

The logo for PGG Wrightson, featuring a stylized green swoosh above the company name in a white, sans-serif font.

PGG Wrightson

COMPANY PROFILE

A short, solid green horizontal line.

Helping grow the country

WHAT'S INSIDE

ABOUT PGG WRIGHTSON

- 2021 Financial Year Highlights2
- Our Purpose, Vision, & Strategy3
- Our Values4
- Who We Are5
- Our People & Culture6
- Our Community7
- Our Technical Expertise9
- Our Māori Agribusiness Team..... 11
- Insurance Referrals 12
- Our Diversity..... 13
- Our Footprint 15

OUR BUSINESS

- Retail and Water 16
 - Retail Stores & Services 17
 - Fruitfed Supplies 19
 - Rural Supplies 20
 - Agritrade 21
 - Water 22
- Agency 25
 - Livestock..... 25
 - Wool..... 28
 - Real Estate..... 30

2021 FINANCIAL YEAR HIGHLIGHTS

OPERATING EARNINGS
BEFORE INTEREST,
TAX, DEPRECIATION
AND AMORTISATION
("OPERATING EBITDA") OF



\$56.0m

▲ \$13.8m or 33%



FULLY IMPUTED DIVIDENDS FOR
THE YEAR OF

28¢/share



NET PROFIT
AFTER TAX
("NPAT") OF

\$22.7m

▲ \$15m

FRUITFED R&D TEAM
CONDUCTED

**over
70
trials**



AND FACILITATED

over 50

GROWER MEETINGS
NATION WIDE

OUR PEOPLE
COMPLETED
MORE THAN



9,000

online learning courses

SAFETY AND WELLBEING
TRIFR

(total recordable injury frequency rate)



↑51%

since FY18 baseline



REAL ESTATE

↑31%

properties sold
compared to FY20



OUR PURPOSE

WORKING ALONGSIDE NEW
ZEALAND FARMERS AND
GROWERS TO SERVICE THEIR
ON-FARM AND HORTICULTURAL
NEEDS.

OUR VISION

HELPING GROW THE
COUNTRY AND BUILDING ON
OUR HERITAGE THROUGH
INNOVATION AND TRUSTED
PARTNERSHIPS WITH RURAL
NEW ZEALAND.

OUR STRATEGY

WE FIRMLY BELIEVE THE
VALUE OF OUR DIVERSIFIED
FULL SERVICE NATIONWIDE
OFFERING, WITH A DELIBERATE
FOCUS ON OUR TECHNICAL
EXPERTISE, DIFFERENTIATES
THE SERVICE WE PROVIDE IN
THE RURAL SERVICES SECTOR.

OUR VALUES

ACCOUNTABILITY

STAND BY OUR WORD,
MEET COMMITMENTS

BE ACCOUNTABLE TO
OUR CUSTOMERS AND
EACH OTHER

LEADERSHIP

SET STANDARDS AND
EXCEED EXPECTATIONS

TAKE ACTION AND
STRIVE TO EXCEL

LEAD THROUGH
INNOVATION

INTEGRITY & TRUST

OPERATE ETHICALLY
AND WITH INTEGRITY

TREAT OTHERS WITH
RESPECT

ACT PROFESSIONALLY

SMARTER

BE MORE EFFECTIVE
AND EFFICIENT

THINK, DECIDE AND
ACT QUICKLY

LEARN FROM MISTAKES,
CELEBRATE SUCCESS

TEAMWORK

SHARE KNOWLEDGE
AND INFORMATION

WORK TOGETHER TO
CREATE SOLUTIONS

THINK AND ACT AS
ONE PGW

A photograph of two men walking away from the camera on a dirt path in a rural landscape. The man on the left is wearing a brown t-shirt and dark shorts, while the man on the right is wearing a light blue button-down shirt and khaki pants. The path is flanked by green fields and a line of trees in the distance under a clear blue sky. A dark blue rounded rectangle is overlaid on the top left of the image, containing the text 'WHO WE ARE' in white, with a short green horizontal line below it.

