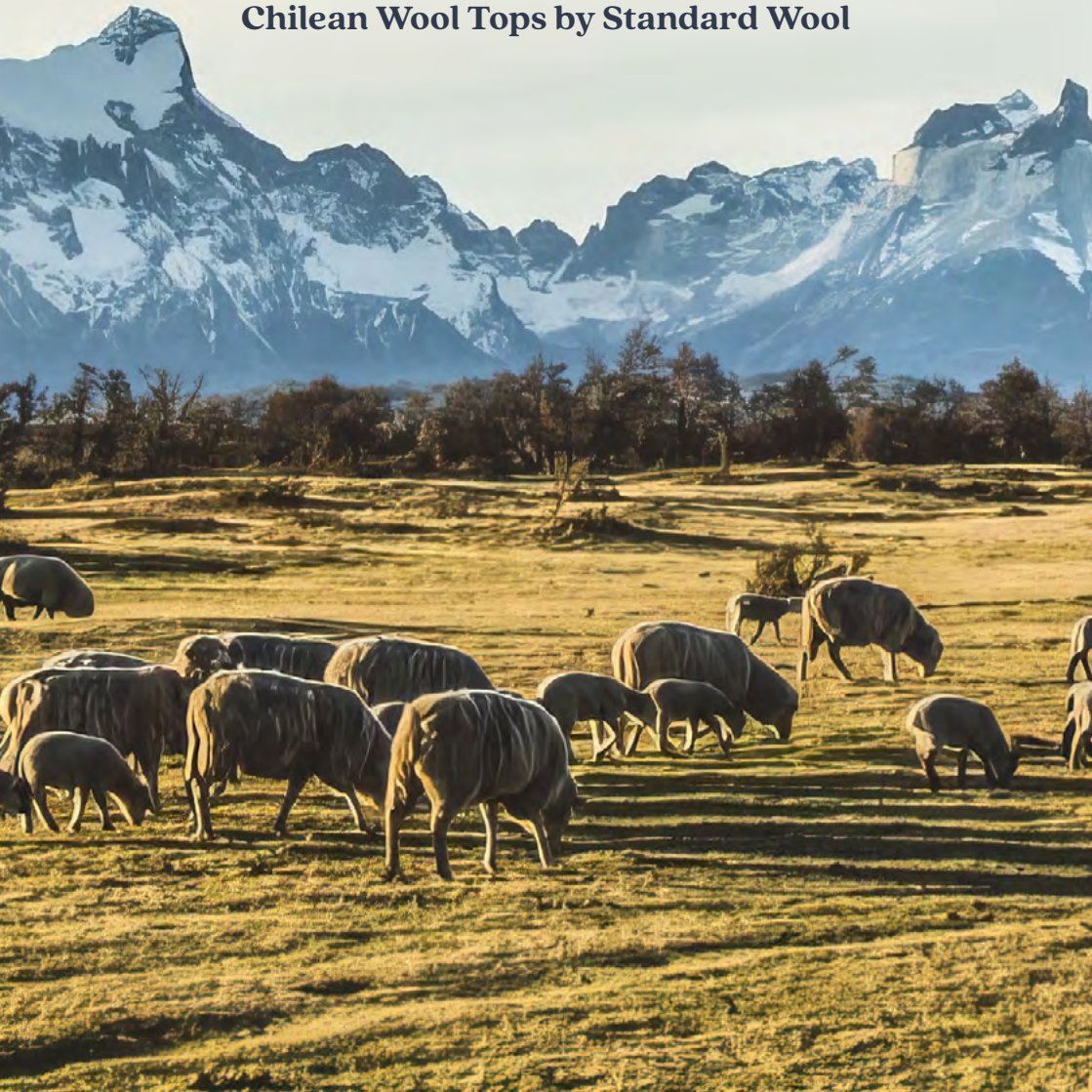




PuntaPuro

Chilean Wool Tops by Standard Wool



**Connecting the Wool Growers of Punta Arenas to
the Final Brand Through Full Farm Traceability**

Key Features

RWS Certified

Our wool tops are certified by the Responsible Wool Standard (RWS), ensuring high standards of animal welfare, land management, and social responsibility.

