

Trans-Tasman Wool Intelligence

In July, PGW senior fine wool representatives, Peter McCusker and Graeme Bell, attended the 139th Bendigo Show in Victoria, Australia. The Bendigo Show is Australia's premier annual sheep and wool show which attracts nearly all leading stud breeders from around Australia and Tasmania.



The Bendigo Show is also well attended by many New Zealand sheep stud breeders looking for specific genetic attributes to improve their flocks back home. These dedicated kiwi stud breeders are regularly invited to help with the judging of sheep at the show, in what is often a reciprocal arrangement across most breed types. PGW's Graeme Bell introduced Peter McCusker to the many contacts Graeme has made over his years as a shearing and wool handling judge at previous Australian A&P shows. Peter, who is an experienced wool judge, was particularly interested in the wool judging criteria. This is quite different from New Zealand, with only 28 points (out of a possible 100) being awarded by the wool judge. Everything else is calculated on measured characteristics. In New Zealand, 65 points are awarded by the judge's subjective appraisal.

Each year the Bendigo Show features a particular breed and this year it was the turn of the Corriedale which was of special interest to Peter, as many of his clients farm Corriedales. It is not a prevalent breed in Australia but most of the studs are of high quality and many New Zealand breeders look to Australian Corriedale breeders to improve their wool quality.

In fact, many of the studs represented at Bendigo form the basis of New Zealand's flocks, which makes the event relevant to both Peter and Graeme who are involved with merino ram selection and genetics in New Zealand. Almost half the sheep on display were crossbred or terminal sires with a large contingent of White Suffolks, a breed which may well have potential in New Zealand as they

are very popular with Australian farmers as a terminal sire.

Graeme and Peter attended the Breeders' Dinner where John Hickford from Lincoln University was the guest speaker. His key topic was how young people perceive farming and how to attract

high-achieving future generations into farming. Delegates and attendees were pleased to see PGW represented and keen to hear news of the farming scene in New Zealand. It was a worthwhile exchange of trans-Tasman farming intelligence.



PGW's Peter McCusker and Graeme Bell inspecting a superfine merino ram from the Trefusis stud of Australian breeder Georgina Wallace.

UPCOMING WOOL AUCTION EVENTS

PGW will be conducting live wool auctions at the upcoming A&P Shows in Hawke's Bay and Canterbury. Don't miss your chance to see the auction system in action:

Hawke's Bay A&P Show – 9am Thursday 20 October 2016

Canterbury A&P Show – 9am Thursday 10 November 2016

Patagonia Wool Ethics

In July this year, the outdoor apparel brand 'Patagonia' released a new wool standard designed to ensure ethically sourced wool for their products.

Back in August 2015, Patagonia stopped buying wool, outright, from the Ovis 21 network of farms in Argentina after the animal rights organisation PETA released video footage online which apparently showed cruel treatment of sheep at these properties.

Customers of the brand were enraged and Patagonia executives were shocked by the video. They immediately announced that they would not buy wool again until they could assure customers of a verifiable process that ensured the humane treatment of animals. The company went on to meet with animal rights organisations and American wool ranchers and performed extensive audits of sheep farms. The resulting guidelines, called the 'Patagonia Wool Standard', detail everything from how the animals should be fed, sheltered, restrained, shorn, transported, and more. The guidelines also address land use practices and the sustainability of wool. In particular, they outline zero-tolerance towards objectionable farming practices such as lack of feed, certain carcass process methods, and mulesing.

Patagonia wanted to continue to make products from wool because of wool's unique performance attributes regarding insulation and due to the appeal of fine wool in its very popular lightweight base layer clothing.

The brand recently announced its partnership with two fully-vetted wool suppliers that meet the new guidelines and senior executives at Patagonia appear to be very serious about enforcing the highest possible standards in a new supply chain focused on ethical and sustainable sources of wool.

Wool Blazers for Team USA

Team USA sported and supported 100% wool fabric in manufacturing their ceremonial blazers to wear during the opening ceremony of the 2016 Rio Olympic Games. Demonstrating the very best in American craftsmanship, these very smart 'French Navy' American-made wool blazers were designed exclusively for Team USA by their official outfitters, Ralph Lauren.



