

Sourcing of Non-Mulesed Wool

David Jones Position Statement

David Jones requires all our suppliers to follow our Supplier Code of Conduct (our Code). Alongside our Code, we have specific commitments that we are actively working towards in partnership with our suppliers. This statement sets out our position on mulesed wool.

Definition

Mulesing is defined as the removal of wool-bearing strips of skin from between the hind legs of sheep (the “breach” area) and/or from the tail or tail stump that remains after tail docking, in an effort to avoid problems of fly strike¹.

Context

Mulesing is an entrenched practice within the Australian wool industry to counter the impact of flystrike.

This practice – generally enforced on lambs between two and 12 weeks of age – is understood to cause undue pain to impacted animals, and is contrary to our David Jones values.



ANIMAL WELFARE &
ENVIRONMENT

Commitment

We have been working with our private label suppliers to support their transition away from the practice of mulesing. As part of our commitment to animal welfare, we had the following time-bound target:

By Winter 2025, all pure wool and wool-rich products will be fully traceable, non-mulesed or ceased mulesed and certified by a credible third-party to ensure high animal welfare standards and sustainable farming practices.

As at July 2025, we have been able to verify non-mulesed and ceased mulesed wool. However, certification has proven to be a challenge for our suppliers with only one supplier being able to certify part of their supply chain.

As part of our ongoing commitment, we will revisit our approach to non-mulesed and responsible wool expectations holistically, to ensure it is both practical and reflects our values around animal welfare and sustainability.

Scope

All private label products

Discover More

To learn more about this important topic, we encourage you to visit the following sites:

- [Wool - Textile Exchange](#)
- [Sheep mulesing | RSPCA Australia](#)

Please direct any questions to ethicalsourcing@davidjones.com.au