

The logo for PGG Wrightson, featuring a green swoosh above the company name in white text.

PGG Wrightson

COMPANY PROFILE

Helping grow the country

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Front cover image: *Lake Heron Station winter muster* - Anna Munro, Canterbury. Winner in the LandMarks Photo Collection 2025

2025 FINANCIAL YEAR HIGHLIGHTS

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



\$56.1m

▲ \$12.0m



REVENUE

\$975.3m

▲ 59.4m



NET PROFIT AFTER
TAX (‘NPAT’) OF

\$10.7m

▲ \$7.6m

*COMPARED TO FY24



OUR PURPOSE

TĀ MĀTOU KAUPAPA

HELPING FARMERS AND
GROWERS SUCCEED WITH
EXPERT KNOWLEDGE AND
CONFIDENCE.

HE ĀWHINA I NGĀ KAIPĀMU ME
NGĀ KAITIPU KIA ANGITU MĀ
NGĀ MŌHIOTANGA MĀTANGA
ME TE NGĀKAU TITIKAHA.

OUR VISION

TĀ MĀTOU TŪRUAPŌ

EMPOWERED FARMERS AND
GROWERS FOR GENERATIONS
TO COME.

KIA IHUMANEA NGĀ KAIPĀMU
ME NGĀ KAITIPU MŌ NGĀ
REANGA E ARA MAI ANA.

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

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 TEAM

WHO WE ARE

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 blue checkered 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 green horizontal line below it.

PGG Wrightson (PGW) is a leading, full-service agricultural supplies and services business which operates across the rural supply chain throughout New Zealand for nearly 175 years.

We were formed in 2005 through the merger of Pyne Gould Guinness 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 longstanding 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 1,800 people located in over 170 sites, offering superior specialist knowledge and expertise. With 60,000 customer accounts and approximately 28,000 products, the majority of our customers' purchases are repeat business and necessities for the success of their businesses.

Our customers span the entire rural sector including family operators, large corporate farmers and growers, and iwi. Many of our interactions are built on enduring relationships across multiple business units, with many dating back generations.

OUR PEOPLE & CULTURE



With more than 1,800 people living locally and working alongside our customers, we are focused on making a positive contribution to our rural communities. As ambassadors of our brand, our people, more than anything else, set us apart and are the foundation of our business success.

As members of the community, our people are personally involved in their regions, volunteering for local causes and events. They are recognised for their expert knowledge, which allows them to build customer confidence as trusted advisors, with the ability to tailor solutions that meet the needs of individual, corporate, and trust owners. Our team values customer relationships, and these are strengthened by the loyalty and tenure of our people, and a commitment to sharing knowledge with our emerging talent.

We invest in building a team of people, who are trained and supported to deliver the services and products that empower our farmers and growers. Our commitment to truly understanding our customers and their business allows us to better anticipate and respond to their needs. This ensures that we are well placed to assist with farming and growing production decisions now, and into the future.

Alongside our people, our culture is another important driver of our business success. We have a culture of sharing information across the company, and this is actively encouraged. Our culture is collaborative and growth-oriented, and is supported by a programme of work where team members from different parts of the business work together to ensure our customers benefit from our full-service offering.

We know that championing 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 or on-orchard solutions, our customers can rely on us to deliver professional service with integrity.

OUR SUSTAINABILITY DIRECTION

PGW aims to drive sustainability practices throughout our business operations, value chain, and within our community. We promote sound sustainability practices across environmental, social and governance matters to strengthen our social licence and ensure long-term resilience.

As one of the largest and oldest agricultural and horticultural supplies businesses in New Zealand, some of our most significant sustainability impacts fall outside of our operational boundaries. We play an important role in our value chain by influencing our suppliers and assisting our clients in addressing sustainability challenges.

Our Sustainability Strategy to 2030 (Te Rautaki mō e Toitūtanga) includes:

- Target a 30% reduction in operational (scope 1 & 2) market-based emissions by FY30, from a FY21 baseline.
- Environmental goals: improve energy and vehicle fleet efficiency, and promote circular waste management.
- Social goals: support diversity and inclusion, and champion a health, safety, and wellbeing culture.
- Governance goals: enhance supplier due diligence and transparently report on sustainability progress.

 pggwrightson.co.nz/sustainability

OUR COMMUNITY

We are proud to sponsor and support national agricultural and horticultural organisations. From A&P Shows to community groups, we play our part in 'Helping grow the country'.

