

woolintegrity.com

PGG Wrightson Wool has just launched a new website at www.woolintegrity.com to lift the profile of ethically grown New Zealand wool from farm to market.

The Wool Integrity website brings to fruition another part of the project launched over two years ago, by our export arm Bloch & Behrens when they introduced a quality brand mark called Wool Integrity NZ™ to lift the profile of ethically grown New Zealand wool from farm to market.

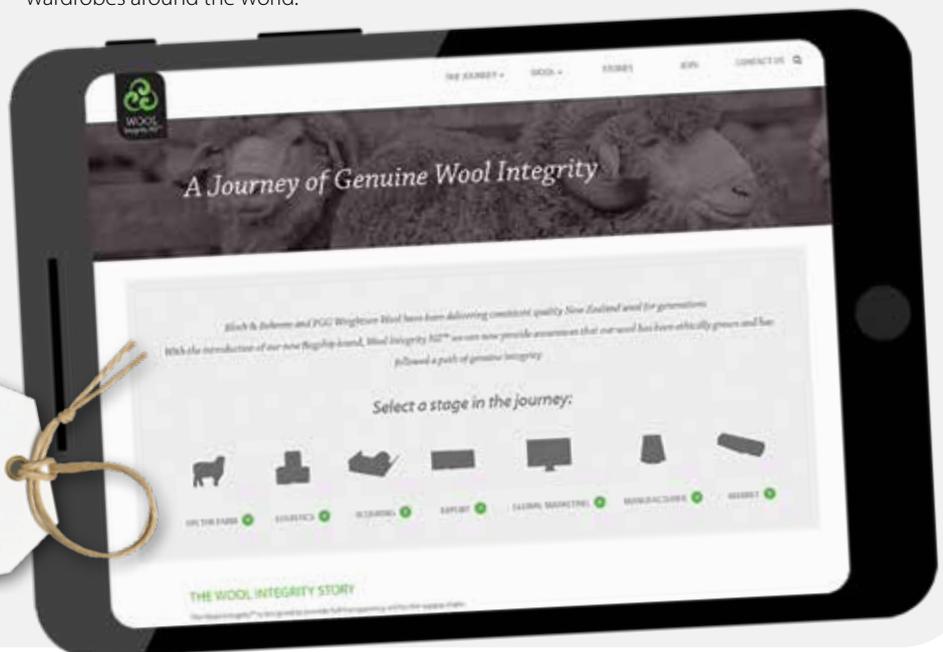
This dedicated online presence is offered up in direct response to the new generation of tech savvy and socially aware customers who seek full disclosure about the integrity journey of the products they buy and wear.

Traceability and transparency are key to satisfying this important consumer group. The Wool Integrity website is designed to inform people about all stages of wool production from farm to market and the performance and lifecycle of wool in clothing, textiles, carpets and building materials. Wool is very strong in all these consumer areas, but the production backdrop must meet market approval.



PGG Wrightson is in a unique position to verify New Zealand wool production standards because of its hands-on involvement across the entire pipeline. The new website is designed to tell the whole story of wool, right from the sheep's back and all the way forward into homes and wardrobes around the world.

Please visit the website and check out the great messages now being promoted by us on the world stage. We are very excited to be engaging with others via this digital platform to spread the word about all the amazing qualities of New Zealand grown wool.



Market comment and the year ahead

New Zealand crossbred prices at auction have firmed recently with improved sales for all types. This upturn in the wool market is underpinned by a strong dollar and reflects renewed interest from China (New Zealand's largest market), India, Europe and the UK. One also senses a sea change in the world view of plastics (see story on page 2) heralding a revival of biodegradable fibres such as wool on the world stage.

To capitalise on this, it has become clear that we need to communicate with global markets across multiple platforms and embrace the digital age. New methods

are not only more far-reaching, but fiscally prudent too. We are proud to have launched our Wool Integrity website to help educate consumers about the many natural benefits of wool and we hope to build a community of like-minded wool fans on our new Facebook page. Later in the year we will look to move our Wool News publications away from print media into a digital format.

To sign up to receive our digital Wool News stories in the future, visit: pggwrightson.co.nz/wool-signup

Grant Edwards, Wool General Manager.

Find us on Facebook

PGG Wrightson Wool has just launched a Facebook page to keep wool grower clients up to date with the latest wool news. We've had great success with the company Facebook page (covering all sectors) and now intend building a community of wool clients only, so we can share wool information pertinent purely to this side of their farming business and ours. We invite you to visit our page on www.facebook.com/pgwwool and like or follow our wool news page.



Wear wool because the tide is turning against synthetics

Urgent steps need to be taken to stem the tide of microplastics entering our marine environments according to a major report just released by Norway's National Institute for Consumer Research (SIFO).

Tiny pieces of plastic shed from clothing made of synthetic fibres are escaping wastewater treatment plants and ending up in the food chain. It's a growing problem, the scale of which is only just coming to light.

More is less

To reduce the impact, researchers recommend investing in higher quality garments made from natural fibres and washing clothes less often on gentler cycles using milder detergents.