WHO WE ARE

PGG Wrightson (PGW) is a market leading, full-service agricultural supplies and services business operating across the rural supply chain throughout New Zealand for more than 170 years.

We were formed in 2005 through the merger of Pyne Gould Guinness (PGG) and Wrightson. Both founding companies date back to 1851 and 1861 and were themselves the result of many amalgamations through the years. We are listed on the New Zealand Stock Exchange under the ticker PGW.

Our enduring relationships with the rural community, technical expertise, focus on innovation, and our nationwide presence, places us in an enviable position of being one of the best-known, respected and trusted agricultural brands in the country.

We have more than 1,700 people located in over 170 locations offering superior specialist knowledge and expertise. With more than 59,000 customer accounts and over 31,000 products, the majority of our customers' purchases are repeat business and necessities for the success of their businesses.

Our customers cover the entire rural sector from family operators through to large corporate farmers and iwi. Many of our interactions with customers are based upon enduring relationships over multiple business units, with some relationships dating back many generations.

OUR PEOPLE & CULTURE



Our people are key members of the rural communities in which they live and work alongside their customers. This results in a trusted advisor relationship often spanning several generations. These relationships are strengthened in many cases by the loyalty and long tenure of our staff.

Our more than 1,700 employees are ambassadors of our brand and more than anything else they are what sets us apart and are the foundation of our business success.

We invest in making sure we have the right people, who are appropriately trained and equipped, to deliver the services and products our customers require, whether it is technical expertise, industry knowledge or on-farm solutions. The strong relationship with our customers allows us to better understand their needs, which contributes to ensuring that we are well placed to assist with farming and production decisions.

Along with our people, our culture is another important driver of our business success. We have a culture of sharing information across the company and it is actively encouraged. Our culture is collaborative, growth oriented and commercial, and is supported by our **One PGW** approach and our full service offering.

We recognise that managing the health, safety, and wellbeing of our people, our customers, and those we work alongside is good for business, but above all else we do it because we care. We believe we play a significant role in influencing the industry to create safer and healthier outcomes for everyone.

Whether it is technical expertise, industry knowledge or on-farm solutions, you can rely on us to deliver professional service with integrity.



OUR COMMUNITY

SUSTAINABILITY

We are committed to protecting our natural environment for future generations. This means balancing issues of environmental, social, cultural, and economic sustainability to make a valuable contribution to the future of our country, our communities and the rural business sectors we operate in.

As an organisation, we are aware of the changing focus of farming and increasing pressure on the sector to operate in a sustainable manner. Many of our activities are designed to meet the demand for more sustainable

farming practices. As part of initiatives to help our customers clear more waste, we provide logistical support to the leading product stewardship programme Agrecovery. This programme collects and recycles more than 500 tonnes of plastic from farmers and growers every year.

We play a role in a range of activities such as regional drought and flood management efforts throughout the country. Using our resources, we aim to develop and deliver products and services to help our customers operate with increased efficiency and effectiveness, now and into the future.

SUPPORTING RURAL COMMUNITIES

We are proud to support and provide a wide range of sponsorships within our rural communities. From A&P Shows to community organisations, we are doing our part in **Helping grow the country**.

PGW Livestock has a long association with the IHC Calf & Rural Scheme. This programme, which is run in conjunction with our farming customers, raises significant funds to help the IHC charity provide support to people with intellectual disabilities and their families within the rural community.

We celebrate excellence in Māori farming and horticulture through our sponsorship of the Ahuwhenua awards.

We appreciate the importance of making a positive contribution to the communities and natural environments in which we operate, to ensure a sustainable future for all.