PGW's sponsorship activities aim to celebrate achievement across all industries that we service. From our long-standing support of the IHC Calf and Rural Scheme, the Ahuwhenua Trophy, and National Shearing Circuit, to the Young Grower, Viticulturist, Horticulturalist, and Winemaker of the Year competitions.

We get behind vital organisations including Land Search and Rescue and Safer Farms. We also support industry change through our partnership with A Lighter Touch, driving sustainable crop protection towards an agroecological approach.

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



\$970k
RAISED FOR RURAL
COMMUNITIES,
CHARITIES AND SCHOOLS
SINCE LAUNCH THROUGH
CASH FOR COMMUNITIES



SUPPORTING MĀORI
EXCELLENCE IN
FARMING AND
HORTICULTURE WITH
THE AHUWHENUA
TROPHY



PGG WRIGHTSON
WOOL / VETMED
NATIONAL SHEARING
CIRCUIT FOR
24 years



RAISING OVER
\$43m
FOR THE IHC CALF &
RURAL SCHEME OVER
THE COURSE OF OUR 43
YEAR RELATIONSHIP

OUR TECHNICAL EXPERTISE



RESEARCH & DEVELOPMENT

Technical expertise is woven into the fabric of our business. We differentiate ourselves by maintaining a dedicated Technical Team of Technical Specialists who continuously develop their scientific knowledge, supporting our store staff and representatives to provide the best outcomes for our customers.

Our research and development programme includes a dedicated horticultural and agricultural research site located in Hastings. The research station spans 2.8 hectares and includes fruit trees, grapevines, fodder beet, and onion crops.

Each year, the Technical Team's Research and Development Team conducts approximately 70 scientific trials on agrichemical and fertiliser products across a variety of crops, assisting in the development and successful launch of new products. These trials form the foundation of our new knowledge creation, guiding our in-house research and ensuring our colleagues remain up to date with the latest developments and technical advice.

Through these trials, we gain a deep understanding of products three to five years before they reach the market. This allows us to assess how these new products complement our existing offerings, so by product launch, we can provide customers with insights that keep them at the cutting edge of production.

The Technical Team's Extension Team supports our Technical Field Representatives and Technical Horticultural Representatives, as well as our customers, with in-depth expert and technical advice on a range of key subjects, including animal nutrition, animal health (sheep, beef, dairy and deer), soil science, agronomy, and horticulture.

The Rural Technical Team helps customers increase stock live-weight gain, evaluate feed and nutrition options, assess animal health issues, and provide solutions for crop growth and maximising pasture yields.

The Fruitfed Technical Team assists customers to grow better fruit, manage insects sustainably, provide advice on orchard management and sustainable solutions for disease management, and deliver programmes for maximising yield through better plant nutrition.

Our dedicated Technical Specialists are highly qualified in their fields, with many years of experience working on farms, orchards, 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 provides key industry support to farmers, growers, various industry groups, and government bodies.

Although not customer facing, the Extension Team delivers value to customers through the three pillars of training and development, sales assistance, and industry support.

 pggwrightson.co.nz/technical-expertise

UNMATCHED GENETIC EXPERIENCE

PGW goes beyond just buying and selling stock, we are the only livestock company in New Zealand with a dedicated team of Genetics Specialists. Combining local expertise, national support and data-driven insights, our Genetics team partners with customers to design high-performing breeding programmes and source superior livestock. Our goal is simple: deliver sustainable, long-term value for our customers' businesses.

The support, services, and expertise our team offers enables our customers to strategically select livestock to enhance their breeding programme. We work alongside farmers to make informed decisions on their purchases using our trusted insights, while also gaining a competitive genetic advantage. By partnering with PGW Genetics, our customers access unmatched genetics expertise to help their business achieve lasting success.

 pggwrightson.co.nz/genetics

WE ARE DEDICATED TO IMPROVING CUSTOMER EXPERIENCE THROUGH INNOVATION.

