

Who's Driving the Bus? The bus crash is coming.

I attended the Yass Soldiers Club where on Monday a poorly attended AWI meeting was held. Those woolgrowers who did attend asked questions and were given far from informed answers by the attending representatives of AWI. Questions like, why have the superfine wool prices fallen so heavily from last year's prices, The answer surprised us all "I Think" and "we're not sure, but I'm sure the marketing is working " and " Yes, we are going to spend another 60 million of your money into marketing ". Yes the black hole of promotion that is set up to sell merino wool at the retail market place has not worked to bring prolong stability of prices in the auction rooms for the premium superfine merino wool. All the promotion dollars paid by the Australian Woolgrower through AWI are being spent on creating a demand for wool, which is flooded that the retailers are currently keeping the profit that has created by the woolgrower funded promotion. AWI does not have any controls to ensure all wool retailer pass back the profits to the growers. So why are we promoting some overseas company who is happy to keep the woolgrowers of Australia , guessing what the value of their wool is.

We need better leadership to sell our most valuable merino wools, the auction system just does not work, who else other than an Australian woolgrower would just accepts what others think he will take, with no consideration of his cost of production. As Wal said on Monday's meeting "I should go and buy some western wethers ", so much for his leadership.

Woolpol 12 is our chance to stop this waste of woolgrowers Money , this slick corporate image of AWI where results are measured by" I think prices will rise if we throw more of your money at it." Yeh , Zegna needs money as Italy's not going to well, so opening another new store in Brisbane high end will ensure the woolgrowers get better prices in the Auction rooms. I don't think SO.

So vote and vote wisely in Woolpol 12, we can do better than without AWI, Vote 0%,

Neil Carey

Coodravale Wee Jasper

Dated 26 Sept 2012