Age old truths about carpet

AgResearch scientists have recently published research in The Journal of the Textile Institute about how wool carpets can make walking easier and safer for those with compromised eyesight or mobility due to age or other.

The fact that carpet is generally safer than hard floors in living environments is already well documented. This is due to the higher frictional property of carpet which stabilises walking, and the cushioning effect it offers should a person take a fall. But this experiment went a step further into the field of spatial perception.

Senior scientist, Dr Steven McNeil (photographed below), was part of the AgResearch textiles team that designed a purpose-made, deliberately patterned and bordered carpet to suit the potential needs of an 80-year-old subject. In a controlled experiment, normal-sighted people were asked to wear a face shield with a yellow lens to simulate the vision of a typical 80-year-old and carry out tasks under close observation. For example, to carry a container filled with water which made them concentrate on two tasks (walking and carrying) which also meant they couldn't see their feet. The results were interesting.

Dr McNeil found that while people with normal vision found the carpet a bit 'busy', older people with naturally deteriorated vision found the pattern interesting and clear and it gave a feeling of walking in a lane as though 'guided' to stay in the centre of the carpet.

It's a step forward in meeting the challenges associated with

independent living amid the increasing number of older people in our society. Dr McNeil's research is part of broader work looking at the advantages of wool over human-made fibres including the advantages that wool carpet has over other flooring alternatives.

Research shows that wool carpets play a significant role in reducing levels of common indoor air contaminants. Polluted indoor air can lead to discomfort, reduced efficiency and even ill health amongst employees and residents in buildings. Wool carpet has been shown to rapidly neutralise formaldehyde, nitrogen dioxide and sulphur dioxide, which are often encountered as indoor air contaminants. Not only does wool neutralise these contaminants more quickly and completely than synthetic carpet fibres, it does not re-emit them, even when heated.

The acoustic advantages are also significant – wool carpets effectively absorb noise. Their porous surface means sound waves penetrate into the pile, rather than being reflected back into the room. Clearly, wool has some age old advantages over other products.



Online Wool Auctions

The PGW wool team is fiercely supportive of the auction platform as a proven and sound method of selling wool because it's an open-market forum that establishes benchmark prices – and often sells wool at above average prices when pressure is on supply.

In select markets, we understand there is a good argument for contracting wool to meet specific outcomes at predetermined prices. In fact, we commonly have solid contracts available to farmers who fit certain supply criteria or who need

fixed income security. However, we also advise clients to examine and discuss **all** the options with us before committing their annual wool clip.

The auction system underpins the basic principal of free and fair trade which benefits woolgrowers collectively. The open-market auction is currently even more open with South Island sales being streamed live on our website at <http://www.pggwrightson.co.nz/Wool/LiveSaleFeed>. Visit one of our weekly auctions and see your wool or other lots being sold live!

point6 socks comfort challenge



McKenzie Barney (Comfort Theory) in her 'strong chica' Te Araroa pose.

Point 6 is a leading sock manufacturer based in the US. The founders, Peter and Patty Duke, have visited New Zealand many times and the couple have strong business connections in New Zealand which include Glenbrook Station and PGW Wool.

The 22.5 micron merino wool farmed by Simon Williamson and Kirsty Rutherford at Glenbrook Station in Omarama is the perfect fit for a whole range of Point 6 climate controlling 100% pure New Zealand wool socks. Ideal for a hiking challenge.

Point 6 was approached by a dynamic, award-winning film production house called Comfort Theory, based in New York. They invited Point 6 to support them in an idea as wild and woolly as any merino sheep carving out its existence in high country New Zealand – to hike the Te Araroa trail which runs the entire length of New Zealand from Cape Reinga to Bluff. That's 3,000 kilometres of ever-changing terrain and capricious weather – to be conquered within six months from November 2015. Point 6 agreed because it sounded like a crazy-good adventure that would really put their socks to the test.

Full blown, gritty adventure is what Comfort Theory does – to test themselves and their sponsors' products. Taking on Te Araroa was the idea of talented producer, McKenzie Barney, and she was



Glenbrook family (L to R) George (clutching a heading pup), Simon, Ben and Kirsty.

a key player in the team of nine that ventured forth.