But, according to the study, the greatest contribution should come from consuming and disposing of fewer textiles.

"A significant contribution would come from promoting long-lasting garments ("slow fashion") based on increasing the proportion of natural, biodegradable fibre in the wardrobe," the authors say.

"Fibres of plant or animal origin biodegrade naturally to harmless compounds which return essential nutrients back to soil or water for organism growth."

Wool for example is made of keratin, a natural protein which has evolved with mammals for tens of millions of years, along with many

species of bacteria and fungi in water and soil that thrive on it.

Unlike plastic-based fibres, wool is not something synthesized in a laboratory, which nature had never previously encountered before the 1950s.

The study was originally commissioned in 2014 and funded by Australian Wool Innovation (AWI) and the Cotton Research and Development Corporation (CRDC). It is hoped the findings will lead to improved strategies to meet the demand for textiles without overconsumption and unnecessary harm to the environment.

Hawke's Bay shearers dominate the Goldies 2018

Once again, the War Memorial Stadium in Masterton was abuzz with spectators for three days from 1 March as Golden Shears got underway. Saturday night saw some of the world's best go head to head to be ranked in the two major shearing finals.

Napier shearer and reigning world champion John Kirkpatrick took the PGG Wrightson National Circuit title over his nearest rival Grant Smith (Rakaia) while third place went to Nathan Stratford (Invercargill). The 'Iron Man' event, as it is colloquially known, is a year-long competition held at various locations all over the country requiring shearers to prove themselves across a variety of sheep breeds and wool types. It culminates in a six-man shootout at Golden Shears where each competitor shears 15 sheep apiece over five varying wool types.

Then, it was Hastings shearer Rowland Smith who successfully defended the Golden Shears Open and triumphantly bagged his fifth win of



A proud David Kirkpatrick accepting the prestigious PGG Wrightson Wool National Circuit Shearing Final.



Rowland Smith holding his fifth Open Shearing trophy aloft to the cheers of the crowd at Golden Shears 2018.

this prestigious title. Former title-holder David Buick (Pongaroa) was runner-up and 'Iron Man' John Kirkpatrick took third place. Kirkpatrick has won the Open title four times previously. So, the three are all members of an elitist group competing at the very highest level.

Another star of the finals night was Joel Henare of Gisborne who, at the age of just 26, clocked up his 100th Open-class woolhandling win. Congratulations to all the winners at Golden Shears for a spectacular display of strength and skill.

Sign up to PGG Wrightson Wool's e-newsletter

In 2018 our Wool News publication will be moving away from print media into a digital format.

This change will allow PGG Wrightson Wool to provide more timely industry updates and market commentary to New Zealand wool growers and to our industry partners.

To keep up to date, sign up to receive Wool News emails here:
pggwrightson.co.nz/wool-signup



Point6 ambassador

Point6 is delighted that late last year Amanda Pottinger jumped at the opportunity to become an ambassador for Point6 socks in New Zealand (alongside other sponsors; NRM Feeds, Prestige Equestrian and Moores Riding Wear). She is quoted on Facebook as saying,

I've been rotating wearing three pairs of these merino socks every day for six months now without a single wear or tear and the best part of all is that because they are wool – they don't smell!

It's all true of course. Point6 socks are made from 100% pure New Zealand wool and, as we all know, wool is odour-resistant due to its ability to absorb moisture and release it into the air before bacteria has a chance to develop.

Amanda is a very gifted eventing rider based in Hawke's Bay and a member of the New Zealand Future Potential Recognition Squad. She graduated from Massey University in 2014 with a Bachelor in Agricultural Science and currently



Amanda Pottinger competing on Just Kidding at Puhinui in the CIC3.

offers her services coaching or schooling horses. She is the daughter of Tinks Pottinger who won bronze at the 1988 Summer Olympics in Seoul. Amanda and her students competed successfully at the recent Horse of the Year event held in Hastings 13-18 March 2018.

The founders of Point6, Peter and Patty Duke, have close connections with wool growers in

New Zealand (SH8Merino) and have watched with pride as this brand of multisport sock has rocketed to fame in the USA and beyond.

PGG Wrightson supports the brand by stocking a small selection of the range at several of their retail stores. If you wish to see the full range available in New Zealand, please visit www.point6.co.nz or email info@point6.co.nz.

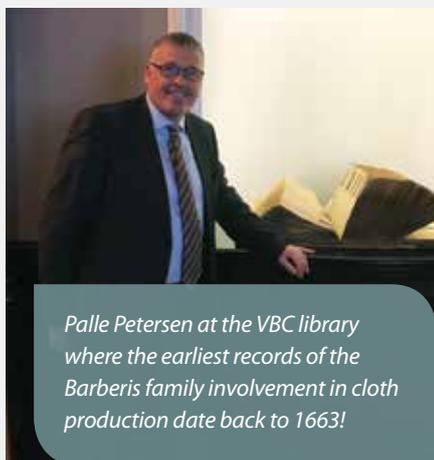
DOMOTEX 2018 and beyond

Domotex is an annual trade fair not to be missed. It's where business leaders, industry experts and creative trendsetters from within the carpet and floor coverings industry gather together under one roof to share and discuss innovations from all around the world. It's also a very important opportunity for PGG Wrightson's Bloch & Behrens GM Palle Petersen to catch up with many of his international clients and promote New Zealand wool on the world stage. He was joined by their European Manager Hans Bering and both were again impressed by the brilliant showcasing of wool carpets and rugs at the show and the rich supporting programme of talks and presentations.

