



MEDIA RELEASE

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105 Years Strong: Moses & Son Issues Rallying Cry for the Wool Industry

Respected Australian wool broker **Moses & Son** has marked their milestone 105th anniversary, with the company issuing an **urgent call to action**, urging **resilience, unity, and optimism** within the wool and sheep industry at a critical juncture.

"This is not just a celebration—it's a powerful reminder of what we can achieve when we stand strong in the face of adversity," said Managing Director Marty Moses, a fourth-generation industry leader based in Temora in the Riverina, New South Wales.

Founded in 1920 by Charles Moses, who immigrated from Lebanon in the late 1800s, Moses & Son has evolved from its humble beginnings as a modest wool, skins, and hides business to become a nationally recognised leader that has survived numerous challenges.

*"Throughout its rich history, the Australian wool industry has endured numerous significant upheavals, **each challenge has only strengthened our resolve**. From the Wide Comb dispute, competition from synthetic fibres, and the collapse of the Reserve Price Scheme, each time, the industry has adapted, innovated, and emerged stronger,"* said Moses.

With live export bans, rising operational costs, and prolonged market uncertainty, he says the sector's resilience is once again being tested.

"Moses & Son's 105th anniversary has sparked the need for the sheep and wool industries'

rallying cry—we will not merely survive; we will thrive. This is not the time to simply ‘accept our fate.’ We must plan, adapt and show the rest of the world why we are leaders in this space.”

Moses & Son has consistently advocated for the sheep and wool industries, continually improving innovative wool marketing options for clients, making strategic acquisitions, and driving sustainability and logistical improvements. The company's forward-thinking approach demonstrates its firm belief in a bright future for Australian wool.

"Our industry's resilience is rooted in community and collective strength," Moses emphasised. "We're calling on everyone to rally together and embrace innovation and unity. This is our moment to forge ahead."

The company recently published an [online article](#) that pays homage to the company's incredible history, showcasing the deep connection to the Riverina and South West region.

FOR MEDIA ENQUIRIES: Please contact Martin Moses, Managing Director of Moses & Son, on 02 6977 3100, 0417 691 308 or email mmoses@mosesandson.com.au

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ABOUT MOSES & SON

Moses & Son is a highly esteemed, fourth-generation, family-run business in the Riverina and surrounding regions of NSW. Since 1920, we have provided exceptional wool marketing and quality handling services. We are dedicated to the ethical, environmentally sustainable, and socially responsible production of sheep meat and wool for current and future generations, all while ensuring financial sustainability. Supporting the communities where we work and operate is fundamental to our core values.