Oeko-Tex Certified

Our wool tops are all produced to the Oeko-Tex Standard. Ensuring that products are free from harmful substances, environmentally friendly, and produced under socially responsible conditions.

Traceable

We provide full traceability from farm to final product, offering transparency and confidence in the origins of our wool.

Supporting Farmers

We are committed to supporting local growers, ensuring fair practices and sustainable livelihoods.

Best Animal Practices

Adhering to the highest standards of animal welfare, we ensure the well-being of the sheep is prioritized.

On Farm Checks

Regular on-farm inspections are conducted to maintain and verify standards of quality and welfare.

Single Origin Sourced

Our greasy wool is sourced from a single origin, Punta Arenas, Chile, ensuring consistency and quality in every batch.

100% Non Mulesed Guarantee

The practice of mulesing is not permitted in Chile. It is not required given the breeding and climatic conditions, so we guarantee all wools 100% Non mulesed.



Benefits of using PuntaPuro

Quality Assurance

The combination of RWS certification, traceability, and single origin sourcing guarantees superior quality wool.

Members of BPG Magallanes. Coming together with different livestock corporations to develop good livestock practices in the region.

Sustainability

By supporting best practices and farm checks, we promote sustainable farming and animal welfare.

Consumer Confidence

With full farm traceability, consumers can be confident in the ethical and sustainable origins of their wool products.

Bespoke Marketing opportunity

With full access to the growers and our pre-implemented certifications and traceability, we can assist in bespoke marketing strategies, connecting you directly with specific farms/growers



 Punta Puro

Why is Punta Arenas the perfect place to grow wool?

Cool Climate conditions

Punta Arenas has a cool, temperate climate, which is ideal for sheep. Sheep thrive in cooler climates as they are less prone to heat stress and insect, which can affect their health and productivity.

No Deforestation

The region naturally has limited forest cover compared to other parts of the world. The landscape is predominantly open, with vast stretches of steppe and tundra-like environments. Therefore, there is minimal pressure to clear forests for agricultural purposes.

Abundant Pastures

The region is characterized by extensive natural grasslands. These grasslands provide ample grazing opportunities for sheep. The native vegetation is well-suited to supporting livestock.

Sustainable Land Use

The long-standing tradition of sheep farming in the region has led to the development of sustainable grazing practices. Growers are well-versed in managing land in a way that maintains the health of the pastures.



PuntaPuroRG

Benefits of Regenerative Wool

Regenerative Wool from Standard Wool

Environmental Sustainability

Soil Health Improvement

Regenerative wool farming practices focus on soil regeneration, which improves soil health and enhances its ability to retain water and nutrients.

Carbon Sequestration

Regenerative agriculture helps in sequestering carbon from the atmosphere, thus contributing to the reduction of greenhouse gases and combating climate change. Biodiversity Enhancement: Promotes biodiversity by encouraging diverse plant species, which supports various wildlife and micro-organisms.



Animal Welfare

Ethical Treatment

RegenAgri certification ensures high standards of animal welfare, providing sheep with a natural and stress-free environment.

Natural Grazing

Sheep are allowed to graze freely on pasture, which aligns with their natural behaviour and diet, leading to healthier and happier animals.

Economic Benefits

Support for Local Communities

Purchasing regenerative wool supports local farmers and economies, especially in regions like Punta Arenas.

Long-Term Viability

Regenerative practices ensure the long-term viability of wool production by maintaining healthy ecosystems and reducing the need for costly chemical inputs.

RegenAgri, Third party Certification

Comprehensive Standards

The RegenAgri certification ensures that farms adhere to rigorous standards of regenerative agriculture, encompassing environmental, social, and economic sustainability.

Traceability and Transparency

Provides consumers with the assurance of traceability and transparency in the wool supply chain, from farm to finished product.

Global Recognition

Recognized internationally as a benchmark for sustainable farming practices, adding value and credibility to our wool products.

Punta Puro



Standard Wool

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