

WHY IS WOOL MISSING OUT?

Why has wool fallen so far from favour?

"Is the fibre still suffering stockpile fallout? Has the lack of promotion since the heady days of the 1980's, removed wool from the mindset of the consumer? Has the shift in wool processing emphasis to China served as a deterrent to modern retail buying trends?"

These are some of the questions evading answers for Australian woolgrowers and their leaders as they struggle to place a positive spin on wool's future - and to determine their own future role in the industry.

Primaries' co-founder Des Sheedy believes the immediate plans for joint wool promotion in the US by AWI and IWTO must proceed.

He also sees an opportunity to convert the current hostility of the green/animal rights global movement to a strong degree of support for Australia's Merino industry.

"When you compare wool with cotton and synthetic fibres you quickly realise that we are not excessive users of fossil fuels and water, we are not degraders of the landscape, we do not need to slaughter our animals to harvest their fleece and we produce the most beautiful and most versatile fibre on earth. Surely these are attributes that even our current critics should be promoting," Des said.

"Yet wool has now apparently been factored out of the mindset of the average consumer and an effective global strategy must be found to change that position."

He said producers would welcome the growing financial commitment from IWTO members to support consumer test marketing of wool.

"Promoting wool, and assisting to forecast changing demands and trends, are tasks wool

processors must now share in partnership with woolgrowers.

"There was talk of an improved processor commitment at IWTO in Tasmania earlier this year, and it appears that these discussions are beginning to bear fruit," Des said.

Meanwhile, a recent commentary by Woolmark forecaster Chris Wilcox on ABC Landline set producer phones ringing when he said the price of wool could rise to 800 c/kg or better in 2006 and beyond, - or fall by a further 19 percent from current levels.

Let's hope for the sake of everyone in the wool industry that Woolmark is successful in its objective - 'to effectively create new business within the textile pipeline and to always seek to improve the shareholder value -' to ensure that that first - more positive-forecast becomes reality.

NO EXTRA NLIS FEE

Primaries Managing Director Trevor Pedler has confirmed that Primaries will not impose an extra \$2.20 per head fee for reading NLIS tags on sale cattle at Midland and other nominated yards.

Trevor said no extra charge had been levied against Primaries at this stage by the NLIS joint venture so there was no extra cost his company could pass on to cattle vendors.

Queries relating to the charge should be referred to Primaries cattle auctioneers Keith Taylor at Midland, Terry Zambonetti or to Trevor Pedler or Matt Pedersen at Spearwood.

THE KELSALL MERINO TRADITION

Young Boddington farmers Simon and Natalie Kelsall know that they are not missing out on high meat-sheep prices by staying with their Merinos.

"The annual 'Broughton' wool cheque is still the biggest we receive each year, followed by our shipping wethers and surplus ewe sales," Simon said.

The couple work closely with Simon's father who took up the Boddington property in the mid 1970's and built it to 1,900 ha, plus an extra 800 ha of leased land.

The Merino flock has been Wallinar-based since those days and according to Simon, has continually adapted with the Broomehill stud, to dramatic changes in the wool industry.

"We have made enormous improvement in wool quality with a reduction in micron while maintaining wool cut per head and an increased stocking rate from 8 DSE to 11.5 currently," Simon said. The pasture base is a traditional sub clover with other broadleaves and grasses.

With only about 65 percent of the property arable, options were confined pretty well to sheep with only about 25 percent cropped each year. Simon believes in keeping the system simple, rather than having a range of enterprises, and doing what you know well.

He mated 5,700 Merino ewes to Wallinar rams this season and



Simon and Natalie Kelsall with boys William 4 and Charlie 18 months on the front steps of Broughton with Carl Poingdestre (right)

is carrying 4900 hoggets plus 2000 mature age wethers for live shipment.

A family association with Primaries has continued since the late 1980's when Richard Kelsall first began dealing with Des Sheedy.

Today Simon takes much of his wool marketing advice from Primaries Kulin/Boddington area representative Carl Poingdestre, who has been 26 years with the company.

"Carl is not only always on the spot when we need him, he has assisted us with many good ideas, including his advice last year to take forward cover. We hedged about 12,000 kg

and should have taken more cover because the result was an extra \$1 per kg," Simon said.

Both Natalie and Simon make a point of inspecting their wool clip on the Primaries show floor prior to each sale and of discussing the clip with Carl and his many woolbuyer contacts.

"It is always a pleasure for both of us to visit Spearwood and to see first hand how our wool presents and sells," Simon said.

The Kelsalls are also avid readers of a regular email newsletter Carl prepares for about 130 of his producer clients and industry contacts.

A LONG ASSOCIATION

One of the key accomplishments of Miles Hampton as retiring CEO of Roberts Ltd., was the successful synergy he and Des Sheedy were able to develop between Primaries of WA and the Tasmanian farm service provider.

Miles Hampton will stand down after a long and distinguished career with Roberts Ltd in July next year.

In a tribute to Miles this week, Des Sheedy said they first met at National Council of Woolbrokers meetings during the 1970's.

This connection continued over many years as both men became involved in various national wool organisations.

"In the late 1990's, I was in the midst of key structural changes at Primaries, when I received a call from Miles to discuss Roberts' plans to expand their operations to the mainland and to see where Primaries was heading," Des said.

"The result was an agreement that Roberts would take a 50 percent interest in Primaries, providing financial and other back-up for the WA company, but leaving management entirely in local hands."

