



Stuart Adams of i-merino addresses woolgrowers at the Kojonup meeting.

NEW PREMIUM POTENTIAL FOR WA WOOLGROWERS

An ongoing quest to find more premium markets for WA growers of quality wool, saw Primaries introducing a new concept from i-Merino founder Stuart Adams at a meeting of woolgrower clients at Kojonup in January.

Stuart has been developing i-merino as a brand tool to promote a new wool fabric in the sports/outdoor lifestyle industry and is now looking for woolgrowers of premium product who are prepared to make a quality assurance commitment to supply him with the wool he requires.

He told growers attending the Kojonup meeting that his product was beginning to find favour with major global retailers who were interested in partnerships with i-merino.

These and other major brands were looking for products that were environmentally friendly, - from partners that could guarantee transparency and product quality.

"Wool is an ideal 'fit' with these ideals provided there is careful management to take advantage of the growing swing to organic produce now flowing from food to fibre in the US and other countries.

"CSR (Corporate Social Responsibility) is forcing huge global companies to take a closer look at their operations and they are telling suppliers they want only products that are "issues-free."

Stuart said the PETA campaign against mulesing had been more successful than most people had realised in terms of its impact amongst retailers, but once "the other side" of the story was explained there was renewed interest in wool.

"We now need to ensure that every wool product we offer is environmentally acceptable and new standards such as "Ecolable" will be demanding toxin/residue-free and other limits that will be easier for wool than other fibres to meet."

"Many of you will already be observing many of these new requirements. We don't want you to change your farming systems because of us, - you should do it as something you want to do."

Primaries Marketing Director Matt Pedersen said Primaries founder Des Sheedy had been working with Stuart for a number of years and the company was pleased that Stuart was now on the verge of an international breakthrough for his specialised wool product.

"We see great potential in securing premiums not only to the auction market but also in providing a clear partnership opportunity for both producers and users with the same long term aims & objectives.

Quality assurance specialist John Noonan said the new production standards required by i-merino could be satisfied by a Wool Quality and Environmental Assurance program developed for Primaries and i-merino by Curtin University.

The program was based on SQF 1000 and would create a vital reference document on the farming systems of each wool grower for i-merino to promote its products.

Matt Pedersen stressed that participation in the i-merino venture and the quality assurance programme were options for clients to consider.

He said the i-merino initiative was one of several projects being explored by Primaries to generate better premiums for quality wool.

"The i-merino and any other projects we support will be based on premiums in advance to protect our clients," he said.

Matt may be contacted for further details at Primaries Spearwood on 9434 1622 or mobile 0428 929 751.



At the Kojonup meeting, Russell Meaton (left), Frank Chia, James Hope, Matt Pedersen and Richard Schinzig.



John Pickford, John Noonan of Curtin Stuart Adams and Lyn Mathwin discuss the proposal.

Woolorama 2006

Primaries of WA is again planning a significant presence at the Wagin Woolorama on March 10 & 11.

Matt Pedersen said the company would feature both its wool and livestock marketing networks, with the wool exhibition focussing on WoolTrade, the prospects for woolgrower partnerships with Stuart Adams' i-merino venture in the US and potential market opportunities for WA wool.

"We have been allocated stands 305 to 306A in the Recreation Centre and we are expecting to welcome a big proportion of our clients to Wagin this year, hopefully in a market that continues to show positive signs," Matt said.

Knutsford Bull Sale

A small, excellent offering of bulls will be presented by Primaries on behalf of the Lalla Rhook Poll Hereford stud of McDougall Stud Farms of Wagin and the Wundam Park Murray Grey stud of David Corker at Boyanup at the Knutsford Bull Sale at Kojonup on February 22.

It will be second appearance for Primaries at the annual Knutsford sale.

Malcolm Bailye, Primaries representative at Wagin, said McDougall Stud Farms had listed Lalla Rhook Zachary Z25 and Zachary Z32 for the sale. The 18 and 19 month old bulls reflected more than 40 years of breeding excellence and weighed 818 kg and 688 kg at a weighing on Dec 30.

David Corker's Wundam Park would offer the young Murray Grey Bulls Z6 and Z15. Both are well muscled and have shown excellent growth rates.

