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| Just Shorn-Carpet Conference, Welcome to New Members, Wool Prices  |

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

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| [Just Shorn](https://us7.admin.mailchimp.com/campaigns/preview-content-html?id=99665#Just%20Shorn) USA CCA Convention[Welcome to New Members](https://us7.admin.mailchimp.com/campaigns/preview-content-html?id=99665#Welcome%20to%20New%20Members)  |

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| [Wool Prices](https://us7.admin.mailchimp.com/campaigns/preview-content-html?id=99665#Wool%20Prices)[Campaign for Wool](https://us7.admin.mailchimp.com/campaigns/preview-content-html?id=99665#Campaign%20for%20Wool)  |

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| **Just Shorn™ - USA CCA Convention Updates**In early August,  [Just Shorn™](http://justshorn.com/) -- represented by Stu Chapman, Jane Carey (Marketing Manager for Just Shorn™), Ingrid Smith (Hastings) and Howie Gardner (Elders Primary Wool and Primary Wool Co-operative director) attended the CCA conventions in Denver, Colorado. [CCA](http://www.ccaglobalpartners.com/) are our global partners in developing Just Shorn™ programs, services and integral relationships in the USA. These relationships include Flooring America and Carpet One. The team set and accomplished clear objectives of growing strategic relationships and engaging with current retailers promoting Just Shorn™ carpet range into their stores – to share their successes and listen to any suggestions they had for improvements. Equally, they set out to engage with retailers who were yet to take up Just Shorn™ and encourage them to do so. Finally, they were able to visit brick and mortar stores and develop a better understanding of the Just Shorn™ future. The team was pleased that the executive teams of CCA, Carpet One, and Flooring America continue to emphatically support the Just Shorn™ brand. CCA confirmed Just Shorn™ are their priority. Current retailers are positive and a significant number of new Just Shorn™ carpet store sale displays were purchased at the event. Just Shorn™ is in a solid position in the USA. Additionally, the brand’s main manufacturing partner, Godfrey Hirst continues to extend unqualified support.Primary Wool Co-operative members can be assured that the New Zealand profile was high at the convention and that the Just Shorn™ brand build continues. Just Shorn™ carpets are currently in 500 stores in the USA and Canada and will be launching into Australia in October adding another 40+ stores. If you would like to know more please contact us.*Through joint ownership Just Shorn™ is the Primary Wool Co-operative international brand development programme striving to raise the awareness and demand of your product to a target market who appreciates the quality of what you produce. If you would like more information about participation in the Just Shorn™ programme, please contact us.*  **Welcome to New Members**If you are new to Primary Wool Co-operative, welcome to the only farmer-owned wool co-operative in New Zealand. You now share in our profits, take advantage of the benefits and opportunities and also help unite the industry. Please visit [www.primarywool.co.nz/news](http://www.primarywool.co.nz/news) to read past newsletters, stay up to date on Co-operative news and to learn more about your company.Primary Wool Co-operative has experienced significant growth since the roll out of discounted wool packs. As the Co-operative profile grows, you can help us by enthusiastically presenting the co-operative opportunity to friends and neighbours so they too can share in the profits and take advantage of opportunities like the discounted wool packs and Just Shorn™. If you have any questions, please contact us.  **Wool Prices** August ended with wool prices holding the gains made from earlier sales.  A noticeable drop in the volume of wool available and recent interest from European buyers reflects good news.  It must be noted the Chinese government seems to be putting pressure on their industry to curb inflation. This may be making things more difficult for wool buyers. Chinese processing innovation is apparently enabling them to use poorer coloured wools, which in turn has seen bellies and pcs selling very well.  Growers who sell wool in the shed should be very wary!It must be noted the first North Island Sale has noticed a 10% increase. Look to the upcoming October Newsletter for more information.**Campaign for Wool NZ** The [Campaign for Woo](http://www.campaignforwool.co.nz/)l is growing around the world. With Wool Weeks in Japan, China and UK soon approaching, we anticipate another season of the campaign promoting the versatility, wearability, sustainability and value of wool products around the world.In New Zealand, the campaign is building an education programme for schools and educating the innovative ways wool is being used. For example, did you know wool has been used to create a stab and fire resistant material? Watch this video: [Stab and Fire Resistant Wool Materials](http://www.sciencelearn.org.nz/Science-Stories/Ever-Wondered-Series-1/Sci-Media/Video/Ever-Wondered-Series-1-Episode-6). We encourage you to offer your support by signing up as a supporter.It’s your wool. It’s your industry. It’s your Co-op.Bay de LautourChairman**Contact Details** [**www.primarywool.co.nz**](http://www.primarywool.co.nz/)      [**www.justshorn.co.nz**](http://www.justshorn.co.nz/)Chairman – Bay de Lautour - tukipo@xtra.co.nz – Phone 068556827Director – Howie Gardner – gardners@es.co.nz – Phone 03 4180645Director – Hamish de Lautour – del@wnation.net.nz – Phone 06 8577926Director – Martin Udale – martinu@cranleighmb.com – Phone 09 353 2056Secretary – Alan White – secretary@primarywool.co.nz – Phone 06 3538200 |

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