

# GROWER UPDATE

#110 - JUNE 2019



**FROM THE CHIEF  
EXECUTIVE  
ROSS TAN MAZEJ**

## MARKET UPDATE

Despite challenging market conditions, we are seeing growing interest in wool in the interior textile space. In northern Europe architects and designers are looking more closely at the types of fibres and the credentials that sit behind the products that they are using. They are becoming increasingly interested in the source of the product, favouring natural fibres and specifically wool, for all its attributes and benefits (see Natures Miracle Fibre below) which we are promoting.

As this sentiment continues to build, our wool and its direct link to you, our growers, make us more relevant on the global stage. Customers are wanting to establish and showcase a direct link between the product and the people who grow the wool.

A current WNZ brand partner 'Hypnos' – a leading bed manufacturer based in the UK, is taking the grower into the retail environment, see below examples of recent point of sale material showcasing this. The link provides information on the Coops from Okepuha Station, Mahia Peninsula, who supply into Hypnos Beds; <http://www.woolnz.com/our-farms/okepuha-station.php>



Brexit and the US/ China trade situation continues to provide an uncertain backdrop for the global flow of products. Difficult market conditions are a catalyst for creating opportunities, which is our focused. This includes developing new products and entering new sectors and markets.

**Lambswool contract negotiations have been concluded - more news in our next e-bulletin**

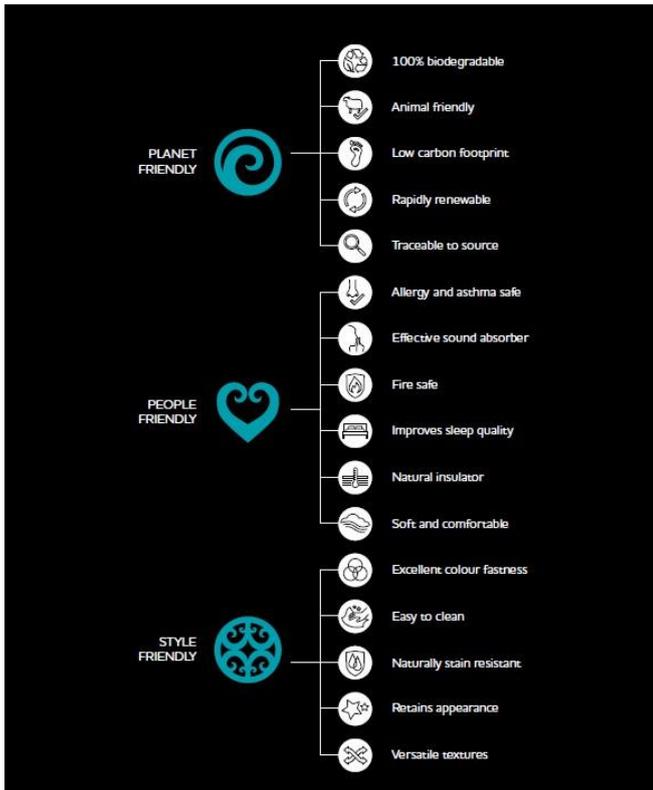
## BENEFITS OF WOOL

WNZ has produced information sheets outlining the Benefits of Wool. These information sheets are taken to market when meeting both current and prospective customers. A booklet containing the information sheets that outline the Benefits of Wool will be sent out to all shareholder growers with your annual Grower Pack in late July.



## NATURE'S MIRACLE FIBRE

Wool is truly amazing, and New Zealand wool offers benefits for the health and wellbeing of humans, animals and our planet.



## BRAND RELAUNCH

In the latter half of 2018 WNZ refreshed the look of our WNZ website – have a look here [www.woolnz.com](http://www.woolnz.com). The second phase of this work will be the update of our Grower site at [www.ourwool.co.nz](http://www.ourwool.co.nz) which can also be accessed from the main woolnz.com website by clicking on Contacts and then Grower Portal.

Have you seen our new Team web page yet? Visit <http://www.woolnz.com/contact-us.php> to see who does what and who you are talking to.

As part of the WNZ Brand Relaunch a Brand Book has been produced that clearly defines the purpose of WNZ and our market positioning. This booklet has been sent to current and prospective customers in the market.

New Brand Guidelines have also been refreshed and a booklet created that covers the WNZ Story, who we are, our values – Integrity, Innovation, Sustainability – and the criteria required if customers want to use the WNZ Logo – your logo. To carry the WNZ Logo products must contain 60% of Wools of New Zealand Ltd fibre, purchased from WNZ.

## LAMBSWOOL RUG COMPETITION WINNER



**DAVID GARDNER**, Waimate, Canterbury, won the beautiful Abraham Moon “Bronte at Home” lambswool throw which was the prize as part of our Standard lambswool contract for contracts signed up before 11 October 2018.

The criteria was a signed contract received by WNZ on or before 11 October 2018, wool supplied meets or exceeds volume signed up, wool supplied meets specification for the contract.

Congratulations David



David Gardner (L) and Rosstan Mazey (R)

## STAPLE – WNZ 2019-2020 SUPPLY PROGRAMME

### An Essential Planning Tool

We’re trying a new way for you to fill out your STAPLE form this year – on-line. For those who still prefer a paper copy we can send this out. You just need to advise your Grower Liaison.

To complete your STAPLE on-line, please click this link <https://forms.gle/yMcW37FciTGxL8BcA> and complete the detail - no paper - no posting - SIMPLE.

NOTE: This form may not open on all devices. Please submit your on-line STAPLE form by Monday 15 July 2019. For any grower that hasn't returned their STAPLE on-line by this date, a paper copy will be

included in your Grower Pack, to be sent out at the end of July.

A big thank you to Kurt Portas, Palliser Ridge, who approached us last year about an on-line STAPLE form, and for assisting in the production of this.

## GROWER ACHIEVEMENTS

Matt McRae – In March 2019 Matt was named Otago/Southland Young Farmer of the Year and is a Finalist in the National Young Farmer of the Year competition.

Peter Fowle and Rosanne Allen – received their Century Farm Award this year which will be acknowledged with a '100 Years on the Land' article coming up in the Business Rural South Paper.

Ron and Gaye Munro – featured in Country Calendar in June 2019 regarding Wetland Conservation incorporated into their farming operation.

Tony O'Boyle from Wairarapa has been re-elected, unopposed, to the Silver Fern Farm Board. Tony was first elected in 2015 and will continue on the board until 2023.

Marilyn and Jim Law with Kurt and Lisa Portas were awarded the Balance Farm Environmental Awards Greater Wellington Supreme Winner, 2019. Palliser Ridge presented a diverse operation across various sectors, Meat, Honey, Wool, Tourism and Accommodation all adding value to their operation.

## STORAGE CHARGES

Storage charges are passed onto growers at 12c/bale per day from 30 days after receipt into the scour store.

## STAY IN TOUCH

Our team are always ready to help. Your best bet is to talk to your local Grower Liaison but you can find all of us at [www.woolnz.com/contact-us](http://www.woolnz.com/contact-us)

