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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.

July 2014

Wool Levy

[Primary Wool Co-operative](#), as an organisation, is not forming a position on the proposed levy because we don't have a mandate from our members to do so, however we are encouraging you to have your say.

Regardless of your position on the proposed levy, giving the Wool Levy Group a clear view from growers is vital so that all decisions accurately reflect this industry view. As such, Primary Wool Co-operative encourages all members to log onto the [VoteWool](#) website and make their view known so the industry can make a decision.

Visit: www.votewool.co.nz

Just Shorn™

Record Just Shorn™ sales during May

[Just Shorn™](#) was wool carpet product of the month in the US and Canada during May and surpassed all previous sales targets in the past 18 months.

Supported by an in-store promotion, sales revenue increased more than 80 per cent and total square metres doubled. Given the success of the May programme, retailers will now have the opportunity to run another dedicated Just Shorn™ promotion during October and

November which typically tend to be more seasonal months for the brand.

Recognition of the brand is also growing and Just Shorn™ is enjoying some popular publicity amongst US designers and retailers.

Closer to home, Just Shorn™ will be launched in the Australian market during July. A soft launch is planned with strong promotional activity from September through to November – the peak time in the market for buying carpet.

Wool Prices*

The most recent sale (July 24) compared to the last North Island sale (July 10) via USD 0.8685 down 1.6%, via Euro 0.6450 down 0.2%, via Sterling 0.5100 down 0.8%.

Within the sale on the North Island last week, the overall market has remained very steady. All shears look pretty solid. Good combing length oddments continue to be well sought after.

*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 on our website. This week, be sure to take some time to read about [Kim and Janette Osborne](#) and others. The profiles are also shared in Farmer's Weekly ads. If you cannot see these stories or know someone who should be interviewed for a grower story, please contact us:

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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