SKYCOUNT™

Utilising advanced drone technology and sophisticated AI, SkyCount™ delivers precise livestock counts without disrupting farm operations. It enhances efficiency, reduces staff workload, and minimises stress on animals, while ensuring reliable results every time.

bidr®

bidr® is our innovative online auction platform, enabling farmers and agents to trade livestock from anywhere. It supports a range of formats—from fully online sales to integrated audio-visual livestreaming of traditional on-farm and saleyard auctions across New Zealand.

A LIGHTER TOUCH

We are a partner of A Lighter Touch, an industry and government-funded initiative focused on sustainable crop protection. Born from a need for industry change, A Lighter Touch aims to develop tools that support the horticulture, arable, and viticulture sectors in transitioning away from agrichemicals and toward an agroecological approach.

AGONLINE

agOnline is a key source for the latest livestock quotes, details about upcoming sales (on-site and online), and saleyard results. Our Resource page includes conversion tables for farming calculations and other useful links. The Farmers Patch includes upcoming agricultural events, news, farm positions available, and country cooking recipes.



MĀORI AGRIBUSINESS

MĀORI AGRIBUSINESS TEAM

PGW's Māori Agribusiness team is a dedicated unit providing guidance on farming and growing practices that align with the environmental sustainability values of our Māori agribusiness customers. Our dedicated Iwi Relationship Managers liaise with our Māori agribusiness customers and engage with PGW colleagues across the company to ensure technical expertise and industry mātauranga (knowledge) are shared. Their goal is to support Māori farmers and growers in the effective kaitiakitanga (guardianship) of their land.

The team's guiding principle is tikanga (Māori societal lore) and they focus on building enduring whanaungatanga (relationships) to tautoko (support) and hautū (guide) our Māori agribusiness customers in aligning their farming practices with environmental sustainability values. An important aspect of the team's role is to share, communicate, and educate the wider PGW business on these principles, helping to grow our cultural competency in te ao Māori.

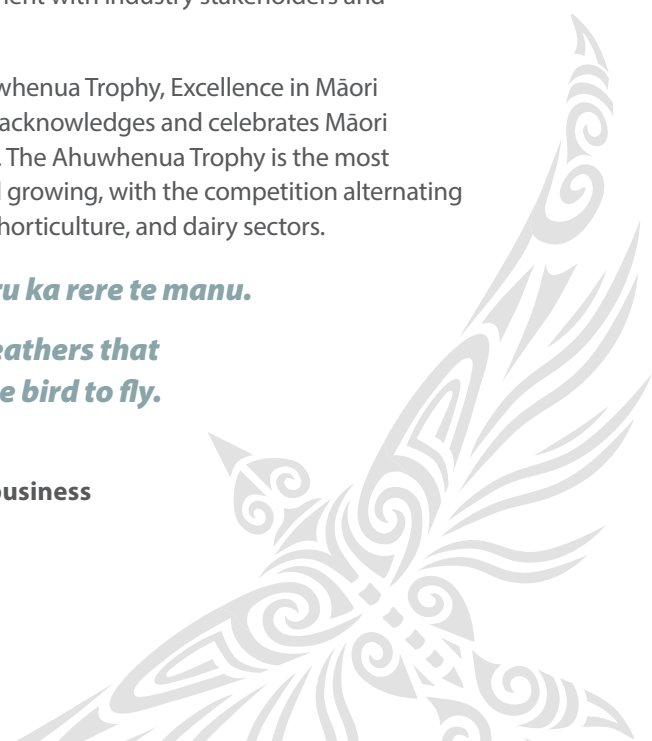
The team networks with numerous government and farmer-owned primary industry participants to ensure engagement with industry stakeholders and strongly represent Māori agribusiness.

PGW is also a proud sponsor of the Ahuwhenua Trophy, Excellence in Māori Farming and Horticulture Award, which acknowledges and celebrates Māori agricultural and horticultural excellence. The Ahuwhenua Trophy is the most prestigious award for Māori farming and growing, with the competition alternating each year between the sheep and beef, horticulture, and dairy sectors.

Mā ngā huruhuru ka rere te manu.

