

# Nathalie Ketterle

has been a passionate part-time sheep farmer for over 25 years now. After studying economics and working worldwide for an international bank, she gave in to her true passion - sheep and wool. At her ark-farm among other farm animals, she is breeding two rare indigenous sheep breeds, Alpine Stonesheep and Coburger Foxsheep. All their products are sold directly from farm to shop. Nathalie Ketterle is also the founder and head of “Kollektion der Vielfalt”, an



association of sheep breeders of rare indigenous sheep breeds in Germany. For almost 20 years they have been collecting, processing and selling their wool and woollen products together directly to the consumers from “sheep to shop”. In 2018 the wool initiative of the Alpine Stonesheep became an EU model project of the European Commission within their program “Preparatory actions on EU plant and animal genetic resources in agriculture”. For more than 10 years, Nathalie Ketterle has been involved with projects all over Europe to develop breeding programs, to establish action plans and to support sheep farmers, associations, regional governments, foundations, et cetera... to preserve the diversity of their indigenous sheep breeds in their typical landscape, to support and preserve old handcraft traditions and to give back value to European wool. In addition, since 2010 she is a member of the advisory board of ATELIER – laine d`Europe and since 2023 she is the vice president of the European Wool Association A.I.S.B.L, an international non-profit association founded 2019 in Biella and registered 2022 in Belgium. The European Wool Association is dedicated to promoting European wool and wool products and increasing their value and that of sheep production.

## Lecture:

### **The European Wool Journey: Innovations, Collaborations, and Insights in Revitalising European Wool**

#### **Key Topics:**

##### **- Overview of the European Wool Market and Introducing the European Wool Association:**

Discuss the project's goals, scope, and significance in preserving native sheep breeds and promoting sustainable wool production across Europe.

Highlight key milestones and successes achieved through pan-European collaborations.

##### **- Future Plans and Vision:**

Outline our strategic plans for expanding the project, incorporating new technologies, and fostering greater collaboration among European countries.

Address upcoming initiatives aimed at improving the quality and marketability of European wool on a global scale.

- **Insights from our Wool Initiative "Kollektion der Vielfalt":**

Share detailed insights into our specific project, including the processes involved in wool production, from shearing to finished products.

Describe the organisational structure, stakeholder engagement, and the sustainable practices we employ to ensure the ecological and economic viability of our operations.

Highlight the various high-quality products derived from our wool, demonstrating the versatility and value of European wool in contemporary markets.