



Media Release

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\$7.50 WNZ Lamb's wool contract open to all growers

Positive currency movements have been reflected in Wools of New Zealand's (WNZ) latest published lamb's wool contract price of \$7.50/kg, an increase from \$7.15/kg offered on 1 July 2015.

The contract is open and available to all New Zealand wool growers up until 31 August 2015 for lamb's wool between 28 - 31.5 micron produced in the 2015/16 season.

The improved price represents a 20% increase over last seasons' contract price of \$6.25/kg and is in line with the annual incremental growth of price and volumes for the last five years of at least \$1/kg annually.

"This is a real and meaningful market linked contract for lamb's wool connected directly to products in the market where demand is growing alongside the price. The WNZ Laneve traceability and on farm integrity programmes are all parts that assist our brand partners grow their businesses," said WNZ Chairman Mark Shadbolt.

"This is not a copycat or procurement contract and I ask growers to consider the timing of the contract and the pricing points that distinguish WNZ as a sales and marketing company."

Mr Shadbolt said there was no doubt that the market linked contract had already influenced the market, to the benefit of all growers of crossbred wool.

"This contract, offered under WNZ's Laneve brand, reinforces the increasing importance of integrity products which are traceable back to farm of origin. It also endorses the value of our brand partner relationships and our marketing and technical capabilities," said Shadbolt.

WNZ shareholders have had first opportunity at the contract and WNZ is now providing the opportunity to all New Zealand wool growers. "The volumes required are significant and the support by shareholders has been very encouraging," said Shadbolt.

The WNZ contract is packaged under EU Eco Label certification. "The EU Eco-label represents an assurance that these products have a minimal environmental impact, which is a massive vote of confidence in New Zealand wool."

Adherence to the EU Eco-label certification is connected to the WNZ Laneve Integrity program, an on farm Quality Assurance (QA) programme unique to the wool industry. AsureQuality audit the process which is not onerous for growers to comply with. Assistance and advice is readily available regarding

pesticide use and entering the programme. Interested growers are encouraged to contact WNZ directly.

The company has also confirmed the appointment of a new Chief Executive, with Rosstan Mazey, Global Marketing Manager at Turners & Growers, set to take the reins next month.

Mazey will relocate to Christchurch from Auckland with his family to take up the role on 7 September. In addition to his role at T&G, Mazey has held senior marketing and innovation roles at Zespri and Dairy Crest in the UK where he has built a depth of experience and successful track record in marketing quality New Zealand products globally.

Said Mazey: “WNZ as a relatively new entity commercially and is headed in the right direction with a focus on adding value at both the supply and the market end. I believe I can contribute positively by increasing the WNZ focus on marketing, innovation and brand development with strategic partners.

“I look forward to the challenge and to meeting the shareholders, supporters and brand partners of this exciting young company.”

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