MORE THAN
\$600k
RAISED FOR RURAL
COMMUNITIES,
CHARITIES AND SCHOOLS
SINCE LAUNCH



SUPPORTING MĀORI
EXCELLENCE IN
FARMING AND
HORTICULTURE WITH
THE AHUWHENUA
TROPHY



PGG WRIGHTSON
WOOL NATIONAL
SHEARING CIRCUIT
FOR
18yrs



RAISING NEARLY
\$40m
FOR THE IHC CALF &
RURAL SCHEME OVER
THE COURSE OF OUR
RELATIONSHIP

OUR TECHNICAL EXPERTISE



RESEARCH & DEVELOPMENT

We differentiate ourselves by maintaining a research and development team of technical specialists, who are dedicated to trialling and developing new products under New Zealand conditions prior to commercial release.

The Technical Team supports our Technical Field Representatives (TFRs) and our Technical Horticultural Representatives (THRs), as well as our customers, with in-depth expert advice in a range of key subjects, such as animal nutrition, animal health (sheep, beef, dairy and deer), soil science, agronomy, and horticulture. They also help customers grow more grass, assist in increasing stock live-weight, provide evaluation feed and nutrition options, assess animal health issues, review and assist with solutions about growing crops and maximising crop and pasture yields, as well as anything horticultural.

Our dedicated Technical Team members are not only highly qualified in their fields, they all have many years of experience working on farms or owning related businesses and working alongside our customers. This combination of extensive training and practical experience provides a valuable resource for customers, whether it is solving a short-term issue or long-term planning to increase performance and productivity.

The Technical Team conducts more than 70 specific trials every year and assists in the development and successful launch of new products for agriculture and horticulture. Not only do they help guide and direct our in-house research, they also play a key role in ensuring our staff are up to date with the latest developments and technical advice. The team provides key industry support to farmers, growers, various industry groups, and governmental bodies.

OUR CONSULTANTS

Our Consultancy Team is available to our customers for individual consultancy or more complex projects and programmes. Our consultants consider all of our customer's requirements, providing comprehensive and integrated advice across their whole business. They continually update their knowledge and expertise, drawing on a wide range of information sources and researchers both in New Zealand and overseas.

OUR GENETICISTS

We have a dedicated team of Genetics Specialists who work alongside customers providing them with genetic advice to help them develop successful breeding programmes, source and sell quality livestock, and build robust future-proofed businesses.

Their insights come from the extensive data, advanced technology, and the innovative processes we employ, enabling us to stay abreast of the latest trends and in-tune with the most sought-after livestock traits. Their instincts come from their vast experience acquired from the time they have spent on farms all over New Zealand.

**WE ARE DEDICATED TO IMPROVING CUSTOMER EXPERIENCE,
PARTICULARLY THROUGH TECHNOLOGY.**

ECOMMERCE

Our eCommerce platform has been designed to deliver a seamless experience for our customers, independent of devices and channels. Ultimately, its aim is for anybody to be able to purchase any item, on their customer account or credit card, and have it delivered to them.

AGONLINE


Agonline is our online livestock information website which is a key source for the latest livestock quotes, details about upcoming sales (on-site and online) and saleyard results.

bidr®

bidr® our innovative online, real time, auction platform allows farmers and agencies to trade livestock anywhere with internet access, giving a national audience more choice.

GREENLIGHT GROWER MANAGEMENT

We are the New Zealand distributor for Greenlight Grower Management (GLGM). This comprehensive decision support tool has been designed to document accurate online crop management records and is customised with New Zealand specific nutrient and product recommendation modules.



OUR MĀORI AGRIBUSINESS TEAM

MĀORI AGRIBUSINESS TEAM

PGW's Māori Agribusiness team is a dedicated unit within PGW providing guidance on farming practices that align with the environmental values of our Māori agribusiness clients. Our dedicated Iwi Relationship Managers liaise with our Māori agribusiness clients and the team engages with PGW colleagues across the company to ensure technical expertise and industry knowledge are provided.