Malcolm may be contacted on 0429 378 872 for further details.

2006 Away To A Promising Start

Solid improvement of around 70 cents clean per kilo at the finer end of the wool spectrum with about 50 c/kg clean for broader WA wools, and further gains at Eastern States auctions last week have launched 2006 on a more optimistic note.

Trevor Pedler of Primaries said with Eastern States increases last week, 19 micron wool had now improved about 130 cents clean since Christmas.

The market appeared to be responding to increased European buying, following bleak weather conditions in the northern hemisphere. Cotton prices had also been increasing over the past week.

Trevor said the firmer trend had boosted sales of WA wool on Wooltrade as woolgrowers moved to capture better prices between auctions at Fremantle.

"Wooltrade stocks down to about 5,300 bales on offer last week, from a normal level of about 6,500 bales available, he said.

Woolgrowers taking advantage of the increased activity on Wooltrade included Kojonup woolgrowers, Mark and Richard Schnizig of Mokup, Moodiarrup.

Mark said they had now sold most of their 19-20 micron wool via Wooltrade and were holding about 50 bales of their finest wool. "We may offer these bales at auction if the price continues to improve, or by Wooltrade if the market is stable," he said.

Recent Wooltrade sales by the brothers included 6 bales of 19.8 micron at 527 c/kg, 13 bales of 19.7 micron at 506 c/kg, 9 bales of 19.7 micron at 530 c/kg and 6 bales of 20.7 micron wool at 495 c/kg.

Mark and Richard run about 5,000 Merinos including 3,000 ewes and have been on Strathaddon bloodlines since the late 1990's

Wooltrade Manager Brian Vagg said whereas recent rises in the market had been welcomed by growers and there was confidence that these prices

would be sustained in the short term, there was always the risk of a slight correction before the market adjusted to better levels.

"Growers should be moving now to take advantage of higher prices and to minimise risk by utilising their marketing options. These are auction or electronic selling if their wool is in store, the forward market if their wool is still on the sheep's back - or sensibly, a combination of all three."

Brian said growers who were shearing now or had wool in store waiting for an auction allocation, could gain immediate access to the current prices through Wooltrade.

Trevor Pedler said christmas buying activity started when the exchange rate was 72.5 cents US, and the wool price was still trending upwards despite a lift in the dollar rate to 75.5 cents.

"Hopefully these gains will be sustained because there is still some way to go before there is enough woolgrower confidence for a production turnaround," he said.

The collection of the \$1.50 per bale levy for wool promotion in the US started this week and the trade would be hoping for a positive response to the campaign to promote Australian wool. The wool futures market has also been stirring with indicated movements at the end of the month, presenting some interesting opportunities.

Primaries was also watching the progress of a wool pipeline partnership between Roberts Ltd and a Japanese retailer and had flagged an early interest in developing similar partnerships for suitable WA wools.

LIVESTOCK LIFT

Trevor said another pleasing feature of the new year for Primaries was the continuing growth in the company's livestock business.

"Demand for our services in both sheep and cattle marketing continues to add significant strength to our operations," he said.

Deposits With Primaries

Primaries is currently inviting on behalf of its Tasmanian partner Roberts Ltd., At Call and Fixed

Term unsecured deposit notes at attractive rates of interest.

Current rates are:

At call	4.75%	3 months	4.90%
6 months	5.65%	12 months	6.15%
24 - 60 months	6.4 percent.		

Minimum initial subscription is \$500 for At Call, or \$2,000 for Fixed Term funds and applications for the issue of the unsecured deposit notes will only be accepted by Roberts Ltd., under its prospectus dated January 2006.

To obtain a Prospectus and an application form call Alan Hind or Eric Tomlinson at Primaries on 9434 1622 or visit our website (under finance): www.primaries.com.au

Apart from competitive rates the benefits of depositing with Roberts Ltd. Include:

- Wool and Livestock proceeds can be transferred automatically from Primaries to your on-call account

- Funds may be withdrawn from your Roberts account on request by i) electronic transfer, ii) by cheque, and iii) without transaction related fees.

- The rates are subject to change without notice and Roberts reserves the right to pass on Government transaction taxes.

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