



## **“Discover Natural Fibres Initiative” founded**

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Discover  
Natural  
Fibres  
Initiative

As a follow up after the successful initiative “*International Year of Natural Fibres 2009 (IYNF 2009)*” declared by the United Nations (UN), the member organizations of the IYNF 2009 Steering Committee have met to discuss the scenario beyond 2009. At the meeting it was unanimously agreed to continue the co-operation between all relevant Natural Fibres in the future as a permanent ongoing project with the name

of “*Discover Natural Fibres Initiative (DNFI)*”.

DNFI is an alliance of key international natural fibre associations/organizations including CCI, ICAC, Bremen Cotton Exchange, ITMF, IWTO and many others. It was agreed that the Secretariat of the “*Discover Natural Fibres Initiative (DNFI)*” should rotate annually to one of the alliance organizations.

The Wool Industry is presented in the initiative through Henrik Kuffner, Director General of IWTO, who was nominated as committee chairman for the year 2010.

The main intent of the IYNF 2009 was to raise the awareness and profile of natural fibres, including wool, and emphasize their value to the global consumers and to society while helping to sustain farmer income. The DNFI will build on the achievements of the IYNF 2009 and maintain future cooperation and projects between the many different natural fibre organizations.

For further info, please contact the IWTO head office under [media@iwto.org](mailto:media@iwto.org)

*IWTO is the international body representing the interests of the world's wool textile trade and industry. Our multi-national membership includes woolgrowers, traders, primary processors, spinners, weavers, and garment manufacturers, together with retailers and other companies involved in wool related businesses.*

**IWTO - International Wool Textile Organisation**

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