Following a very successful Domotex with new business concluded, the pair flew to Norway where a good customer, GU in Lillehammer, were about to have a change of guard as their CEO Ragnvald Svardstad stepped down to retire. GU is a producer of upholstery for mainly the transport and hospitality industries (cruise ships, hotels, theatres etc). They also weave cloth for Norwegian National Costumes – makers of special garments (drakter) worn on holidays and special occasions, such as weddings and Norway's Constitution Day.

After Norway, Palle was invited at short notice to visit Vitale Barberis Canonico (VBC) in

Italy – the largest producer of quality men's suiting fabric in the world. After discussing New Zealand merino wool supplies, Palle was treated to a tour of their production facilities from the factory floor to the design studio and beyond to their impressive library of historical fashion trend books with cloth samples. These books date back to the 1860s and are a real testament to the history and success of this iconic company which is still run by the 14th generation of the Barberis family. It was a privilege to visit VBC and personal contact is always valuable for building trust and understanding across the wool supply chain.



Palle Petersen at the VBC library where the earliest records of the Barberis family involvement in cloth production date back to 1663!



Hans Bering at the Domotex stand of Tisca, our Austrian Wool Integrity brand partner. The large rug on which Hans is standing is handmade from Bloch & Behrens GOTS Certified Organic wool.

Super wool for Superdye

Filip Tahon and his wife Ann, owners of European carpet yarn specialists Superdye, were welcomed on their first visit to New Zealand in February by Bloch & Behrens GM Palle Petersen for a tour of PGG Wrightson's North Island wool facility and Hawke's Bay Wool Scour. A visit to Otupae Station near Taihape was organised for first hand viewing of crossbred wool shearing and sheep farming generally. Next stop was Christchurch to meet the rest of the wool team, attend a wool auction and generally enjoy some Southern hospitality.

Superdye is a specialist carpet yarn spinner and dyer based in Belgium and a Wool Integrity Brand Partner. They are renowned for their expertise in high-end carpet yarn and are one of the few spinners who also has a 'chemset' facility which allows them to permanently fix the twist in the yarn. This popular technique is very desirable for printed carpets.



At Otupae Station where Filip and Ann Tahon were "photo bombed" by one of the shearers.

Filip and Ann loved their time in New Zealand and enjoyed the friendly Kiwis they met along the way. Such visits engender respect and integrity across the entire wool pipeline from farm to market through a deeper understanding of all aspects of wool production.

Contact

Alexandra

Graeme Bell 027 650 2900
Alistair Flett 027 432 5369

Christchurch

Peter McCusker 027 432 4926
Doug McKay 027 432 6910
Rob Lynskey 027 591 8454
Craig Smith 027 807 5368

Central Hawke's Bay/ Dannevirke

Tom Deighton 027 958 2215

Dunedin

Kevin Waldron 027 432 0117

Feilding/Taihape

Ian Hopkirk 027 702 9496

Gisborne/Wairoa

Shane Horne 027 598 6540
Chris Payne 027 956 5192

Gore

Jared Manihera 027 226 0263

Invercargill

Stuart McNaughton 027 435 0993
Daryl Paskell 027 548 3469
Lawrence Paskell 027 434 7641

King Country

Paul Terry 027 498 6618
Michael Youngman 027 273 5660

Masterton

Marcus Loader 027 448 3250

Napier/Hastings

Stephen Fussell 027 595 3351

North Auckland

Henry Bradfield 027 535 1924

Timaru

Ange Armstrong 027 436 2603

Waikato/Bay of Plenty/Taupo

Maree Mather 027 809 3356
Chris Hart 027 705 0433

Wanganui/Taranaki

Eric Constable 027 440 9784
Tony Cox 027 596 5144

Freephone 0800 497 496
www.pggwrightsonwool.co.nz

INVITATION: Wool Industry Field Day – Christchurch

Wednesday 2 May 2018

Mark your diary! The NZ Wool Classers Association (NZWCA) is holding a 'Wool Industry Field Day' at the Burnside Rugby Club Rooms in Christchurch on the morning of **Wednesday 2 May 2018** and invites all interested people to attend.

Pre-registration should be made by contacting Bruce Abbott at eo@woolclassers.co.nz and a registration fee of \$25 per non-member of the NZWCA applies.

The day will begin with **refreshments from 8.30am until 9.00am** followed by:

- **A visit to a yarn maker.**
- **A wool assessment competition.**
- **Addresses by guest speakers.**
- **Presentation of NZWCA merit awards.**

Lunch will be provided.

We anticipate a very interesting day out and look forward to seeing you there.

Wool Price – Type F1K

