

[View this email in your browser](#)



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

January 2014

Happy New Year from our families to yours! After [an encouraging 2013](#) we are excited about the upcoming year. Read below to learn more about wool prices, wool price indicator, tips for the upcoming season and wool innovation around the world.

Wool Prices

The first sale of the New Year brought a welcome gift for New Zealand wool growers. Back in November and December, an increased wool volume arriving all at once caused a sharp downward price correction. It appears the New Zealand exporters have continued to sell our wool into overseas markets and this has been reflected in the solid demand for all types of wool in the first sale of 2014.

New Wool Price Indicator & Farmers Weekly Ad

We are launching a Wool Price Indicator with Farmers Weekly. This is designed to show the trends in wool prices with interesting weekly commentary.

Also, watch for your fellow growers in the new Farmers Weekly Primary Wool Co-operative ad. Throughout 2014 we will be sharing quotes in our weekly banner ad. Stories will be shared on our [new website](#). If you would like to share your story with us, contact us at secretary@primarywool.co.nz.

Tips for our Trade

Y Minus Z is the term used to describe the colour of your wool. With good growing conditions over spring and humid weather, the colour can deteriorate quickly.

If it's possible, keep woolly sheep on shorter feed or up in the windy parts of the farm and get the shed hands to remove yellow fleeces or parts of

the fleece from the main line.

Vegetable Matter (VM) is the biggest nightmare for manufacturers using wool. Following the drought, thistles will be difficult to avoid. We encourage you to keep the thistle heads out of your wool to maintain the integrity of our product and manufacturing efficiency.

It could even pay dividends to have a person in the shed solely checking for them. We recommend a good pair of gloves!!

Wool Innovation around the World

Here is an interesting story recently shared by global Campaign for Wool. Our fibre is extremely versatile and innovators around the world continue to find new ways to use it. For example, a Dutch design studio [Lama Concept recently launched wool carpet with embedded LED lights](#). The carpets can be created to form a directional path, like in an airplane or theatre, or the lights can just be placed randomly for unique interior design.

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