PGW regularly hosts Māori agribusiness hīkoi where Māori agribusiness clients have the opportunity to visit other Māori agribusinesses. The team networks with numerous government and farmer-owned primary industry participants to ensure engagement with industry stakeholders and strongly represent Māori agribusiness. PGW is also a proud sponsor of the Ahuwhenua Trophy, Te Puni Kōkiri Excellence in Māori Farming and Horticulture Award, which acknowledges and celebrates Māori agricultural and horticultural excellence.

Mā ngā huruhuru ka rere te manu.

*It is the feathers that
enable the bird to fly.*

INSURANCE REFERRALS



BrokerWeb
RISK SERVICES
Your Insurance Partner

INSURANCE REFERRALS

Our joint venture relationship with BrokerWeb Risk Services Limited (BWRS) was launched in February 2021. The insurance referral relationship was struck given the strong strategic fit for us with BWRS already holding solid presence and capability in the rural insurance market. Many of BWRS's dedicated brokers were either raised or live rurally and they have local knowledge and access to market-leading insurance products and risk advice.

To demonstrate the confidence PGW has in its new insurance provider, BWRS has also been appointed as PGW's corporate insurance broker.

BWRS offers comprehensive, flexible, and tailored rural insurance solutions to meet the unique requirements of our customers. BWRS has created three bespoke products for our customers including Rural, Lifestyle, and Bull insurance. An additional benefit of this referral arrangement to our customers is that they have the convenient option of being able to pay their insurance policy premiums through their PGW customer account.

BWRS specialises in the provision of quality insurance broking and risk management solutions for corporate, commercial, rural, and domestic insurance, with approximately 150 staff servicing more than 25,000 clients nationwide.

OUR DIVERSITY

RETAIL & WATER GROUP

FRUITFED SUPPLIES



Nationwide network of 16 Fruitfed Supplies stores

Services & supplies to horticultural sector

> 50 Technical Horticultural Representatives

Research & Development

RURAL SUPPLIES



Nationwide network of 90 Rural Supplies & Fruitfed Supplies stores

> 100 Technical Field Representatives

> 31,000 farming & horticultural products

Onto Farm: supplies delivered directly to farms

Seed & Grain: close relationship and sales channel with PGG Wrightson Seeds Ltd

WATER



2 businesses: Rural Water & Aquaspec

Service: rural, horticultural & industrial water, water reticulation

> 30 qualified Technical & Irrigation Sales Design Representatives, including electricians throughout the branch network

AGRITRADE



Independent wholesale business: manufactures, sells & distributes products

Agronomy, animal nutrition, land development, crop & orchard management

OUR DIVERSITY

AGENCY GROUP

LIVESTOCK



All categories of livestock: beef, dairy, sheep, & deer

> 170 Livestock Representatives

Trading: auction, private, on-farm, online (bidr®)

GO-STOCK: Under our GO-STOCK contracts PGW contract to purchase livestock. We are reimbursed when the stock is sold and the change in value is the farmers.

Genetic specialists

Agonline: online livestock information website

WOOL



Broker, handler, marketer, exporter

4 wool stores

Toll process on behalf of third parties

~300,000 bales handled pa

REAL ESTATE



Farms, horticulture, viticulture, lifestyle & residential properties

38 offices

> 140 agents

OUR FOOTPRINT

WE OFFER A NATIONWIDE NETWORK THROUGH OUR RETAIL STORES, SALEYARDS, WOOL STORES, WATER, AND REAL ESTATE OFFICES. OUR FOUR REGIONS ARE HEADED UP BY REGIONAL MANAGERS WHO OVERSEE EACH REGION FROM A COMPANY LEVEL.



02 
DISTRIBUTION CENTRES ●

90 
RETAIL STORES ●

38 
REAL ESTATE OFFICES ●

56 
SALEYARDS ●

15 
SUPPORT OFFICES ●

04 
WATER BRANCHES ●

04 
WOOL STORES ●

RETAIL & WATER

IN A HIGHLY COMPETITIVE AND MATURE MARKET, OUR POINT OF DIFFERENCE IS OUR TECHNICAL EXPERTISE, OUR TRUSTED RELATIONSHIPS WITH OUR VALUED CUSTOMERS, AND OUR STRONG REPUTATION.



