consumers that will demonstrate your commitment to a sustainable cashmere and natural fibre sector.



Examples of our individual work programmes include,

-  Young Herder Training
-  Herder Sustainability Awards
-  Women's Empowerment
-  Improving Animal Welfare
-  Rangeland Stewardship
-  Breeding Improvement
-  Wildlife Guardian Project

SFA Membership Fees

SFA Membership Offer

The SFA is a multistakeholder alliance that connects actors along the cashmere and natural fibre supply chain. We encourage participation from all stages of the value chain, from processors and manufacturers, to brands and retailers.

SFA Membership is voluntary and based on an annual fee. Companies can join as individuals or as groups, and the membership fee is dependent on the annual turnover of the company or group. We have two membership offers, Full Membership and Supporter Membership, with the fee structure outlined below in *Figure 1*.

Full Membership

SFA Full Membership provides access to the full suite of member benefits, including the ability to participate in our Chain of Custody development and make Product Claims for 'SFA-certified' cashmere.

Supporter Membership

SFA Supporter Membership offers a 12-month membership trial at a reduced fee and with restricted benefits. Most importantly, Supporter Members are unable to make Product Claims for 'SFA-certified' cashmere.



Figure 1: SFA Membership Fee Structure

Annual Turnover (GBP)	Full Member (GBP)	Supporter Member (GBP)
under 4 million	2,000	1,000
4 – 6.9 million	4,000	2,000
7 – 9.9 million	6,000	3,000
10 – 109.9 million	10,000	5,000
110 – 209.9 million	15,000	7,500
210 – 309.9 million	20,000	10,000
310 – 409.9 million	25,000	12,500
410 – 509.9 million	30,000	15,000
510 million or over	35,000	17,500

¹ Groups should consider their turnover to be the sum of the turnovers of the trading entities joining (each trading entity must be listed on the application form in order to be counted as a member); liability for all membership fees is held jointly and severally.

² Companies and groups that do not deal solely in cashmere products, but trade as a single entity, should consider their turnover to be the turnover of the entire company/group, not only that part of it related to cashmere.

³ Supporter Membership is a one-time offer. At the end of the 12-month period, members must either upgrade to Full Membership or cancel their membership.

SFA Volume-Based Fee

The SFA Volume-Based Fee (VBF) is a fee paid on all 'SFA-Certified' dehaired cashmere that has been produced and processed in compliance with the SFA Animal Fibre Standard and the SFA Clean Fibre Processing Standard.

The VBF allows us to maintain the elevated levels of support provided to 'SFA-Certified' herders and herder organisations as well as reinforce the certification claims made by the SFA, our brand Members and partner organisations.

The VBF for the 2024-2026 cashmere seasons is \$1.00 (USD) per kilo of 'SFA-Certified' dehaired cashmere.

Depending upon the structure of the supply chain that the dehaired fibre is sold into, the fee is paid to the SFA International Community Interest Company (CIC) by either the final brand or the fibre processor. We have identified that there are three different structures of the supply chain, which are shown in the examples below:

Fully Integrated Supply Chain

If the supply chain contains a fully integrated supplier, then the brand will pay the fee to the SFA International CIC, as shown in **Figure 2** below. Note that a fully integrated supplier is a supplier that purchases raw fibre and undertakes all processes required to transform the raw fibre into a final product.

Figure 2. Fibre is to be used in a supply chain containing a fully integrated supplier that produces finished products.

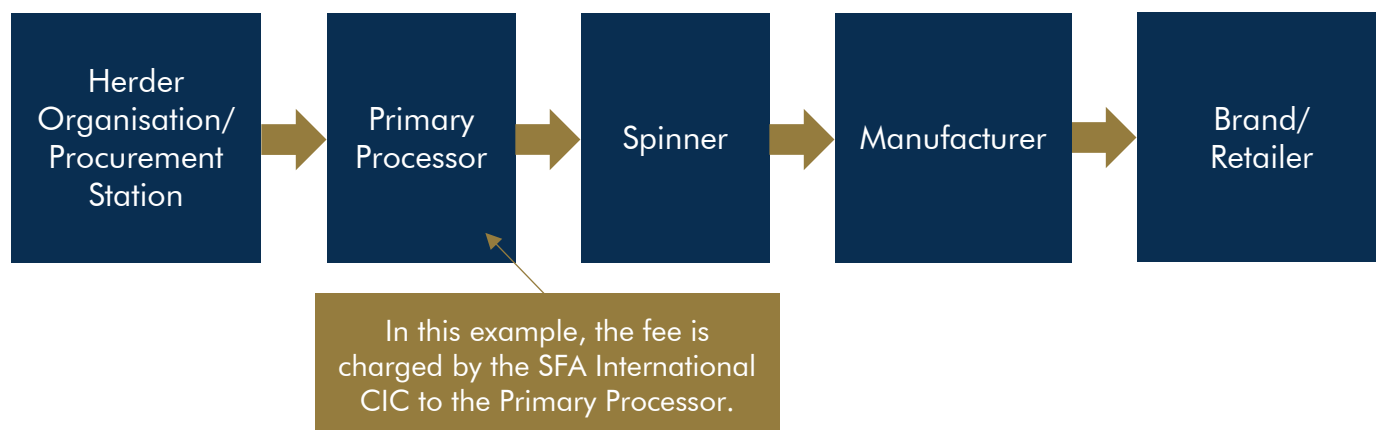


Non-Integrated Supply Chain

If the supply chain is non-integrated, as shown in **Figure 3** below, the processor will pay the fee to the SFA International CIC. This fee is then expected to be charged by the processor to the next company in the supply chain when the processor sells the dehaired fibre, this will continue through the supply chain and will ultimately end with the brand or retailer selling the final product to the consumer.