First up, they visited Glenbrook Station to learn about the merino wool used in the Point 6 socks that would keep their feet warm, dry and hygienic for the whole journey. The backstory was a revelation to the intrepid Comfort Theory crew. They were enchanted by the

stunning South Island terrain in which the sheep graze freely and, in equal measure, by the warmth and hospitality of the multi-generational farming family living at Glenbrook Station.

Next stop, Cape Reinga, where the trail stretched before them and within a few weeks, or days, their Point 6 socks became their new best friends forever. One pair would have been sufficient – but the luxury of having a second pair to change into each night was blissful. A new respect for wool was born. The Comfort Theory team was impressed that a low-impact, sustainable farming operation (such as they saw at Glenbrook) could yield such an ingenious natural material that delivered on total comfort!

“160 days on Te Araroa and I never got one blister. There is one reason for that, and it's Point 6. My shoes were muddy, wet, and gross. But my socks would always recover. They were my true Te Araroa warriors!”
– McKenzie Barney, Comfort Theory.

Comfort Theory's New Zealand project will be told on a digital series with Outside-Television.com. For more information on the premiere, visit <https://comforttheory.com/new-zealand/> where you can watch amazing footage of their journey and see it through their eyes and lenses. But be warned. Their youthful, energetic view of New Zealand's powerful landscape could be addictive and make you want to get out there and sample it yourself!

PGW now offers part of the enormous range of Point 6 socks at their retail stores in Invercargill, Cromwell, Timaru, Oamaru, Ashburton, Methven, Geraldine, Fairlie, Kurow, Darfield, Christchurch, Rangiora, Blenheim and Hastings. Alternatively, telephone 0800 Onto Farm (0800 66 86 32) or email: ontofarm@pggwrightson.co.nz.

Trooping the Colour

Trooping the Colour in celebration of her Majesty the Queen's 90th birthday took place on Pall Mall in June in the UK and was an unparalleled example of royal pomp and pageantry. It is a dazzling display by over 1400 officers and men on parade, together with 200 hundred horses and 400 hundred musicians all marching in unison. Each Scarlet Red wool uniform is steamed and pressed to perfection and they match each other flawlessly.

“Hainworth's colour matching process is unparalleled and of the thousands of uniforms seen on parade you cannot tell which uniform is five weeks old or five years old.”

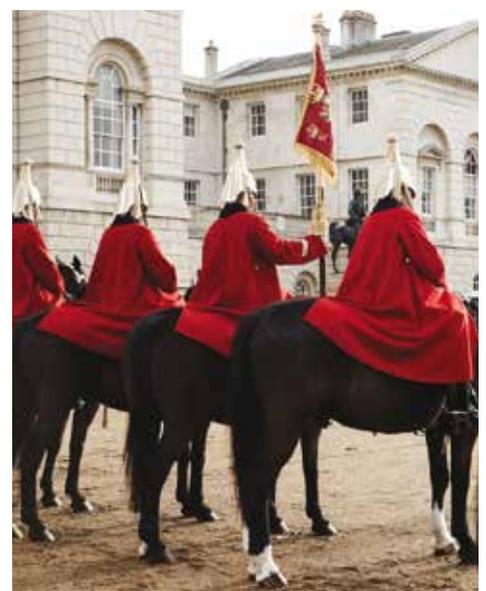
– Julie Greenough, Hainsworth.

This is due to how well wool takes to dyeing and colouration. Wool absorbs the colour right through to the core of the fibre rather than sitting on the surface and remains locked-in which preserves the richness of the colour throughout the life of the garment.

A W Hainsworth of Yorkshire has supplied the uniform wool fabric for 200 years, working in conjunction with Dege & Skinner, a family business since 1865 and one of Savile Row's finest civil, military and sporting bespoke tailors.

The quality of the construction and felting process means all the hems of the uniforms sit crisp and aligned with one another. All of the uniforms are raw edged which means that there are no sewn hems.