Des said the extra underwriting and support provided by Roberts over the past six years had enabled Primaries to achieve impressive growth in the livestock marketing sector, and to maintain and expand its wool clientele.

"The partnership now involves new local management via Trevor Pedler and Matt Pedersen along with a significant staff shareholding, and I believe Primaries is well equipped to grow as the rural sector adapts to new challenges," he said.

(Primaries recently welcomed the announcement that long term investment House Washington Soul Pattinson had purchased a 20 percent stake in Roberts Ltd. Primaries' view is that this purchase will not only add stability to Roberts, but also facilitate a stronger interest in Ruralco, via the joint interests of Roberts and its shareholders, and of Soul Pattinson).

MILLIONTH SHEEP

Primaries was expected to reach a new milestone this week with the sale of its one millionth sheep at Katanning, since the company started selling livestock in 1998.

Primaries also sold the one millionth sheep to go through the Katanning saleyards during 2005, earlier this year.

Katanning sheep auctioneer Peter Sheridan and Katanning representative Wayne Fuchsbichler have also mustered more than 5,000 sheep for Primaries' special ewe sale at Katanning on Monday, November 7 starting at 1pm.

ESPERANCE OPENING



Trevor Pedler and Donald Pentz

Primaries will celebrate the launch of their new affiliation with Esperance Rural Supplies tomorrow, Friday, October 28 with a special 'meet the team' breakfast for farmers in the region starting at 8:30 am.

Primaries managing director Trevor Pedler, marketing manager Matt Pedersen and newly appointed wool representative for the Esperance area, Donald Pentz will join Esperance Rural Supplies owners Greg and Leonie Hard and their staff as well as Primaries representatives Stan Zuglian, Alan Powell and Graham Volich for the breakfast at Esperance Rural Supplies' headquarters in Norseman Road.

Primaries livestock representatives Stan Zuglian and Alan Powell are already located at the Esperance Rural Supplies office which will also be base for Donald Pentz.

Their new contact number is 90 716500.

BROOKTON SUCCESS

Primaries' Brookton agent Brad Davis and Beverley/Brookton sheep representative Ian Hunter mustered around 5,500 merino ewes for the annual Brookton special sale, with auctioneer Peter Trezise reporting strong competition for all classes.

Ian Hunter said there was special interest for older ewes around the \$40 mark from clients seeking to lift their breeding numbers at reasonable cost.

Top price of \$61 was paid for two lots, one of 18 month-old ewes from G. & K.Bassett to J.M.Hebb & Co., of Collie and the other pen of 15 month old ewes from A. & S.Jefferson to R.L. & P.J.Copping of Brookton.

The sale of 17 Merino rams from the Burnside Merino stud of B.E.D.Blechynden after the ewe sale, saw two rams sell at a top price of \$725, one to J.H. & T.T.Eva of Pingelly and the other to R.D.Eva of Pingelly.

Average price for the 17 rams sold was \$582.

PRIMARIES CONTACT NUMBERS

Spearwood head office 9434 1622 fax 9434 1839

Email: powa@primaries.com.au

	Office	Mobile
WOOL		
DES SHEEDY	9434 1622	0429 106 481
TREVOR PEDLER	9434 1622	0427 856 661
TIM CHAPMAN	9434 1622	0427 857 552
JOHN AYLMOORE	9434 1622	0427 857 527
CARL POINGDESTRE	9434 1622	0427 774 748
TERRY WINFIELD	9434 1622	0428 923 329
MATT PEDERSEN	9434 1622	0428 929 751
CON VINCI	9434 1622	
DONALD PENTZ	9434 1622	0427 433 557
GREG TILBROOK	9434 1622	0429 889 053
BRAD MOULDEN	9434 1622	0427 885 700
LIVESTOCK		
GRAHAM DENSLEY (Geraldton)	9923 2214	0428 932 476
PETER SHERIDAN (Kojonup)	9825 3091	0428 87 2911
IAN HUNTER (Beverley/Brookton)	9293 4955	0427 775 181
STAN ZUGLIAN (Esperance)	9071 5830	0428 934 197
MALCOLM BAILYE (Wagin)	9861 1266	0429 378 872
ALAN POWELL (Esperance)	9071 1542	0427 711 544
BRIAN BARNSBY (Narrogin)	9881 2650	0427 814 300
WAYNE FUCHSBICHLER (Katanning)	9821 4703	0429 314 703
TERRY ZAMBONETTI (Albany)	9842 1240	0427 775 182
TRAVIS MENGHINI (Brookton)	9642 1842	0422 734 639
KEITH TAYLOR (Midland)	9459 6414	0427 596 414
NIGEL HUNT (Badgingarra)	9652 9006	0428 520 006
PETER TREZISE (Moora)	9417 9808	0429 417 900
PETER BREWSTER (Darkan)	9736 1999	0429 680 867
MAURICE MOULTON (Albany)		0427 441 657
DEAN WALLINGER (Mt Barker)	9851 1508	0429 683 072
COMPANY AGENTS		
GRAHAM VOLICH (Esperance)	9071 5830	0429 120 005
GRAHAM CARTHEW (Jerramungup)	9835 1445	0429 835 104
GEOFF RAYNER (Beverley)	9646 1420	0429 461 420
NOEL PARKIN	9828 2127	0428 282 127
BRAD DAVIS (Brookton)	9642 1151	0417 178 038
NEIL GILL (Brookton)	9642 1222	0428 421 222
SHANE BOYD (Koorda)	9684 1235	0427 841 235
KEITH REIGER (Boyd Agencies-Traying)	9683 1003	0428 831 111