RETAIL STORES & SERVICES



We have a network of 90 Rural Supplies and Fruitfed Supplies stores throughout New Zealand.

Our store network is managed by more than 380 Customer Service Representatives (CSRs), who deliver a high level of product knowledge and service covering all farming and horticulture requirements for our more than 59,000 customer accounts throughout the country.

We work alongside leading international suppliers to ensure our customers have access to market leading brands and products. We have developed processes and procedures around transacting stock, stock take, and ensuring our work environments meet health and safety standards.

Each store can draw upon the support of a dedicated team to ensure we develop retail best practice when it comes to ranging, pricing, merchandising, stock ordering management, and health and safety.

Our customers cover the entire rural sector from family operators to large corporate farmers and iwi. We are particularly well represented in the large corporate farming sector through our key account management programme. Our Key Account Managers cultivate enduring relationships with our largest customers, working alongside the customer across their business and our broad offering. They connect customers to their relevant colleagues who can offer specialist advice and assistance.

Trade Accounts give our customers the convenience and flexibility to charge all our products and services to the one account. Most transactions are repeat business and necessities for the success of our customers' businesses. Our Bill Smart options provide customers the opportunity to save by billing service providers (power, phone, internet, fuel etc) to their account.

Our eCommerce store.pggwrightson.co.nz complements our extensive and successful store and field representatives network. The website enables browsing and online purchasing of a large range of rural and horticultural supplies, via credit or debit card. Both click and collect in store and delivery options are available.

Max Rewards, our loyalty programme, is our way of giving our valued customers something back for doing business with us. Reward points can be



redeemed on a variety of products and experiences including electronics, homewares, appliances, sports and leisure, vouchers, and clothing.

Our stores, 0800-Onto-Farm phone, and online ordering service carry a wide range of more than 31,000 domestically and leading internationally produced products for our farming and horticulture customers.

Onto-Farm delivers bulk supplies directly to our customers farms within three working days. Our helpful CSRs are well trained and understand farming and horticulture.

Orders are charged to customer's accounts and appear on their monthly statement.

Seed and Grain is an important offering in our retail network. Our distribution agreement with PGG Wrightson Seeds Limited provides for an ongoing close working relationship encompassing all facets of the seed market, from research and development through to seed supply and on-farm support.

For more information about how our TFRs, THR's, and Technical Team can add value to your farming or horticultural business contact your local Rural Supplies or Fruitfed Supplies store.

 pggwrightson.co.nz



FRUITFED SUPPLIES

Fruitfed Supplies is recognised as the market leader in the horticultural sector. We have a network of 16 dedicated Fruitfed Supplies stores with most co-locating alongside our Rural Supplies stores, servicing all horticulture requirements.

Our more than 50 THRs and Technical Team are based around the country, specialising in a range of crops and supporting growers with product recommendations and technical advice.

Our monthly publication, Fruitfed Facts, aims to provide growers with the latest Fruitfed Supplies news, product updates, new products, technical tips, and industry news.

CROP MONITORING

Fruitfed Supplies has their own in house Crop Monitoring service. This is a pest, disease and yield monitoring service for horticultural and agricultural crops – they are an important link in orchard traceability, food safety and on-farm quality assurance.

To enable this service we use a customer designated database that our team of scouts enter data into. This database analyses the data and if pest or disease thresholds are met then action is taken and the grower and their agronomist are notified. The monitoring programmes are continually refined to correspond with industry best practices and export requirements.

For more information about how THRs can add value to your horticultural business contact your local Fruitfed Supplies store.



fruitfedsupplies.co.nz



RURAL SUPPLIES

Our Rural Supplies stores and customers are supported by our more than 100 TFRs and our Technical Team, who provide in depth expert advice in a range of subjects such as agronomy, soil science, animal health (sheep, beef, dairy, and deer), and animal nutrition.

