

100% NZ
GROWER
OWNED



CHANGE THE GAME

Strength through innovation

Vision

To be the leading innovative sales and marketing company for New Zealand strongwool.



From the Chief Executive

Lower North Island Grower Liaison Retiring

Wayne Baxter, our Grower Liaison (GL) for the Lower North Island region is retiring and will be finishing up this Friday 1st December. Through Wayne's four years with the company he has done an outstanding job in helping to establish and build relationships with growers in his region and support them and our company as we have grown.

With Wayne's extensive experience through senior roles at AsureQuality he has brought a valuable skillset and approach to our company, supporting us all as we work through market leading certifications to differentiate our wool, win business and attain fair value.

While we are sad to see Wayne move on from his GL role we are glad to let you know that Wayne will be continuing in a newly created part-time role to support our growers and company as we look to expand our commitment and wool supply that meets the newly created Responsible Wool Standard (RWS).

Jan Ross, our GL currently looking after the Upper and Eastern North Island, will be looking after the Lower North Island region

ahead of a new GL starting early in the new year. We have successfully filled this position and will be in touch early January with more information.

Gone Fishing ... well nearly! - from Wayne Baxter



I've enjoyed a great four years working with inspired growers and a company whose aim is to Change the Game through innovation. I totally believe Wools of New Zealand (WNZ) is on

track in that regard and its one of the reasons why I enjoyed the role. The other is the people I worked with; from our Chairman right across the WNZ team, the passion to do better is displayed on a daily basis. So, I believe shareholders are in very good hands as long as they can keep the wool rolling in.

For a time I will still be involved in ensuring the global Responsible Wool Standard (RWS) is embedded and running smoothly. This standard has recently been adopted by a handful of WNZ growers to meet the needs of a new customer. WNZ is now getting significant enquiries around our ability to supply wool under this Standard. This standard is sponsored by many of the worlds large fashion brands and is being driven by their focus on risk management. PETA (People for the Ethical Treatment of Animals) is one of many activist organisations

that has recently used celebrities to portray the shearing of sheep as a cruel and unnecessary practice. The fashion brands, like you, have a lot to lose if these campaigns do resonate with the consumer.

The RWS is a sizeable step up from the current Meat Company programmes and the recently released NZ Farm Assurance Programme. The RWS requires a lot more documentation with an increased emphasis on the environment. This standard will not be for everyone and in fact its demands also mean it will possibly be out of reach for many of the globe's wool producers ... that in itself becomes an advantage for WNZ.

It's ironic that I developed NZ's first Red Meat Farm Assurance Programme after approaching the then Waitotara Meats on the premise that if we didn't put a line in the sand our offshore markets would ... they would set standards to how we would have to farm. That was the mid-nineties and our Farm Assurance programmes have since met the mark but obviously times are different, the customer can set the rules and so we have to lift our game if we wish to be the "go to" company for future RWS wool.

So, I started my career in wool and have now finished it in wool ... in that time the grower complaints have not varied ... not getting enough money, costs too high ... it's why you invested to Change the Game. I look forward to watching your company prosper.

The Responsible Wool Standard (RWS)

is an independent, voluntary standard that addresses the welfare of sheep and of the land they graze on.



The RWS has been developed by an impressive and influential group of global brands that are committed to providing consumers with ethical goods. These brands require a standard as a benchmark for the best wool growing practices around the world and to identify products made from outstanding wool growers like ours.

On farms, the certification ensures that sheep

are treated with respect to their Five Freedoms (freedom from hunger and thirst, freedom from discomfort, freedom from pain, injury or disease, freedom to express normal behaviour, and freedom from fear and distress) and also ensures best practices in the management and protection of the land. Through the value chain, certification ensures that wool from certified farms is properly identified and tracked.

The goals of the RWS are to provide the global industry with a tool to recognise the best practices of farmers; ensuring that wool comes from farms with a progressive approach to managing their land, and from sheep that have been treated responsibly. The standard has created an industry benchmark to drive improvements in animal care and land management providing a robust chain of custody system from farm to final product so that consumers are confident that the wool in the products they choose is truly RWS.

WNZ has assisted in the development of the RWS and is approved to provide wool into the programme from our farms.

WNZ have been working with several customers to develop new products that will use RWS wool from our growers. A small group of farms have already been audited and have supplied RWS wool that is currently being used to manufacture RWS branded consumer goods to be released by a major UK retailer in 2018.

We are experiencing significant enquiries related to RWS wool and anticipate that we will be inviting many more shareholder growers to become RWS certified under the WNZ RWS scope.

Palliser Ridge

The first WNZ shareholder farm to be certified was Palliser Ridge in the Wairarapa, owned by Jim and Marilyn Law, managed by Kurt and Lisa Portas. Kurt said, "Palliser Ridge is totally committed to best practice. We are receptive to adopting any new initiative that is market driven to lift standards of animal welfare, farm management and the environment. RWS simply recognises the

efforts that we put into our land and by farming our animals in the most ethical way. To lift grower returns for wool we must invest beyond the farm-gate which we do under the WNZ platform. But we must work with others in the supply chain who share the same passion for our fibre delivering what the consumer now demands – ethically produced wool and transparent supply chains we can trust. That’s a powerful proposition and one that has the potential to lift us out of low value commodity markets and establish a clear point of difference from our synthetic competitors. We are delighted to get behind WNZ’s effort to build RWS for its shareholder growers and we are motivated to share our experience with other growers to help them meet the standard and continue to lift standards.”



Please contact your regional Grower Liaison (GL) directly if you wish to discuss anything.

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