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

 pggwrightson.co.nz/maori-agribusiness



OUR DIVERSITY

RETAIL & WATER GROUP

RURAL SUPPLIES



Nationwide network of 72 Rural Supplies stores

> 110 Technical Field Representatives focused on agronomy

Dedicated Rural Technical Team with agronomy and animal production specialists supporting and training our Technical Field Representatives

Onto Farm: bulk supplies delivered directly to farms

Online ordering via store.pggwrightson.co.nz

FRUITFED SUPPLIES



Nationwide network of 17 Fruitfed Supplies stores

Services & supplies to horticultural sector

> 55 Technical Horticultural Representatives

Research & Development focus

Crop Monitoring Division

WATER & IRRIGATION



Sales: Rural water, horticulture, pivot & linear sales

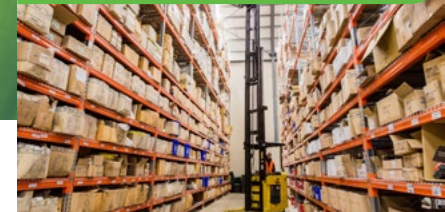
Qualified technical, design, and service representatives

Service: rural, horticultural, industrial, and water reticulation

4 South Island Water branches

Valley approved reseller network coverage across New Zealand

AGRITRADE



Independent wholesale business: manufactures, sells & distributes products

Agronomy, animal health & nutrition, water & irrigation, crop & orchard management

3 distribution centres

OUR DIVERSITY

AGENCY GROUP

LIVESTOCK



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

> 170 Livestock Representatives

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

GO-STOCK: Livestock trading solution that helps farmers free up capital

Genetic specialists

agOnline: online livestock information website

WOOL



Broker, handler, marketer, exporter

> 15 Wool Representatives

4 Wool stores

Toll process on behalf of third parties

> 200,000 bales handled per annum

REAL ESTATE



Assisting buyers and sellers in all categories of property: farms, horticulture, viticulture, lifestyle, provincial, residential, and commercial.

56 offices

5 property management offices

>150 real estate sales specialists

OUR FOOTPRINT

WE OFFER A NATIONWIDE NETWORK THROUGH OUR RETAIL STORES, WATER BRANCHES, DISTRIBUTION CENTRES, SALEYARDS, WOOL STORES, AND REAL ESTATE OFFICES.

OUR FOUR REGIONS ARE HEADED UP BY REGIONAL MANAGERS WHO OVERSEE EACH REGION FROM A COMPANY LEVEL.



SOME BUSINESSES CO-LOCATE FROM THE SAME SITE



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 89 Rural Supplies and Fruited Supplies stores throughout New Zealand.

Our store network is operated by Store Managers and over 400 Customer Service Representatives, who deliver a high level of product knowledge and service, covering all farming and horticulture requirements for our customers throughout the country.

We invest significantly in training and developing our people. Our Technical and Research and Development experts not only support our store and field teams through training, but also add direct value to customers. This includes providing technical extension services, publishing resources, hosting field days, and participating in farm discussion groups, all focused on the optimisation of farm or orchard systems.

Working alongside leading international and local suppliers, we provide approximately 28,000 market-leading products. Where relevant, our Technical Team independently evaluates these products to ensure we deliver proven, effective solutions to our customers.

Our customers span the entire rural sector, from multi-generational family farms, Māori agribusinesses, farm contractors, to corporate farming enterprises. We are particularly well represented in the large corporate farming and horticulture sectors through our key account management programme.

Trade Accounts provide our customers with 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 allow customers to save by billing service providers (power, phone, internet, and fuel) directly to their PGW account.

The PGW eCommerce website features over 7,000 product SKUs across multiple categories, including animal health, stockfeed, general merchandise, pet supplies, fencing, and water components. Click and Collect is available across our stores, as well as nationwide delivery options. The website also provides extensive information about our Fruitfed Supplies and PGW Water products and services.

 store.pggwrightson.co.nz

QUALITY AND COMPLIANCE

PGW's comprehensive quality management system assists customers with their compliance needs. Our Quality Assurance team supports customers with queries, oversees all company compliance and regulatory matters, and ensures traceability and product safety.

