



Primary WOOL CO-OPERATIVE LTD

Member News – July 2013

100% farmer-owned co-operative, committed to capturing the real value of wool, returning profits to members and supporting and funding industry-good initiatives.

Who We Are

As board members, we invest a lot of time and energy promoting Primary Wool Co-operative. Our goal? The more who understand, who become shareholders and who sell wool through Elders Primary Wool increase returns for all members. So we want to help you fully understand who we are in order to help us spread the word.

100% grower owned

Your co-op is completely owned by farmers. Now over 1,000 members, you are part of a continuously growing co-operative, and still the only wool co-operative owned by New Zealand farmers.

Fully co-operative

Being a co-operative is what separates us from others in the business. This means we actively look for ways that co-operative profits can benefit members and industry.

These benefits include dividends, discounted woolpacks, and industry good investments. Want to know more? [Read here: How the Co-op Model Works and Benefits to Members.](#)

Committed to capturing the real value of wool

From our formation in 1974, we have been actively involved in many sectors of the wool industry such as spinning, scouring, direct to manufacture contracts, dag processing and transport – all further up the value chain in order to capture the real and best value for your wool.

Today, our focus in capturing the real value of wool is in the Just Shorn™ programme. Read more about Just Shorn™ below.

Supporting and funding industry-good initiatives

What is good for the industry is good for you, our members. We take this personally and strive to support industry-good initiatives that will benefit you and the wool industry of future generations.

These initiatives include Campaign for Wool NZ activities and [discounted wool packs](#). In the past this has also included the [2011 Mystery Creek Fieldays](#) Wool promotion.

Frequently Asked Questions

We often receive questions from members and prospective members. More questions? [Contact us](#) or visit [Q&A](#).

Who owns the shares?

There are 2,406,416 ordinary shares held by our 1000+ members and 1,559,862 redeemable preference shares held by 3 directors, primarily the chairman, Bay de Lautour who holds 1,305,979 shares.

These preference shares hold no voting rights and do not qualify for dividends or rebates. They were invested during tough times, to ensure the Co-op remained in operation for the benefit of its members. These shares are now being redeemed as funds permit.

More FAQs continued on page 2

If Bay de Lautour owns the majority of the shares, doesn't he have control?

It's true that Bay is the majority shareholder. However to ensure this stays in balance, the Constitution specifically states that every shareholder has one vote per share but the maximum number of votes is limited to 20,000 per shareholder.

Why supply wool with Elders Primary Wool in addition to shareholding?

Your co-op owns 50% of Elders Primary Wool. Supplying wool to Elders Primary Wool increases their profit and in turn the 50% share of their profit that comes back to your co-op. Members supplying wool to Elders Primary Wool also receive rebates and qualify for discounted woolpacks.

Are you interested in putting your wool through Elders Primary Wool? Contact your [Elders Primary Wool Field Staff](#).

Just Shorn™



[Just Shorn™](#) is our international brand development programme. We strive to raise the awareness and demand of your product to a target market who appreciates the quality of what you produce.

Sales continue to progress well despite the US summer being traditionally a slow time for carpet sales.

A delegation from Elders Primary Wool will travel to Denver, Colorado in late July to attend the summer conventions of the Carpet One, Flooring America and Flooring Canada. Just Shorn™ will feature prominently and there are special New Zealand events planned to continue to build your brand story.

Wool Prices

The late June wool sales in Christchurch and Napier were again very strong, The US dollar was down 2.1% compared to the previous sale and most types were up by about 5% and some as much as 10%. See our [June newsletter](#) for our wool market observations.

Campaign for Wool NZ



THE CAMPAIGN FOR WOOL
PATRON: HRH THE PRINCE OF WALES

[Campaign for Wool in New Zealand](#) is partnering with NZ growers throughout the month of July to share stories and photos of you and your families.

We challenge you to show your support by signing up here by August 1st: [Support Campaign for Wool](#). It's free and you will receive updates about ways you can help them from your home. It may be as simple as sharing your story, sharing a photo or giving away stickers to schools in your area – all to help them tell the story of wool.

Also, encourage family members to like them on Facebook, follow them on twitter @Campaign4WoolNZ then share their posts to help them spread the word.

It's your wool. It's your industry. It's your Co-op.

Bay.de Lautour
Chairman

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