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# **SUSTAINABLE PRODUCTION OF WOOL FIBER. A VIABLE ALTERNATIVE FOR ARGENTINA?**

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## **Introduction**

The book provides information on the production of organic textiles in the world, with particular attention given to Patagonia Argentina. The textile global organic market and the current situation of national and international regulations governing the production and marketing of organic textiles are investigated. Some cases of study about productive enterprises are included because of their distinguishing characteristics. The main challenge is based on the possibility of analyzing a market that could be supplied by organic producers using marketing strategies to meet the market requirements for organic fibers. Thus, we intend to give information to those public actors and private sector to develop investments and design a legal framework or policies that contribute to the development of this potential sector highly valued by consumers. In major textile producing countries, those products that are natural and environmentally friendly are considered "organic textile", but they are not organic in the strict sense of the definition. The vagueness of this definition affects the development of national legislation, which must necessarily be adapted to international requirements to achieve real export opportunities for local producers. The adoption and enforcement of the current national standard relating to Minimum Standards for the Processing of Organic Textile Products, published by the Servicio Nacional de Sanidad Animal (SENASA) by February 2008, is particularly referenced in the publication. This standard is an important step towards increasing organic textile production in this wool value chain, reaching the top wool category, which is the stage where the principles of organic production in the textile process are fulfilled.

The data was obtained by conducting interviews to qualified-textile producers, wholesale and retail traders, government officials in the area of organic textile (SENASA) and National Institute of Industrial Technology (INTI) of Argentina. The data was complemented with consumers surveys, located mainly in the south of our country. The results of this research show that achievements in this sector derive from a joint work between the public and private sector. All of their effort is done to overcome limitations and to meet the market requirements of organic fibers. These aspects are strategic to encourage the development of this activity highly differentiated, and to promote sustainable development of regional economies performed in natural conditions in our country.