PGW is a signatory of the Biosecurity Pledge, a framework designed for managing the risk of unwanted pests and disease incursions into the country.

ONTO FARM

Our 0800-Onto-Farm service arranges delivery of bulk supplies directly to our customers' farms and orchards. Our helpful Customer Service Representatives are well trained and understand farming and horticulture.

Orders are charged to customer's accounts and appear on their monthly statement. Our stores, 0800-Onto-Farm phone, and online ordering service offer a range of leading domestically and internationally produced products for our customers.

 pggwrightson.co.nz/onto-farm



MAX REWARDS

The Max Rewards loyalty programme is our way of giving back to our highly valued customers for doing business with us. PGW account holders can access Max Rewards membership benefits, earn points, and receive tier benefits.

Points can be earned on select transactions through the business, including the retail network, livestock and wool sales, and by purchasing Ballance Agri-Nutrients Fertiliser, amongst others. Points can be redeemed on a wide variety of products by visiting the Max Rewards website.

 pggwrightson.co.nz/max-rewards

TECHNICAL REPRESENTATIVES

For more information about how our Technical Field Representatives, Technical Horticultural Representatives, and Technical Team can add value to your businesses, contact your local Rural Supplies or Fruitfed Supplies store.

 pggwrightson.co.nz/find-a-location

RURAL SUPPLIES



Rural Supplies is a dynamic agribusiness supporting farmers from Kaitaia to Invercargill through our nationwide network of field teams and 89 Rural Supplies stores. Each store is led by a dedicated Store Manager and supported by knowledgeable Customer Service Representatives who provide friendly service, expert product advice, and support across the full spectrum of farming needs.

Our business is about growing pastoral and arable farm enterprises. We achieve this by leveraging our national footprint to keep input costs down, while harnessing our science and technical expertise to maximise farm productivity outputs, including milk, meat, wool, velvet, grain, and small seeds.

We back this with a dedicated Rural Technical Team of agronomy, veterinary, and nutrition specialists. They support and train our network of over 110 Technical Field Representatives and store teams, ensuring farmers receive the right advice at the right time. Our team is passionate and committed to helping farmers succeed.

Each week, our team visits more than 2,000 dairy, beef, sheep, deer, and cropping farms across the country. They provide expert advice on land production (agronomy), animal production (nutrition and health), cereal production, and crop protection. Their goal is to help grow our customers' long-term farm performance, sustainability, profitability, and overall success.

 pggwrightson.co.nz/rural-farm-supplies



FRUITFED SUPPLIES

Fruitfed Supplies is recognised as the market leader in the horticultural sector. We have a network of 17 dedicated Fruitfed Supplies stores, with most co-locating alongside our Rural Supplies stores, servicing all horticulture requirements.

Our Technical Horticultural Representatives, Extension and Technical Teams are based around the country, specialising in a range of crops. They support growers with product recommendations, tailored spray programmes and expert technical advice.

Fruitfed Supplies has a Research and Development programme, working with suppliers and industry bodies to trial new agrichemical, biological, and organic products. These trials assess product performance under New Zealand's growing conditions, with approximately 55 trials conducted annually.

Regular product updates, technical tips, and industry news are shared via the Fruitfed Supplies eNewsletter, Facebook page, and the well-known Fruitfed Facts publication.

CROP MONITORING

Our crop monitoring division has eight teams located in the major horticultural growing regions. Our Crop Monitors work in the field identifying and recording details of pests, diseases, and beneficial insects to determine appropriate crop protection programmes. These crop programmes are tailored to suit various production schedules, growing conditions and individual, grower requirements.

Auditable reports can be produced, detailing the identified pests and diseases, and the applications used to control them. These reports provide a vital link in traceability, food safety, and quality assurance. The monitoring programmes are continually refined to correspond with industry best practices and export requirements.

 fruitfedsupplies.co.nz

WATER & IRRIGATION



We offer full-service water and irrigation packages to our customers nationwide, servicing the agricultural, horticultural, and water reticulation markets across 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. We work with Valley's nationwide approved reseller network. Key products include Valley® Irrigation 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 irrigators, pumps or associated systems, as maintenance of all irrigation systems is critical to ensuring our customers are maximising performance, potential returns, and conforming with environmental best practices.

