



28 August 2012

Grassroots woolgrowers give AWI a “Fail” on 3 year performance.

In a recent poll conducted by Rural Press, AWI has been given an F on its report card by woolgrowers. With almost 300 growers participating in the poll, the following results were posted:

6.1% "excellent"

5.7% "above average"

38% "acceptable"

50.2% gave a "Fail"

AWGA continues to encourage AWI to review and cease its investments into generic promotion (No Finer Feeling) and pay more attention to measurable coalface retail partner linked marketing programs that aim to increase retail demand.

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