

Reviving Armenian Wool: From Waste to Global Value



arm.wool



Armenia has a long tradition of sheep farming and wool use, yet **over 90%** of the wool produced in rural regions is wasted — often burned or discarded — due to lack of processing infrastructure and market access.



Balbas and **Armenian Semi-Coarse** breeds are uniquely adapted to the country's cold highlands. These resilient local breeds carry cultural value but are rarely utilized for quality fiber production due to poor sorting, low prices, and outdated practices.



In post-Soviet Armenia, wool lost its place in the economy. Large-scale shearing and spinning declined, smallholder farms became isolated, and wool became economically invisible.

Core Value Sustainability



Cultural

Revival of Armenian hand-spinning and weaving traditions.

Economic

Job creation through local production and export potential.

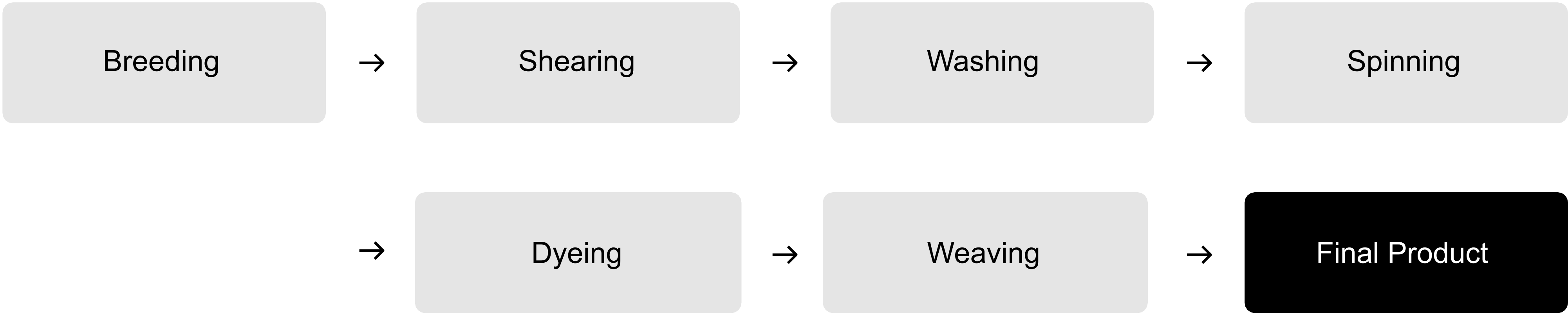
Social

Women’s empowerment and rural inclusion.

Environmental

Waste reduction, natural dyes, and pasture restoration.

Value
Chain
Overview





Human Stories: Farmers

5 | villages participated
in the survey;

65% | of farmers face
challenges with
market access and
shearing.

- The HDIF-led Armenian Wool Value Chain Initiative provides a new model: it restores wool's economic and cultural value while building a decentralized, ethical, blockchain-powered system to connect farmers, women spinners, designers, and buyers.
- The initiative supports local production from sheep to shelf, creating jobs, reducing environmental harm, and reviving Armenia's rich textile tradition for global markets.

