



Brushtail Possum is an animal introduced from Australia and found only in Australia and New Zealand. The species is protected in Australia (click for more information).

In Australia the possum is a protected species (this should not be confused with the North American Opossum, which is a different animal). Snowy Peak Ltd has led the way for New Zealand's major ecological disaster, seventy million possums eating their way through 20,000 tonnes of native herbage each night, in becoming a multi million dollar industry generating employment in regions of New Zealand where unemployment had been well entrenched. Our now globally renowned luxury MERINOMINK™ brand incorporates possum fibre and merino wool and creates the most beautiful light, soft and durable fabrics and knitted garments.

Through developing the market in this way, Snowy Peak Ltd has led the way in contributing economic, social, and environmental benefits to New Zealand. As New Zealand's largest user, Snowy Peak Ltd purchases very large amounts of possum fur each year, contributing:

- Significant funds to local communities through trapping programmes
- Providing jobs in areas suffering long-term unemployment
- Reducing adult possum numbers per annum, which in turn is
- Helping to reduce the use of broadcast poisons, and
- Contributing to the protection of native forest and birds (the company estimates 55 million tonnes of native herbage saved so far from reduced possum browsing on native trees).

The possum story is an example of the whole-system approach to business in harmony with natural New Zealand that helps create a better quality life for today's generation and tomorrow's.

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