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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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| **March 2015****Annual General Meeting to be held on March 25**[https://gallery.mailchimp.com/28c1d0b90fb59dbdec0a21565/images/6b62da02-d7c0-41fb-a50d-9a4541c32653.jpg](http://primarywool.co.nz/news/2015-agm-to-be-held-on-march-25/)You are invited to join us at our [annual general meeting](http://primarywool.co.nz/news/2015-agm-to-be-held-on-march-25/) at the Dannevirke Citizens Club at 1:30pm on Wednesday, March 25th. We are excited Andy Cooper of AgResearch Ltd will be joining us for the day.Andy has 26 years experience in the global carpet and associated industry. While having an excellent knowledge of wool from farm to floor, Andy is a recognised expert in production technologies and product development for the carpet industry. He is currently a Science Impact Leader with AgResearch Ltd, where he is programme manager for the Integrated Wool Science suite of projects.We look forward to hearing the engaging 'Why Wool' presentation he delivered to carpet retailers at the CCA Conventions in January.   **Just Shorn*™* in USA - An EPW Rep's Perspective**[http://gallery.mailchimp.com/28c1d0b90fb59dbdec0a21565/images/70cd802e-57d8-43c5-8893-78eeb830482d.jpg](http://www.justshorn.com/)In January, [Elders Primary Wool’s (EPW)](http://www.eldersprimary.co.nz/) Ritchie Hurring travelled to the US for the Carpet One and Flooring America [Just Shorn](http://primarywool.co.nz/capturing_value/just-shorn/)*™*Winter Convention. Selected by his peers at EPW, Ritchie shares his American experience and insights on Just Shorn*™*. Read more about his experience here: [Ritchie Hurring Update](http://primarywool.co.nz/?p=1074) **Encouraging Wool Prices**The wool price remains an encouraging step ahead of the 5-year average and, for the most part, we are seeing higher prices than this time last year. 35 micron wool reached a three-month high last week and NZ lamb wool rose about 3.9% to its highest price since 2011 at $6.65/kg.It is our perspective and hope that an increased awareness of wool and its potential is also slowly sinking in to consumers around the world.  **Spreading the Word: Wool is Flame Safe**https://gallery.mailchimp.com/28c1d0b90fb59dbdec0a21565/images/263ce7ec-95e2-48d5-9b10-605e9775752c.jpgPrimary Wool Co-operative was proud to support Campaign for Wool NZ in a summer campaign to remind NZ residents to choose wool for is flame safe properties. You can listen to the radio ad here: [Be Safe Around Fire Choose Wool.](http://www.campaignforwool.co.nz/rug-up-in-wool-radio-message/) During this active social media and radio campaign over 2,500 people visited the CfW NZ website and 500 people joined the Campaign Facebook page where they regularly see facts about the properties and versatility of wool.  |

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| ***It's your wool. It's your Industry. It's your co-op.***Bay de LautourChairmanContact 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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