We design and install effluent disposal systems that focus on providing 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 offer maintenance services for existing dairy sheds.

 pggwrightson.co.nz/water-irrigation



AGRITRADE

NZ Agritrade Limited, our wholesale business division, manufactures, sells, and distributes products designed to improve farm and grower production from our three warehouses. Our product range cover agronomy, animal health and nutrition, land development, water and irrigation, and crop and orchard management.

Agritrade maintains strong relationships with leading local and 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.

Retailers are supported by Territory Managers who provide technical advice and support across a range of products including The Time Capsule®, Valagro, and the Nexan range.

 [agritrade.co.nz](https://www.agritrade.co.nz)

**agritrade®**

AGENCY

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





LIVESTOCK

As New Zealand's largest livestock business we have nationwide reach and influence. We run some of the country's biggest sales events, bringing together the largest possible pool of buyers and sellers. Our nationwide team of more than 170 experienced Livestock Representatives maintain strong advisor relationships with our customers.

Our 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 (bidr®).

We provide expert advice to our customers and undertake a range of livestock valuations and contracts. Additionally, we manage the seasonal contracting and supply of prime beef and lamb to customers 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 managed by our experienced team.

With a nationwide network, we broker sales on-farm, at saleyards, online auctions, and via private treaty. We operate from 52 auction selling centres across New Zealand, 31 of which are owned or co-owned saleyards.

Our team of Genetics Specialists provides tailored advice for sheep and beef, giving the breeders and farmers we partner with an advantage in this competitive industry.

PGW's specialist Dairy Representatives are involved in trading more than 150,000 head of dairy livestock annually. Our dairy team delivers a full service offering, including expert marketing advice and customised solutions for all livestock requirements needs.

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

 pggwrightson.co.nz/livestock

GO-STOCK

Our innovative GO-STOCK products are an effective cashflow tool and provide an alternative to livestock finance for farmers to use for livestock trading. PGW purchases and owns the stock so farmers can stock their farms with no initial outlay. PGW can buy the stock from third parties or directly from the farmer. There are numerous contracts available to suit beef, sheep, dairy and deer farmers.

GO-STOCK offers flexible timing, enabling customers to tailor the programme to suit their farming operations. Our nationwide network of Livestock Representatives work closely with our customers to determine when and where the stock is purchased and sold. Stock can be sold as prime or store.

When it comes time to sell the livestock, the farmer receives the trading margin less our fees and standard selling costs. Our livestock services are utilised on both purchase and sale of livestock under the GO-STOCK contracts.

 pggwrightson.co.nz/go-stock

SkyCount™

SkyCount™ combines the use of a drone and artificial intelligence (AI) to rapidly survey farms. The drone flies at 120 meters, so not to impact grazing livestock. It follows a preprogrammed route to identify and record livestock numbers in a paddock. AI then processes the imagery to accurately record livestock numbers for auditing purposes. Our staff verify the results to ensure 100% accuracy of the count before the audit report is automatically generated for the farmer.

SkyCount™ enables precise livestock audits without disrupting farm operations or livestock, while enhancing efficiency, reducing staff workload, and minimising animal stress. This allows both PGW staff and farmers to focus on the important job of growing the country.

 pggwrightson.co.nz/skycount

bidr®

bidr® is New Zealand's virtual saleyard, offering real-time online auctions in partnership with accredited livestock agencies nationwide. Buyers and sellers transact with confidence, supported by their chosen agency and listing agent.

bidr® enables 100% online auctions, delivering live auction competition without moving livestock. This reduces animal stress, transport costs, environmental impact, and biosecurity risks by allowing direct farm-to-farm transactions.

Hybrid on-farm auctions are ideal for breeding and commercial livestock across deer, dairy, sheep, and beef markets. bidr® connects these sales nationwide, expanding vendor reach and simplifying market access for buyers. Livestreaming and online bidding at saleyards nationwide broadens the buying bench, enabling buyers to participate in multiple auctions each week without the need to travel.

