



VITAL WOOL VOTE 2014

The most crucial aspect of the current Wool Levy voting is to be considered. Do farmers require the continuum of past generic funding and subsequent bureaucratic behaviours which hold a record of dispatching vast reserve funds (\$116m plus producer intellectual property rights) since 2003, to oblivion?

The remaining structural remnants of that era, Wools of New Zealand & Wool Equities, are poorly funded and are now only 'clingers' to other entities.

Farmers previously voted out the wool levy to free up the opportunity for commercial reality to prosper. The Campaign for Wool has advanced the profile of wool in a hostile environment, through innovation strategies on an International basis. The main procurement and processing companies have developed lasting market relationships and are continuing to extend these opportunities.

In this period of commercial maneuvering, producers have retained previous levy monies to invest wisely on own account. The price of wool, albeit still too low for financial comfort, has gained in excess of \$2.00 per kg (38%)

A **NO** vote is essential for this desirable business climate to continue unimpeded.

Only 10% of eligible voters won the day for this procedural imposition. Consider that, the rest (86%) who enjoy commercial freedom, failed to vote.

VOTE today – Vote **NO** for progress. To let the commercial juices flow to your profit margins.

"It's not the strongest of the species that survives, nor the most intelligent. It's the one that's most adaptable to change".

Charles Darwin.

Regards,

Ian.