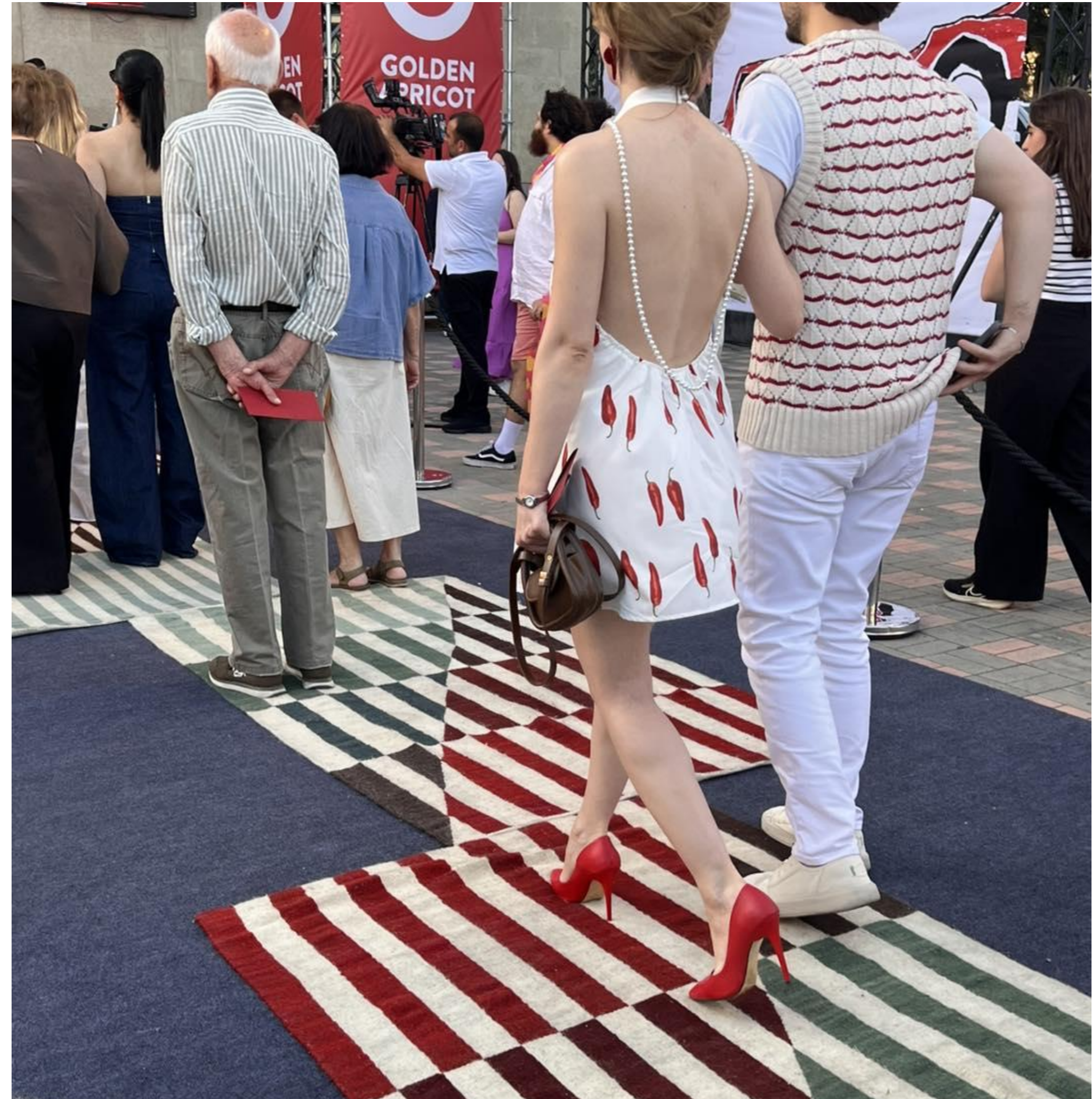


Meanwhile, global demand for traceable, ethical, and sustainable wool is growing — in apparel, interior design, and slow fashion.

International Golden Apricot Film Festival

Each product will be:

- QR QR-coded - every item gets a unique code that links to its full story
- TR Fully traceable - from the sheep's location to the hands who spun it
- EP Ethically produced - supporting fair labor, transparency, and sustainability





Day 1: Community and Production Focus
(farmers, shearers, washers, carders, weavers,
felters)

Day 2: Donor, Government & Diplomatic
Engagement

Day 3: Arm.Wool Value Chain day trip



arm.wool Forum

What can you do?

Experience the Value Chain with us on the third day

Match \$6000 Funding from Shahe and Shirley for the forum



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Thank You For Attention!