

PGG Wrightson

COMPANY PROFILE

Helping grow the country

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Front cover image: ***Suraya Hollands, Whanganui. Top 100 Finalist, LandMarks Photo Collection 2026***

2026 FINANCIAL YEAR HIGHLIGHTS

OPERATING REVENUE

$1.1b

▲ 99.0m

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

$64.3m

▲ $8.2m

NET PROFIT AFTER TAX ('NPAT') OF

$15.6m

▲ $4.9m

***COMPARED TO FY25**

Claire Lambert - When the sun casts its shadows. Top 100 Finalist, LandMarks Photo Collection 2026



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



PGG Wrightson (PGW) is a leading, full-service agricultural supplies and services business with a heritage spanning 175 years across New Zealand's rural sector.

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 place 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 nearly 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, 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 advisers, 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 businesses enables 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.



Wind powered sheep - Pam Murray, Otago for the LandMarks Photo Collection 2023

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 te 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 the industries we serve. From our long-standing support of the IHC Calf and Rural Scheme, the Ahuwhenua Trophy, and the 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.





OUR TECHNICAL EXPERTISE

RESEARCH & DEVELOPMENT

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

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

Each year, our Research and Development Team conducts approximately 90 scientific trials on agrichemical and fertiliser products across a variety of crops at our Hastings Research Station and other locations throughout New Zealand. These trials support the development and successful launch of new products, form the foundation of our knowledge creation, and ensure our people remain up to date with the latest developments and technical advice.

Through this work, we gain insight into products three to five years before they reach the market, allowing us to evaluate their performance and provide customers with informed advice from the day of launch.

Our expertise extends beyond traditional agronomy and horticulture to include farm and orchard systems, animal production, soils, crops, nutrition, agri-technology, innovation, and commercialisation. By integrating expertise across these disciplines, we help identify, evaluate, and implement practical solutions that improve farm and orchard performance, productivity, and sustainability for customers.

The Extension Team supports our Technical Field Representatives, Technical Horticultural Representatives, and our customers, with in-depth expert and technical advice on a range of specialist areas, including animal health and nutrition, soil science, agronomy, and horticulture. Although not customer-facing, they deliver value to customers through the three pillars of training and development, sales assistance, and industry support.

Our dedicated Technical Specialists combine extensive qualifications with practical experience gained working on farms, orchards, vineyards, and across the wider primary sector. Their expertise provides valuable support for both immediate challenges and long-term planning. The team also contributes to industry groups, government bodies, training and development programmes, sales support, and broader industry initiatives.

pggwrightson.co.nz/technical-expertise

UNMATCHED GENETIC EXPERIENCE

PGW goes beyond buying and selling livestock. We are the only livestock company in New Zealand with a dedicated team of Genetics Specialists. Combining local expertise, nationwide support, and data-driven insights, our team works alongside customers to develop breeding programmes, source superior livestock, and strengthen the long-term performance of their farming operations.

Our Genetics Specialists help customers make informed breeding and purchasing decisions that align with their production goals. By combining industry knowledge, performance data, and practical on-farm experience, we support farmers to improve productivity, enhance genetic outcomes, and build resilient, future-focused livestock businesses. Our goal is simple: to deliver sustainable, long-term value for our customers and their farming operations.

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 onfarm 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 Resources 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 supports Māori farmers and growers to achieve sustainable outcomes that align with their environmental values and aspirations. PGW's Iwi Relationship Managers connect customers with expertise across PGW, combining technical capability and industry mātauranga (knowledge) to strengthen kaitiakitanga (guardianship) of their whenua.

Guided by tikanga, Māori values, practices, protocols, relationships, and leadership, the Iwi Relationship team supports the alignment of farming and horticultural practices with environmental sustainability objectives. The team also builds cultural capability across PGW by promoting greater understanding of these principles and te ao Māori.

The team networks with numerous government and farmer-owned primary industry participants to ensure effective engagement with industry stakeholders and strong representation of Māori agribusiness.

PGW proudly sponsors the Ahuwhenua Trophy, New Zealand's premier award recognising excellence in Māori farming and horticulture. The annual competition rotates across the sheep and beef, horticulture, and dairy sectors. The Ahuwhenua Trophy is the most prestigious award for Māori farming and growing.

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 71 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

Services and supplies to dairy, sheep, beef, arable, and deer sectors

Onto Farm: bulk supplies delivered directly to farms

Online ordering via **store.pggwrightson.co.nz**

FRUITFED HORTICULTURE



Nationwide network of 17 Fruitfed Horticulture stores

Services and supplies to horticultural sector

55 Technical Horticultural Representatives

Research & Development focus

Crop Monitoring Division

WATER & IRRIGATION



Sales: Rural water, horticulture, pivot and 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 and logistics business: manufactures, sells, and distributes products

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

2 distribution centres

1 R&D manufacturing laboratory

OUR DIVERSITY

AGENCY GROUP

LIVESTOCK



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

> 170 Livestock Representatives

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

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

Genetic specialists

agOnline: online livestock information website

WOOL



Broker, handler, marketer, and exporter

> 12 Wool Representatives

4 Wool stores

Toll processing 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.