The value of the SFA VBF must be explicitly detailed on the first invoice used to sell the dehaired fibre after processing. On all invoices where the fibre is passed on later in the supply chain, the Transaction Receipt Identity (number/Alphanumeric) on which the Volume-Based Fee was paid by the processor should be recorded.

Figure 3. Fibre is to be used in a supply chain containing non-integrated suppliers.



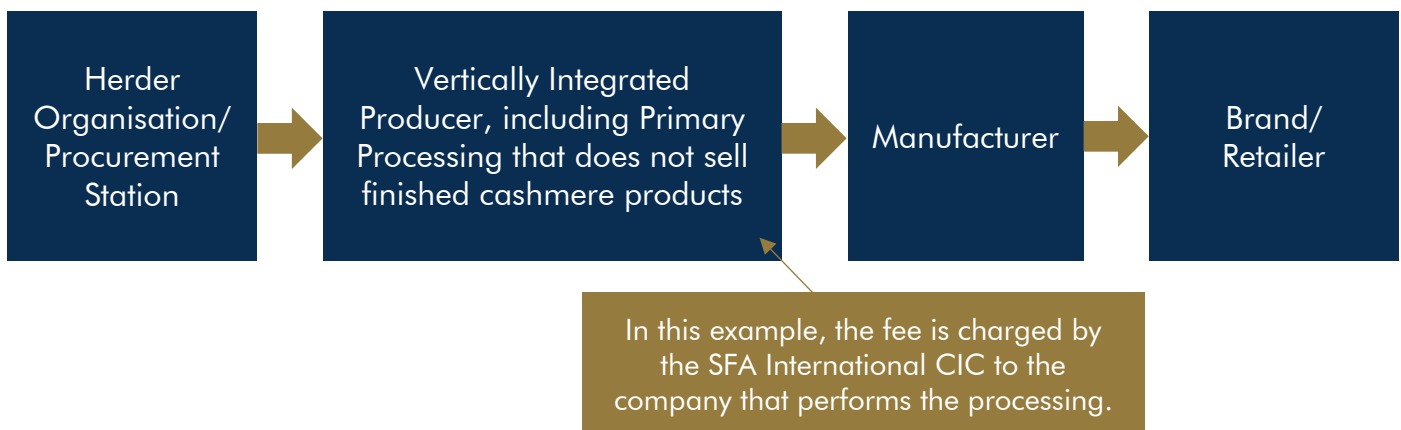
Partially Integrated Supply Chain

If the supply chain is partially integrated (extended primary processing) then the partially integrated supplier that purchases the raw fibre and undertakes all processes up to a point in the supply chain that does not include the final product, as shown in **Figure 4** below, will pay the fee to the SFA International CIC. This fee is then expected to be charged by the processor to the next company in the supply chain when the processor sells the dehaired fibre, this will continue through the supply chain and will ultimately end with the brand or retailer selling the final product to the consumer.

The value of the SFA VBF must be explicitly detailed on the first invoice used to sell the dehaired fibre after processing. On all invoices where the fibre is passed on later in the supply chain, the Transaction Receipt Identity (number/Alphanumeric) on which the Volume-Based Fee was paid by the processor should be recorded.

In this structure, the products that are produced by the company whose activities include primary processing could include but are not limited to, yarn, fabric, cashmere tops, etc.

Figure 4. Fibre is to be used in a supply chain containing partially integrated suppliers that do not produce finished products.



For more information, please view our SFA Volume-Based Fee Guide available on the [Resources section of the SFA website](#).



How to Apply

New Members

- Request a Membership Application Pack from membership@sustainablefibre.org or contact us via our website.
- Submit a completed Membership Application Form to membership@sustainablefibre.org, along with your logo(s) to display on our website.
- Your application will be processed by our team.
- An invoice will be issued to you within 7 working days.
- Upon receipt of your payment, we will issue you with a Certificate of Membership and a Members Welcome Pack.

Supporter Members

SFA Supporter Membership is offered at a discounted rate for a 12-month trial period. Towards the end of this trial period, you will choose whether to upgrade to Full Membership or cancel your membership.

Supporter Membership is only available once – if you cancel your membership and later renew, you will need to apply for Full Membership.

Supporter Members may choose to upgrade to full membership before the end of the 12-month trial period by paying an additional fee. The cost of upgrading will depend on how much of the trial period remains, and will be assessed on a case-by-case basis.

