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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.

April 2014

AGM and David Fagan Presentation

Over 45 people filled the Dannevirke Citizens club on 12 March, 2014. New members and old gathered to discuss the 2013 record profit, the 2014 plan and vote on critical matters. Discussions included the woolpack program success, marketing plans, and Co-operative member growth. Following the discussions, David Fagan shared about his experience [shearing in the USA](#) and the positive reaction to Just Shorn. Read more and see photos here: [2014 AGM Review and David Fagan presentation.](#)

Wool prices*

As the seasonal peak volume of wool eases, we are at last seeing strengthening prices again and even the poorer coloured wools are starting to move up in price. A slight easing in the dollar has also been a help. The wool that is being purchased is leaving the wool stores very quickly which indicates it is going directly into manufacturers orders rather than being bought to hold for later delivery.

**Be sure to look out for our weekly Wool Price Indicator in Farmers Weekly*

Campaign for Wool NZ

We are proud to announce that we are supporting Campaign for Wool NZ in their 2014 Wool Week. The campaign is working hard to promote the message that "We're Loving Wool" during the week of May 26- June 2nd. They are also encouraging Brand Partners and Supporters to join them by sharing the wool message in their online



THE CAMPAIGN FOR WOOL
Patron: HRH The Prince of Wales

activities, store fronts, retail shops and more. If you would like to participate, please contact trista@campaignforwool.co.nz.

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 [Tony and Jocelyn Curran](#), [Robert and Vivienne Bell and Sons](#), and [John and Debbie Lamason](#). If you are unable to see these stories, please contact secretary@primarywool.co.nz.

Industry Collaboration

As many of you may be aware, the Boards of Wool Equities Ltd and Primary Wool Co-operative Ltd met to discuss the uniting the entities for the benefit of shareholders and the wider New Zealand wool industry.

The Primary Wool Co-operative board have consulted legal, financial and industry advisers and visited Wool Equities Ltd manufacturing subsidiary and associate. However, we reluctantly concluded that the investment required and the level of security available meant the Board was unable to recommend an investment in Wool Equities Ltd to its 1100 member shareholders at this time.

Know that we consider uniting the wool industry an important task and we are disappointed that we are unable to work together.

If you would like to read more please visit our website to read the the [news release](#).

It's your wool. It's your Industry. It's your co-op.

Bay de Lautour
Chairman

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