RETAIL STORES	REAL ESTATE OFFICES	SALE YARDS	SUPPORT OFFICES	WATER BRANCHES	WOOL STORES	DISTRIBUTION CENTRES	RESEARCH STATION	R&D LABORATORY
88	56	52	15	04	04	02	01	01



SOME BUSINESSES CO-LOCATE FROM THE SAME SITE

Lonely cow - Carrie Edgerton, LandMarks Photo Collection 2025

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 88 Rural Supplies and Fruitfed Horticulture stores throughout New Zealand.

Our store network is operated by over 420 Store Managers and 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. Through our trainee programmes, we are developing the next generation of agronomy and horticultural specialists. These pathways provide practical, on-the-job experience alongside formal training. Our Technical and Research and Development experts support our store and field teams through training and provide technical extension services, publish resources, host field days, and participate 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 and orchards, Māori agribusinesses, rural contractors, to corporate farm and horticultural 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.

PGW's online store features multiple product categories, including animal health, stockfood, 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 on our knowledge hub.

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 customers' 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 valued customers. By signing up, PGW account holders can earn points and access membership and 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 more than 2,000 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 business, contact your local Rural Supplies or Fruitfed Horticulture 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 71 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.

Our monthly Rural Diary publication is a trusted technical guide to help farmers plan on-farm activities, share insights, and grow their business. It includes farmer stories, product updates, and technical tips prepared by our experts and suppliers.

pggwrightson.co.nz/rural-farm-supplies



FRUITFED HORTICULTURE

Fruitfed Horticulture is recognised as the market leader in the horticultural sector. We have a network of 17 dedicated Fruitfed Horticulture 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 Horticulture 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 Horticulture 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. Regular maintenance of irrigation systems helps our customers maximise performance and potential returns while 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 and logistics business division, manufactures, imports, sells, and distributes products to support farming and growing operations and enhance productivity. From our two integrated warehouses and our research, development, and manufacturing facility, our product range covers agronomy, animal health, 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 Horticulture 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®, Syngenta Biologicals®, and the Nexan range.

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 maintains strong adviser relationships with our customers.

Our services include the sale and purchase of all categories of livestock (sheep, beef, dairy, and deer) at saleyards and auctions, through 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, 30 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 facilitate the trading of more than 120,000 head of adult dairy livestock and 180,000 calves annually. Our team provides a full-service offering, including expert marketing advice and tailored solutions across all dairy livestock requirements.

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 cash flow 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 works closely with our customers to determine when and where the stock is purchased and sold.

When it comes time to sell the livestock, the farmer receives the trading margin less our fees and standard selling costs. Stock can be sold as prime or store. Our livestock services are utilised on both the 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 metres, so as 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 and handling costs, environmental impact, and biosecurity risks by allowing direct farm-to-farm transactions.

Hybrid on-farm auctions are ideal for breeding and commercial livestock sales across deer, dairy, sheep, and beef markets, as well as machinery sales. bidr® connects these sales nationwide, expanding vendor reach and simplifying market access for buyers. Livestreaming and online bidding at saleyards nationwide enables buyers to participate in multiple auctions each week without the need to travel, while giving vendors peace of mind knowing that their livestock have reached the largest possible buying bench.

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







DAIRY FORWARD CONTRACT

PGW's Dairy Forward Contract provides certainty and confidence for both buyers and sellers by enabling the terms and conditions of a dairy livestock transaction to be agreed months before settlement and delivery.

This legally binding contract includes comprehensive provisions covering matters such as disease management, calving conditions, payment options, dry-off dates, condition scoring, and other key considerations. Hundreds of contracts are successfully facilitated each year, helping customers minimise risk and plan with greater certainty.

From initial agreement through to settlement and delivery, our specialist Dairy Representatives remain actively involved. They work closely with both parties to ensure clear communication, manage expectations, and support the successful completion of each transaction.

DEFER-A-BULL

Defer-A-Bull is a specialised livestock solution that enables farmers to secure their dairy service bull team without an upfront capital outlay. Through a straightforward purchase agreement, repayments are deferred until the bulls are sold, helping farmers manage cash flow while accessing the livestock they need.

Customers receive expert advice and ongoing support from their local dairy specialist, backed by PGW's nationwide network of Dairy Representatives. This combination of local knowledge and national expertise helps farmers select the right bulls for their operation and breeding objectives.

Many customers choose Defer-A-Bull year after year, reflecting the value and flexibility the programme provides. The solution is used by a wide range of customers, from family farming operations to large corporate enterprises throughout New Zealand.

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 links to a wide range of livestock industry resources, 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 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 link 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 keep us informed of global wool developments. They include being a member of the National Council of NZ Wool Interests, New Zealand Wool Brokers Association, NZ Council of Wool Exporters, 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 throughout our 175-year heritage.

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 real estate companies, with deep expertise across rural, lifestyle, residential, and commercial property categories.

pggwre.co.nz

PGG Wrightson

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