The dense solid structure of the wool fabric and its tailoring is used to pull the soldiers into formal upright parade stance and the cloth supports this without ever bagging or sagging or creasing. **Long live our wool!**



Spring Wool

Spring has sprung coinciding with the last of the pre-lamb shorn clips coming forward for sale, especially from the hills. Pleasingly, from the strongest crossbreds to the finest merinos, the pre-lamb shorn wools are simply the best in terms of staple strength, colour and style.

While it has been a tough year, growth wise, for many growers in different parts of the country, the quality of wool that has come forward has opened up well, showing good brightness and style.

We are pleased to see there has been greater emphasis placed on classing fine wools for tensile strength and less on over classing for finer micron lines.

Market signals coming out of early fine wool sales from Australia and New Zealand certainly indicate that there is more demand for the fuller combing length wools testing 40NKT and above for tensile strength. In our view, bigger lots uniformed for length, strength and style will attract stronger competition than many small lines separated out for micron.

Unique for the strong crossbred wools coming forward this season to date, has been the sensitive nature of values between the commercial wool lengths. Early sales have shown up to 100cpl clean difference between the standard 100mm to 150mm full length wools and the shorter 50mm to 75mm wools. It is difficult to know how long this will continue, but the message for all wool handling teams should be clear; keep like with like for length. This rule should apply to oddments too, to avoid discounting.

HOGGET BULK LINE

Avoid pen stain as this clip is a premium shearing type and skirt fleeces to required standards. Grade in the shed to one

bulk line – remove excessively coarse or discoloured wools, short fleeces and cotts. Keep necks separate and do not mix them with hogget pieces. Remove any vegetable matter and note that any oddments thrown in with a fleece will downgrade its value.

ODDMENTS

Oddments should include hogget necks, bellies, first pieces, locks and second picks. All kept separate.

CRUTCHINGS

Remove dags, keep bellies and wigs separate, and pick first crutchings on colour.

SPRING SECOND SHEAR

Check that the staple length is not less than 75mm to avoid discounting and shear two tooth ewes separately from mixed age ewes. The effects of last season's drought and the stress of lambing will make second shear less attractive. Keep the bellies separate from the pieces as these may be stained, webby or muddy.

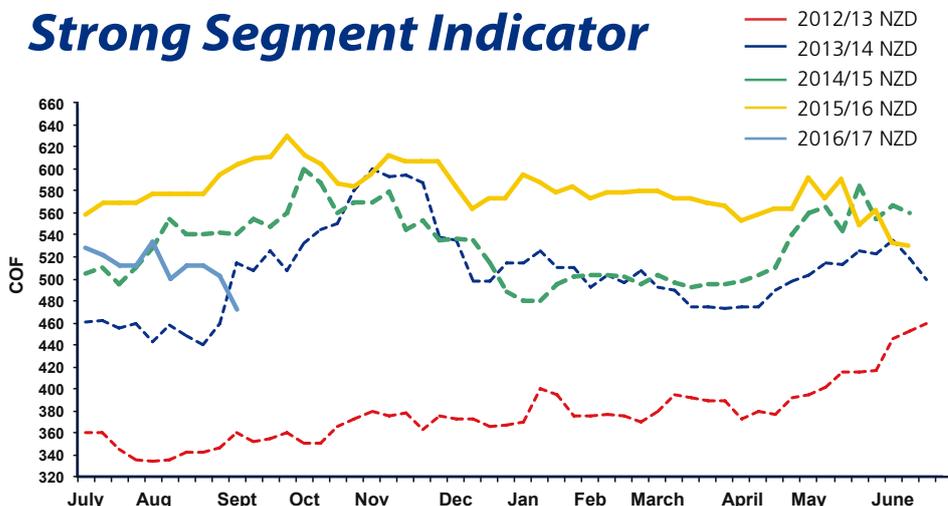
Bale Weight Alert!

Penalty Warning!

Overweight bales are currently causing all sorts of strife during dumping. Dump stores and wool scourers are talking of a \$100 penalty fee for EACH overweight bale, due to the extra cost of having to use another container for shipment. Affected lines are being delayed going to market and missing sales opportunities. Overweight bales also put wool handlers at unacceptable risk.

Aim for bale weights averaging 180kgs and do not exceed 200kgs.

Strong Segment Indicator



PGG Wrightson Wool

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