



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



*(L) Event Co-ordinator Anna Caselberg with Landrover, official Wool Week vehicle*

*(R) Hamish de Lautour along with Craig Smith of CFW, Fashion designer Liz Findlay and MC Mark Leishman, speakers as Wool Week opening*

June 2014

## Making A Name For Wool



As a Campaign for Wool NZ brand partner, Primary Wool Co-operative was proud to support the 2014 Wool Week, May 26-June 2. The theme, 'We're Loving Wool!' resonates with our passion for our product and your hard work. This was an excellent opportunity to proactively promote both our fibre and the Campaign for Wool NZ initiatives in key consumer locations.

It was our goal with this [industry-good initiative](#) to help the Campaign for Wool in NZ raise the public profile of wool in NZ. We collaborated with over 35 designers, over one hundred participating individuals through radio and television interviews and advertisements, social media campaign, billboards and buses to reignite a passion for the fibre in strategic locations around the country.

Some of the online highlights include the celebration of wool heroes, a Wool Family billboard and bus sign

and wool taking the center stage on many social media pages throughout the week.

Find some useful information below:

- Learn more about why we supported the event here: [We're Loving Wool](#)
- An overview of the event: [Campaign for Wool NZ](#)
- Read more about the daily events here: [Campaign for Wool New Zealand Blog](#)
- Read news articles and see photos on our blog here: Wool Week Photos and News
- Follow Campaign for Wool NZ on their social media accounts

## Wool Prices\*

Wool prices have continued their upward trend and have held up well despite larger volumes of shorter shears coming onto the market. The softening Kiwi dollar is surely helping, but even the poorer coloured wools are in demand again especially if they have some length which is indicating the seasonal shortage of the longer wool.

Everything is pointing in the right direction but a gradual steady rise remains much more sustainable for the value chain than a large jump.

\*Watch for our weekly Wool Price Indicator on the markets page of Farmers Weekly

## Grower Stories

You, our members shape the co-operative and every week we share one of your stories our website. This week, be sure to take some time to read about [Andy and Brenda Collins](#). If you cannot see these stories or know someone who should be interviewed for a grower story, please contact us: [secretary@primarywool.co.nz](mailto:secretary@primarywool.co.nz).

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

Bay de Lautour  
Chairman

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