We employ more than 100 dedicated TFRs covering sheep, beef, deer, arable, horticulture and dairy and work with our clients to help them grow more grass, increase stock live-weight, evaluate feed and nutrition options, assess animal health issues, review and provide ideas on growing crops, and maximise crop and pasture yields.

Our monthly publication, Rural Diary, is a technical guide to assist farmers with planning on-farm activities, to maximise productivity and grow their business. The publication includes customer articles, news, technical tips, and articles of interest prepared by our TFRs and our suppliers.

 pggwrightson.co.nz/our-services/rural-farm-supplies

AGRITRADE



NZ Agritrade Limited, our wholesale business division, manufactures, sells, and distributes products to improve farm and grower production in the areas of agronomy, animal nutrition, land development, and crop and orchard management.

Agritrade has strong relationships with local and leading international manufacturers and works directly with retailers. These specialised products are available to our customers through our Rural Supplies and Fruitfed Supplies stores, other farm supply stores, and veterinary clinics throughout the country.

Outlets are supported by Territory Managers who provide technical advice and support across all products including Centramax, The Time Capsule®, and the Vetmed range.

Given that many of the products Agritrade import are entering the food chain, we take great care with our research and development and products undergo rigorous testing.



nzagritrade.co.nz

agritrade®

WATER



We offer full-service water and irrigation packages to our customers nationwide servicing the agricultural and horticultural and water reticulation markets in New Zealand.

With more than 40 years in the design, construction, servicing, and maintenance of rural irrigation systems, we have some of the best technical knowledge in the industry. We are the leaders in the design, planning, and installation of “turnkey” irrigation and pumping solutions for agricultural and horticultural customers.

The design and planning process undertaken by our qualified design engineers provides our customers with all the information needed including real system operating costs and comparisons between different forms of irrigation. We have access to a market leading range of irrigation and pumping technology from around the world. Key products include Valley technology centre pivots, linear

irrigators, variable rate irrigation, Ocmis hard hose irrigators, solid set sprinklers, and other irrigation systems.

We service and repair most makes and models of irrigator, pump or associated system, as maintenance of all irrigation systems is critical to ensuring our customers are maximising performance, potential returns, and conforming with environmental best requirements.

We can design and install effluent disposal systems which focus on providing a high uniformity and greater dispersal area to optimise effluent management and green water yard wash solutions. We also design and install water reticulation requirements in new dairy sheds and we offer a maintenance service for existing dairy sheds.

The requirement for farmers to fence all stockwater creeks has brought about a new set of challenges for farmers, as an effective

stockwater system is critical to any farming operation. We have an exclusive pump offering that requires only the energy from existing water supply to operate.

 pggwrightson.co.nz/our-services/water-irrigation

AQUASPEC

Aquaspec is the primary wholesaler to the irrigation industry with more than 2,800 product items available throughout New Zealand from two warehouses, one in each island. To ensure we deliver a high quality service for our customers, Aquaspec has a highly qualified engineering support base to assist with any technical issues.

 aquaspec.co.nz



AGENCY

OUR AGENCY GROUP IS THE LEADING INTERMEDIARY BETWEEN
FARMER-TO-FARMER AND FARM-TO-PROCESSOR TRANSACTIONS.



LIVESTOCK

As the biggest player in New Zealand's stud and livestock sector we have more reach and greater influence.

We run some of the country's biggest sales events, bringing the largest possible pool of buyers and sellers together. Our team of more than 170 experienced livestock representatives nationally have strong adviser relationships with our customers.

Our agency services include the sale and purchase of all categories of livestock (sheep, beef, dairy, and deer) at saleyards, auctions, private and on-farm sales, and online trading of livestock.

