Primary Wool Cooperative Member News 15 April 2013

**$4 New Wool Packs, TVNZ Appearances, Our Secret Weapon and Just Shorn™ Updates**

**Wool Packs and Your Investment:**

**Primary Wool Cooperative is excited to announce that we are now providing brand new wool packs at a cost of $4 to members. The value of this initiative, on top of the rebate and 10% dividend issued last month will amount to about $16 per bale in the 2013 year.**

**Why? Because as farmers, we see that the state of the nations recycled wool packs is continuing to deteriorate, we see an opportunity to invest in an industry good opportunity that would directly impact growers and we want to provide the best to our members.**

Committing to be shareholders in this industry should not only instil pride but also comfort that you know where your investments are going.

**Tune in to Country Calendar TVNZ at 7:00 pm on April 20:**

**Take a break and gather your family and neighbours round the telly on Saturday, April 20. Primary Wool Cooperative and Just Shorn™** will be the star of the show on Country Calendar TVNZ April 20th. There will be content on our Just Shorn™ wool products, following them right through the supply chain from production to delivery to the retailers in the US. We hope this show not only raises awareness of Primary Wool Cooperative and the Just Shorn™ brand but educates others about your hard work and the importance of buying wool.

To read a sneak preview, follow this link: [Country Calendar TVNZ – Just Shorn](http://tvnz.co.nz/country-calendar/coming-up-just-shorn-5406511)™

**Spreading the Word and You – Our Secret Weapon:**

The more Primary Wool Cooperative members we have, the greater the opportunities we have to provide dividends like the one distributed in March. We are working hard to meet with you as well as potential members on your own ground. We know this will be effective Primary Wool Cooperative success and see an increase in members and support.

**Wanaka Show:**

We joined Just Shorn™ and Elders Primary Wool at the **Wanaka Show** along with the new Just Shorn™ media display. The stand generated great interest giving an excellent opportunity to share the Primary Wool Cooperative story with visitors from around the country. We are excited to say that in this one event over 15 growers have expressed interest in becoming Primary Wool Cooperative members after gaining a better understanding of how the co-op works.

**Ashworth Vintage Tractor Show:**

We had an opportunity to share a booth with Campaign for Wool NZ and many other wool enthusiasts. We had productive discussions with many of you as well as opportunities to build relationships with potential shareholders. We were also proud to show off one of the first shipment of the wool packs

This being said, none of our hard work will be as effective as you sharing about Primary Wool Cooperative over a cup of tea with your own neighbours and fellow growers. You are our secret weapon. If you think someone may be interested, please contact any of the farmer directors below. We will take it from there!

**Just Shorn™:**

As we shared in our last update, Just Shorn™ was successfully rolled out into 480 stores across the USA and Canada by February 18th. They shared this in their last newsletter:

*Despite the economic downturn, home renovations are experiencing an increase in the US as more homeowners focus on the personal value of a house as a residence rather than on its financial value as an asset.  Property owners are increasingly motivated to renovate their homes to reflect what matters in their lives.*

*With this in mind, Just Shorn™'s marketing is focused on selling inspiration and comfort, not just materials. Consumer trends show people are moving away from choosing budget and low cost fittings ideal for flipping houses for profit, and are now focused increasingly on quality materials that they want to live with and enjoy longer term.*

All this is good news for beautiful, New Zealand wool carpeting.

See Just Shorn™ on Page 3 of this [Carpet One Floor & Home - Beautiful Design Made Simple](http://justshorn.com/naturedesign.pdf) and to receive regular [Just Shorn™ updates like their latest newsletter](http://us4.campaign-archive1.com/?u=300cae46a8df81420ea032596&id=b33f55be22&e=d046556d6d), email info@justshorn.com

*Bay.de Lautour*

*Chairman*

[www.primarywool.co.nz](http://www.primarywool.co.nz/)            [www.justshorn.co.nz](http://www.justshorn.co.nz/)

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