

IT'S A GOOD LIFE.

A typical Icebreaker merino station is about 40,000 acres and supports about 15,000 merino sheep. So our sheep enjoy more than their fair share of personal space. You'll be reassured to know that their growers are committed to strict animal welfare code. Sheep dogs are included too.

Our growers also have appropriate strategies to protect and enhance the natural environment. So you can relax, knowing that Icebreaker merino fibre will be around for generations to come.



icebreaker

NATURALLY HEALTHY SHEEP.

The 4 key freedoms for our flocks means you can feel happy knowing that the sheep felt just as good making your Icebreaker merino as you will feel wearing it!

01

NEVER HUNGRY OR THIRSTY

Growers ensure their sheep always have access to clean water and adequate nutrition.

03

PLACE TO CALL HOME

Growers ensure their sheep have adequate shade and shelter available at all times.

02

WHERE SHEEP CAN BE SHEEP

Sheep are free to roam in open pastures, allowing them to behave naturally with minimal human intervention.

04

OUT OF HARM'S WAY

Growers are required to regularly monitor stock, avoid unnecessary stress and pain, prevent disease and illness and rapidly diagnose health issues.



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