

NEWS

Primary Wool Co-operative



www.primarywool.co.nz

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

February 2014

Increased membership growth in 2014

In the 2013 financial year we averaged about two new members a week. We are excited to see that to date the 2014 financial year is exceeding that number with an average of almost three new members every week in the first four months.

As Bay shared with the [media last week](#), "The consistent rewards to members - including a 5% dividend in 2012, a 10% dividend in 2013, the annual 3 cents per kg rebate and the new high quality woolpacks at a significant discount - have clearly struck a chord with farmers who appreciate seeing tangible benefits."

We are well aware that many new members are introduced to the co-operative by existing members, and your directors thank you for doing that. Keep up the great work! If you need a tool to share with your friends about [why and how to join](#), be sure to check out our website.

2014 AGM – Save the Date

Our AGM will be held in Dannevirke on **Wednesday, 12 March 2014 at 2pm**. More details will be sent out next week but please note the date and attend if you can. We have a lot to report to our members and we would like to see many of you there.

Campaign for Wool NZ

We recently attended a [Campaign for Wool](#) and [IWTO](#) meeting in Napier. We were pleased to join the standing room only crowd and hear the progress of both organisations as they work hard to promote wool and its benefits around the globe.



THE CAMPAIGN FOR WOOL
Patron: HRH The Prince of Wales

It was encouraging to hear their goals directly align with our own Just Shorn™ objectives - to raise the profile and the value of wool for the unique product that it is - natural, sustainable and beautiful. See the presentations and update

here: [Campaign for Wool New Zealand Blog](#).

Making headlines...

We have been in the news more than once this January. We will post most news articles on our website here: [Our News](#). If you have missed a few of the headlines here are some links:

- [Primary Wool Co-operative Announces Record Profit](#) : Multiple news sources
- [David Fagan shares the benefits of NZ wool and shears with Just Shorn™ on USA morning television](#)
- [Primary Wool Co-operative Membership is on the up](#) - Radio NZ
- [US laps up NZ wools carpets](#) - Radio NZ
- Wool Innovation News:
 - [Wool Running Shoes taking off](#)

Wool Prices*

The bounce back in price from the pre-Christmas dip has largely held firm. Good coloured wool has been difficult to produce as a result of wet weather and good grass growth but has provided substantial premiums.

The Chinese New Year holiday, which finishes about 10th Feb, is often the cause of a slight slow down in demand. With that behind us and widespread commentary that demand at retail is lifting, we should expect prices to stay firm.

80,000 ewes disappearing from Southland in Feb as a result of changing land use must put further pressure on wool supply.

Be sure to read Farmers Weekly for our regular wool price commentary throughout 2014

Industry Collaboration

We are discussing collaboration with wool organisations in New Zealand. You can be confident we will always work hard to invest back into your industry with integrity. Members can rest assured that all the hard won progress and profitability Primary Wool Co-operative has achieved will not be put at risk.

It's your wool. It's your Industry. It's your co-op.

Bay de Lautour
Chairman

Contact Details

www.primarywool.co.nz www.justshorn.co.nz

Chairman – Bay de Lautour - tukipo@xtra.co.nz – Phone 068556827

Director – Howie Gardner – gardners@es.co.nz – Phone 03 4180645

Director – Hamish de Lautour – del@wnation.net.nz – Phone 06 8577926

Director – Martin Udale – martinu@cranleighmb.com – Phone 09 353 2056

Secretary – Alan White – secretary@primarywool.co.nz – Phone 06 3538200

Copyright ©2014 Primary Wool Co-operative, All rights reserved.