



MODIANO

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26th October 2012

Dear Sir,

In view of the small price gap between superfine and broader wools, I think one would have to conclude that the No Finer Feeling and Gold Woolmark Campaigns have failed.

One reason the HRH Campaign for Wool has succeeded is because AWI is providing funds and staff without actually being able to micro-manage or ruin it with internal politics. The Campaign has cost relatively little thanks to industry support and goodwill connected to its royal patron.

As a political organisation AWI has the unenviable job of trying to satisfy politicians, downstream industry and, above all, growers. It has only one aim: to do what is right for growers.

Times are getting tougher for everybody. With \$100m in reserve it should have made the gesture of announcing that a 1% levy would suffice. By greedily sticking its hand out for a full 2% it runs the risk of provoking growers' anger and receiving an unpleasant surprise.

It has failed to lead by example.

Yours faithfully,

Laurence Modiano