Wool auctions are livestreamed every Thursday, allowing customers to register and watch the wool sales.

 bidr.co.nz





DAIRY FORWARD CONTRACT

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

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

From the time of signing through to settlement and delivery, our specialist Dairy Representatives are fully involved, ensuring all relevant information is communicated between parties and that customer expectations and obligations are met.

DEFER-A-BULL

Defer-A-Bull is another innovative livestock product that enables farmers to secure a bull team with no upfront cost. Through our purchase agreement, repayments are deferred until the bulls are sold, making it a simple cost-effective solution for farmers to source dairy service bulls.

We provide expert advice and ongoing support through our local dairy specialists, who are backed by our nationwide team of specialist Dairy Representatives. Many of our customers enter into Defer-A-Bull agreements annually.

The true success of the product is proven by our repeat customers, many of whom have used Defer-A-Bull for over a decade. Our customers range from private farmers to key corporate customers across the country.

 pggwrightson.co.nz/defer-bull

AGONLINE

agOnline is our livestock website and a key source for all the latest classified livestock listings. It features 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 Livestock Representatives.

In addition to the livestock listings, the Resources page includes breeding and conversion tables and many other features designed to support your farming business.

The Farmers Patch is your go-to section for agricultural events, country cooking recipes, farm position vacancies, and the latest news and updates.

 agonline.co.nz

WOOL



PGW Wool handles more than 200,000 bales annually, from farm gate to global markets, including toll processing on behalf of third parties.

We are a wool broker, logistics provider, 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 customers.

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 Ezywool. Our team also provides specialist in-store wool handling and advice to meet the exacting standards of local and international wool markets.

Across our four wool stores throughout New Zealand, our experienced logistics team provides wool handling services where wool is weighed, sampled, assessed, and stored prior to sale.

 pggwrightson.co.nz/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 exports wool directly to international partners in more than 20 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. Our Wool Integrity™ programmes provide traceability, animal welfare, and environmental assurances that links growers with international partners.

 woolintegrity.com

The Wool Integrity™ store offers consumers contemporary collections of premium wool products made from ethically grown wool.

 woolintegrity.store

PARTNERSHIPS

We regularly provide facilities, technical services, and support for wool industry educational programmes. Our domestic and international memberships keeps us informed of global wool developments and include being a founding wool member of the New Zealand Farm Assurance Programme, the National Council of NZ Wool Interests, the New Zealand Wool Brokers Association, 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 His Majesty King Charles III.



REAL ESTATE

PGG Wrightson Real Estate Limited is a nationwide, non-franchised real estate company, assisting customers throughout the country and across the globe to buy and sell New Zealand property. We are a national network of experienced, local real estate agents who have been connecting people with property for generations.

With over 150 salespeople located in PGW regional centres, retail stores, and standalone offices nationwide, we are supported by more than 20 industry-qualified managers and over 55 specialist administration staff.

A NETWORK THAT REALLY WORKS

When customers deal with us, they are dealing with one company and one team, not a group of franchised operators and offices. This means they benefit from our unified national network, with salespeople working together across the country to achieve the best possible outcome.

AN OUTSTANDING BRAND

The PGW Real Estate brand stands out from all the others—signifying trust, integrity, and remarkable results.



SPECIALIST KNOWLEDGE AND WORLD-CLASS SERVICE

Our experienced, specialist team goes out of their way to ensure our customers' property goals are met, delivering exceptional service, whether their property choice is urban, lifestyle, or rural.

PEOPLE FOCUSED

Our customers and our people are at the heart of everything we do. This is our hallmark and we are proud of it. Our customers are the reason for our success and our people are amongst the best and most accomplished in the real estate industry. Together, they have made us who we are today, and we recognise their importance in every aspect of our business.

UNBEATABLE TRACK RECORD

We strive to be the best in what we do, and we have been focused on achieving this since our company was founded nearly 175 years ago.

This is backed by a genuine desire to make buying and selling property an exciting and seamless experience for everyone.

PGW Real Estate Limited is one of New Zealand's leading full-service agribusiness companies, with deep expertise across rural, lifestyle, residential, and commercial property categories.

 [pggwre.co.nz](https://www.pggwre.co.nz)



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