

Media Release

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Wool advice from international leader

The NSW Farmers' Association says woolgrowers will have the opportunity to receive unique feedback from the world's largest spinner of white wool at the Annual Wool Forum in May.

NSW Farmers' Association Wool Committee Chairman Alix Turner says that the Keynote Address from German based company Sud Wolle's Purchasing Manager is expected to be the highlight of the Forum.

"Competing successfully in retail markets is entirely dependent on effective coordination within the supply chain to adequately meet the needs of those closest to the consumer," he said.

"The spinner fills a critical role as our 'customer's customer' within that chain. More importantly comparative analysis by Sud Wolle over recent years has confirmed exciting win/win opportunities for producers, early stage processors and spinners," Mr Turner said.

"In an industry where competitive advantage is so often jealously guarded this meaningful communication direct from the Purchasing Manager of the world's largest spinner of white wool is almost unprecedented," he concluded.

A Goulburn based wool grower, Alix Turner says aside from the Keynote Address, growers will also hear from local industry representatives and market leaders on some of the hottest issues in wool.

"Obviously mulesing is an issue dominating discussion in our industry at the moment, so we will hear some reports on the mulesing alternatives progress," Mr Turner said.

"Speakers will also discuss quality assurance, supply chain finances, test marketing and branding. These addresses will be accompanied by plenty of time for questions and debate as well," he said.

"We have a very full programme, as obviously the more people we have at the forum, the broader the potential depth of discussion and debate. I would seriously encourage all growers to come along and meet your industry peers," Mr Turner concluded.

The Wool Forum will be held on Friday 2 May 2008 in Armidale at the Ex Services Club, Dumaresq St from 10am. For further details, contact the Member Service Centre on 1300 794 000.

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