

Broad Industry Approval: 'Tri-Solfen' A World First in Pain Relief for Lambs

'Today is a truly great day for the Australian wool industry' said Allan Giffard; Managing Director of Animal Ethics at the 26 October launch of Tri-Solfen, the world's first pain relief spray for sheep. Animal Ethics is the innovative new company behind development of this product which places Australian agriculture at the forefront of animal welfare practices.

'Tonight we have seen many parts of the Australian wool industry gathered together to recognise a great step forward in Australian farming practices.'

'Tonight we had representatives from the federal government, farming bodies, the Australian veterinary community, peak animal health bodies, animal welfare groups, rural media, wool companies, rural supply companies, international wool processors and most importantly; our wonderful Australian merino wool growers.'

'What a privilege to be part of this famous industry' continued Allan, 'Over the past 12 years, I have been involved in the Australian sheep industry and have a firm belief that the one thing that sets this industry apart from all others is the resilience and determination of wool growers to battle through long odds. If it is not a drought or floods, fly strike or low wool prices; something or someone is standing in the way of the battling Mum & Dad wool grower.'

'But at the end of the day, there is nothing more magnificent or genuine than wool growers and the product that they produce. This new century is crying out for new commodities that are eco and animal friendly. Tonight with the launch of our new product, Tri-Solfen, it demonstrates to the world that the Australian farming community is once more leading the world in best farming practices.'

Allan says 'The fact that sales of Tri-Solfen has already started with significant volumes being sold throughout Australia, is a clear demonstration of the generous, compassionate, and true concern for animal welfare that Australian farmers have. I believe that our farming community has always adopted world's best practice at all times in the past.'

'The amount of support that I have received from Government, farming bodies, welfare groups and wool growers has been a true eye opener for me in realising that there is a great future for Australian agriculture, when such a vibrant and energetic spirit still remains in our community.'

END

Media contact: Angela Byron 0428 302344 or media@animaethics.net.au

For a list of speakers please refer to page 2 of this release.

- Dr Matt Makin, President of the Australian Veterinary Association
- Dr David Hucker, President of the Australian Sheep Vets
- Dr Meredith Sheil, Technical Director of Animal Ethics
- Mr Paul Walton, of Wurrook Merino Stud
- Mr Graeme Black, Principal of Uardry Merino Stud; and

Presentations will be available on www.animaethics.net.au as soon as possible.

Attachment: Picture of Dr Meredith Sheil, Technical Director of Animal Ethics with (L-R) Graeme Black of Uardry Merino Stud, Dr Matt Makin - President of the Australian Veterinary Association, Dr David Hucker - President of the Australian Sheep Veterinarians Association at the launch of Tri-Solfen on 26 October 2005 at the Crown Towers hotel.