



Media Release

OUR WOOL
OUR BRAND
OUR FUTURE

12 November 2014

New Commitment programme for Wools of New Zealand

Wools of New Zealand has rolled out an annual wool commitment programme for its growers which it believes is an industry first.

The STAPLE® programme is the latest initiative for the grower owned wool marketing and sales company following implementation of its successful Direct to Scour (D2S) model and more recently, its Stable Price Mechanism, a model aimed at minimising wool price volatility between growers and clients.

Wools of New Zealand Chief Executive Ross Townshend says “the aim of the programme is to provide certainty of supply to customers direct from growers, allowing planning and confidence of meeting contracts. It’s an important tool in reducing price volatility and improving sustained, predictable returns and commercial certainty to our shareholders’ and customers’ businesses.”

Mr Townshend says the programme, which was road tested with the company’s grower advisory panel first, has been structured to the benefit of the company’s 1,000 plus shareholders and supporters, with benefits including:

- Preferential access to WNZ and Laneve supply contracts
- A rebate on achieving annual supply commitment of wool
- Immediate communication on contract supply options and specifications as they become available
- Participation in the WNZ ‘Grower of the Year’ Award.

Mr Townshend says the grower of the year award is also a first for the company. “The programme will allow us to identify one exceptional grower annually who will be rewarded for supporting the company’s strategy through commitment of quality wool. This may include an in-market visit to one of the company’s key markets.

“Long term supply and commitment programmes are a necessary part of a sustainable wool industry going forward, serving to directly link growers with customers. As an industry we have been slow to provide much needed direction to our growers. We are prepared to take the lead in that respect.”

- Ends -

For further information please contact:
Ross Townshend, Chief Executive, Wools of New Zealand Ltd
Mobile 021 980 747