We offer advice to clients and carry out a range of livestock valuations on request. Additionally, we manage the seasonal contracting and supply of prime beef and lamb to a range of clients in the meat-processing and export sector.

All aspects of deer farming including the buying and selling of deer and the export of deer velvet are also managed by our experienced team.

We operate from 56 auction selling centres, located throughout New Zealand, of which 40 are owned and co-owned saleyards.

We have a dedicated team of Genetics Specialists who provide tailored advice for beef and dairy cattle, sheep, and deer, giving the breeders and farmers we partner with an advantage in this competitive industry.

PGW has more than 10 specialist dairy representatives, involved in trading more than 150,000 head of dairy livestock annually. Our dairy team provide a full service offering to meet our customers' livestock needs providing expert marketing advice and solutions for all livestock requirements.

With a nationwide network, we broker sales at on-farm, saleyard auctions, online auctions, and via private treaty. We also offer quality advice in all aspects of livestock selling and purchasing, with a clear understanding of animal evaluation records and the practical aspects of dairy farming.

We also work with farmers around the country to manage their grazing requirements for optimal performance.



GO-STOCK

Our innovative GO-STOCK livestock grazing contracts are a supply chain programme where we purchase and own cattle, lambs or deer that go on-farm with no up-front capital outlay required from our farmer customers.

Farmers need to be agile as market prices and climatic conditions can change quickly. The timing of GO-STOCK products is flexible and customers can use them to suit their own farming operation. We work with our farmer customers to determine when and where the stock is purchased and sold, and whether stock is sold as store or prime. We are reimbursed when the stock is sold and the change in the value of the livestock is the farmers, less fees. Our livestock services must be utilised on both purchase and sale of livestock brought into the GO-STOCK programme.

The GO-STOCK grazing contracts are an excellent example of how we can innovate and develop products that meet the evolving needs of our customers.

DAIRY FORWARD CONTRACT

Our Dairy Forward Contract is of high industry standard. It enables both parties to agree the terms and conditions for the purchase of dairy livestock months in advance of the actual settlement/delivery date.

This legally binding document is peace of mind for both parties. With hundreds of contracts signed each year we have clauses covering disease control, calving conditions, payment options, dry off dates, condition score, and much more.

From the time of signing through to settlement/delivery our representatives are fully involved ensuring relevant information is communicated between parties, and that client expectations and obligations are met.

DEFER-A-BULL

Defer-A-Bull is another innovative livestock product that allows farmers to secure a bull team with no upfront cost through our purchase agreement and no repayments until the bulls are sold. It is a simple cost-effective solution for farmers to source their dairy service bulls.

We provide expert advice and support through our local dairy specialists who are backed by our nationwide team of specialist dairy representatives. We have many clients who enter into Defer-A-Bull agreements on an annual basis.

The true success of the product is proven by our repeat customers, many of whom have used this product for the past decade and ranges from private farmers to key corporate clients throughout the country.

 [pggwrightson.co.nz/our-services/
livestock](https://pggwrightson.co.nz/our-services/livestock)



bidr®

bidr® is New Zealand's virtual saleyard offering real time live auctions online, with accredited livestock agencies throughout the country. All sales on bidr® are backed by the listing agent and transacted through the accredited agency of your choice, giving peace of mind to buyers and sellers.

bidr® offers a range of options for farmers to sell, buy, or just browse and monitor the current market. The flexibility of bidr®'s platform empowers farmers and agents with choice when selling and buying livestock.

bidr® offers sequential online auctions, which is great for farmers who want to sell stock on-farm, but have the competition of an auction. At the same time this reduces stress on animals, transport costs, and the overall environmental footprint, plus it reduces the bio-security risk as livestock is transported directly between farms.

Hybrid live-streamed on-farm auctions are ideal for breeding bulls, rams, and stags. bidr® also has the ability to set up feature auctions in almost any location across the country for on-farm sales of all types.

