



## **Primary** WOOL CO-OPERATIVE LTD

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

### **\$4 Wool Packs – Do you have yours?**

As farmers, we saw the deteriorating state of the nations recycled wool packs and decided to invest in an industry-good opportunity that would provide an immediate financial benefit to you, our members.

We are now providing new wool packs at a cost of \$4 to members supplying wool to Elders Primary Wool. The value of this initiative, on top of the rebate and 10% dividend issues in March 2013 will amount to about \$16 per bale in the 2013 year.

Since we have started this initiative we have seen a significant increase in the number of new Cooperative shareholders. This is great news for all existing shareholders, and for the wool industry as every new member means more that can be spent on projects to lift demand for wool.

Contact your [Elders Primary Wool Representative](#) to receive your woolpacks.

### **Just Shorn™**

[Just Shorn™](#) is our international brand development programme. We strive to raise the awareness of and demand for your product to a target market who appreciates the quality of what you produce.

Howie Gardner, a Primary Wool Co-operative Director, along with an Elders

Primary Wool delegation are currently in Denver for Carpet One, Flooring America and Flooring Canada conventions and we will be excited to hear his feedback when he returns. Just Shorn™ will feature prominently and there are special New Zealand events planned to continue to build your brand story.

## **Wool Prices**

The last sale in July saw prices of almost all categories of crossbred wool continuing their upward trend despite the firming of the New Zealand dollar. This is a result of a shortage of wool on sale at present and buyers anticipating less wool being available later in the season. Additionally, there are buyers with contracts that were written some months ago at lower prices, now scrambling to fill them before the prices rise further.

A slow and steady price rise rather than a sharp spike is seen as manageable by users of our wool. Crossbred prices are almost \$1 / kg higher now than one year ago.

## **Campaign for Wool NZ**

[Campaign for Wool in New Zealand](#) has seen an increase of over a dozen supporters in the last month – many are farmers! The Campaign for Wool team encourages you to keep an eye on upcoming opportunities and events they will be hosting around the country in order to promote your product and what it can do. To learn more, email [trista@campaignforwool.co.nz](mailto:trista@campaignforwool.co.nz).

**It's your wool. It's your industry. It's your Co-op.**

***Bay de Lautour***

***Chairman***

## **Contact Details**

[www.primarywool.co.nz](http://www.primarywool.co.nz)

[www.justshorn.co.nz](http://www.justshorn.co.nz)

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