

INTRODUCING

 **VITERRA**TM
WOOL



Previously, Viterra’s wool division bought and sold wool under various banners, including ABB Wool Export, Stawool, Adelaide Wool Company, Wardle Co, RiverWool and VicWool. These names are now united under the Viterra brand.

This re-branding signifies the commitment Viterra is making to the Australian wool industry. With significant operations in Western Australia and South Australia, Viterra is now expanding its operations into the eastern states. With representatives based around the country, growers have ready access to leading market intelligence and experience.

Viterra’s wool division is the largest buyer of Australian wool, handling 12.5% of total wool exports. The division sells the majority of these exports to China, India and Italy.

A NEW ALTERNATIVE FOR MARKETING AND SELLING YOUR WOOL

Why you should consider partnering with Viterra Wool:

- Largest buyer/exporter of Merino wool in Australia
- Access to *global* connections/networks - up to date wool market outcomes
- Financially secure
- Market information direct from trading desk - speaking to mills throughout the day, every day
- Flat-rate charging system - easy to understand
- Low selling costs, high sales return
- Delivering shearing advances
- Wool specialists - people who are experienced in wool growing through to manufacturing
- Straight forward insurance policy

Selling Options:

- Auction
- Fixed forward pricing
- Direct to mill
- Price on result
- Price on farm
- Electronic trading





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