A new addition to bidr®'s range of services is live-streaming selected saleyards including Feilding, Stortford Lodge, Frankton, Tuakau and Wellsford with others likely to come on board in the future. For sellers, this significantly increases the buying bench for livestock and buyers can buy at multiple saleyards each week without travelling.

In addition to the livestock auctions, wool auctions are live-streamed where customers can register and watch the wool sales every Thursday alternating between the North Island and South Island.

 **bidr.co.nz**

AGONLINE

Agonline is our online livestock information website which is a key source for all the latest classified livestock listings, details about upcoming saleyard and on-farm sales, and saleyard results.

Listings are sourced from around the country and are supported by our national network of PGG Wrightson Livestock Reps.

For anyone wanting to purchase stock or see the latest saleyard results this is a must visit site.

 **agonline.co.nz**



WOOL

PGW Wool handles approximately 300,000 bales annually from farm gate to markets across the world and to a significantly lesser degree toll processing on behalf of third parties.

We are a wool broker, wool logistics provider, wool exporter, and international marketer of all types of New Zealand wool. Our expertise covers crossbred, mid-micron, and fine wool.

Our nationwide team of wool representatives, strategically located across New Zealand, delivers a comprehensive range of high quality on-farm services to our grower clients by assisting in maximising quality wool production. The team also provides expert in-store wool handling and advice to meet the exacting standards of local and international wool markets.

We operate four processing centres throughout New Zealand where wool is weighed, sampled, assessed, and stored prior to sale. We provide a variety of sales options to maximise grower returns and de-risk their business including auction, forward contract, flexi contract, private sale, tender, and Ezi wool.



pggwrightson.co.nz/our-services/wool



INTERNATIONAL NETWORKS

We market and sell wool to all New Zealand wool exporting companies including our own subsidiary export company, Bloch & Behrens Wool (NZ) Limited. Bloch & Behrens export wool directly to international partners in more than 30 countries ranging from spinners and manufacturers right through to international luxury brands. This successful commercial model supports New Zealand farmers and meets the demands of our discerning international customers. Its Wool Integrity™ programmes provide traceability, animal welfare, and environmental assurances that links growers with international partners.

 woolintegrity.com

PARTNERSHIPS

We regularly provide facilities, technical services, and support for wool industry educational programmes. Our domestic and international memberships kept us abreast of global wool developments and include being a founding wool member of the New Zealand Farm Assurance Programme, the Council of NZ the Council of NZ Wool Interests, the NZ Council of Wool Exporters, the International Wool Textile Organisation (IWTO), Wool Research Organisation of NZ, Responsible Wool Standard (RWS), Global Organic Textile Standard (GOTS), and the Campaign for Wool whose patron is HRH Prince Charles.



REAL ESTATE

PGW Real Estate Limited is one of New Zealand's leading full-service agri-business companies – we have a deep knowledge in all rural, lifestyle, and residential property categories including dairy, sheep and beef, forestry, grazing and finishing, specialist farms, viticulture, bare land, and coastal property.

PGW Real Estate is New Zealand's only national non-franchised real estate company assisting clients throughout the country and across the globe to buy and sell New Zealand property.

MARKET LEADER

We are the market leader in rural property, responsible for about one-third of all New Zealand farm transactions.

INDEPENDENT SOLUTIONS

Our property consultants ensure you will receive realistic and independent solutions. Our experience and skills are the source of focused advice, assisting clients to make sound, well-informed decisions and negotiate successful sale contracts.

BREADTH OF SPECIALIST EXPERTISE

Its size and nationwide spread ensure that PGW Real Estate has specialists in marketing all farm types, plus lifestyle, residential, commercial, and industrial property.

HERITAGE PLUS FUTURE FOCUS

While history and an enduring commitment to the agricultural sector play a part in our success, detailed awareness and understanding of the trends that will influence the future are also critical to what we offer.

To get in touch with our Real Estate team call 03 372 8735.



pggwre.co.nz

