

NEWS



THE CAMPAIGN FOR WOOL
Patron: HRH The Prince of Wales

Primary Wool Co-operative

www.primarywool.co.nz

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



May 2014

Wool Week 2014 - We're Loving Wool!



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As a Campaign for Wool NZ brand partner, Primary Wool Co-operative is supporting the 2014 Wool Week with the great theme, 'We're Loving Wool!' This is an opportunity to proactively promote both our fibre and the Campaign for Wool NZ initiatives in key consumer locations.

Wool has been said to be the forgotten fibre. It is our goal with this [industry-good initiative](#) to help the Campaign for Wool in NZ raise the public profile of wool in NZ. We

encourage you to tap your family members and neighbours on the shoulder to choose wool and actively help us spread the word about wool online and in their communities.

Below is some useful information. Learn more here: [We're Loving Wool](#)

What is Wool Week? A collection of events and promotions that celebrate wool.

- **Billboards** and **bus images** strategically placed around Wellington, Auckland and Christchurch with versions of the [Wool Family](#) during the month of May
- **Farmers Weekly** advertising
- **Wool Windows:** Over 30 top-name designers will place wool products in store fronts and windows to promote their winter wool pieces around New Zealand.
- Consumers will be given an opportunity to come in contact with wool at an opening brunch, public knitting groups and live sheep shows in Auckland
- **Land Rover** to serve as official "We're Loving Wool!" vehicle
- Eye-catching [Yarn bombing](#) (decorating trees and other objects in bright wool) and other wool art installations will be placed around the country
- Active **social media** promotion:
 - Tuesday May 27: Honouring wool growers by sharing your photos and your "We're Loving Wool!" message. **See how you can be involved below.**
 - Frequently posting facts about wool on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#)
 - Share photos of designers clothes with why they love to wear and use wool

When is Wool Week?

- May 26 - June 2, 2014

How can I get involved?

- **ALL GROWERS:** send a photo of yourselves with a mention about your farm size/location and why you love wool to secretary@primarywool.co.nz
 - Tell your family and friends around New Zealand - encourage them to buy wool!
 - Encourage your local media to talk about it (Contact us for more information)
 - If relevant: put up a Wool Window or a wool installation in your retail location
 - If relevant: Retailers to hold a special 'We're Loving Wool Week!' sale
 - Host a "We're Loving Wool!" Wool Week event in your local city library, museum or cafe (send photos!)
 - Join and share in social media conversations
 - Use the hashtag [#wearelovingwool](#) and [#woolweek2014](#)
 - Write a "We're Loving Wool!" blog post
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Wool Price*

The North Island wool sale scheduled for 1 May was cancelled due to lack of wool. It would be fair to expect an elevated level of interest at the next sale on the 15th May.

*Watch for this information 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 [Campbell and Sara Feather](#) and [Mavis Mullins](#).

Throughout the month of May there will be no new Grower Story as we will be promoting Wool Week. If you are unable to see these stories, please contact 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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