

The logo for PGG Wrightson, featuring a stylized green wave above the company name in white text on a dark blue background.

*PGG Wrightson*

# COMPANY PROFILE

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*Helping grow the country*

# WHAT'S INSIDE

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# 2024 FINANCIAL YEAR HIGHLIGHTS

OPERATING EARNINGS  
BEFORE INTEREST, TAX,  
DEPRECIATION AND  
AMORTISATION  
(‘OPERATING EBITDA’) OF



**\$44.2m**

▼ \$17.0m



REVENUE

**\$915.9m**

▼ 59.7m



NET PROFIT AFTER  
TAX (‘NPAT’) OF

**\$3.1m**

▼ \$14.5m

\*COMPARED TO FY23



## OUR PURPOSE

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WORKING ALONGSIDE NEW  
ZEALAND FARMERS AND  
GROWERS TO SERVICE THEIR  
ON-FARM AND HORTICULTURAL  
NEEDS.

## OUR VISION

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HELPING GROW THE  
COUNTRY AND BUILDING ON  
OUR HERITAGE THROUGH  
INNOVATION AND TRUSTED  
PARTNERSHIPS WITH RURAL  
NEW ZEALAND.

## OUR STRATEGY

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WE FIRMLY BELIEVE THE  
VALUE OF OUR DIVERSIFIED  
FULL SERVICE NATIONWIDE  
OFFERING, WITH A DELIBERATE  
FOCUS ON OUR TECHNICAL  
EXPERTISE, DIFFERENTIATES  
THE SERVICE WE PROVIDE IN  
THE RURAL SERVICES SECTOR.

# OUR VALUES

## ACCOUNTABILITY

STAND BY OUR WORD,  
MEET COMMITMENTS

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BE ACCOUNTABLE TO  
OUR CUSTOMERS AND  
EACH OTHER

## LEADERSHIP

SET STANDARDS AND  
EXCEED EXPECTATIONS

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TAKE ACTION AND  
STRIVE TO EXCEL

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LEAD THROUGH  
INNOVATION

## INTEGRITY

OPERATE ETHICALLY  
AND WITH INTEGRITY

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TREAT OTHERS WITH  
RESPECT

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ACT PROFESSIONALLY

## SMARTER

BE MORE EFFECTIVE  
AND EFFICIENT

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THINK, DECIDE AND  
ACT QUICKLY

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LEARN FROM MISTAKES,  
CELEBRATE SUCCESS

## TEAMWORK

SHARE KNOWLEDGE  
AND INFORMATION

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WORK TOGETHER TO  
CREATE SOLUTIONS

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THINK AND ACT AS  
ONE TEAM

# WHO WE ARE



PGG Wrightson (PGW) is a market leading, full-service agricultural supplies and services business operating across the rural supply chain throughout New Zealand for more than 170 years.

We were formed in 2005 through the merger of Pyne Gould Guinness (PGG) and Wrightson. Both founding companies date back to 1851 and 1861 and were themselves the result of many amalgamations through the years. We are listed on the New Zealand Stock Exchange under the ticker PGW.

Our longstanding relationships with the rural community, technical expertise, focus on innovation, and our nationwide presence, places us in an enviable position of being one of the best-known, respected, and trusted agricultural brands in the country.

We have more than 1,800 people located in over 170 sites, offering superior specialist knowledge and expertise. With 60,000 customer accounts and approximately 28,000 products, the majority of our customers' purchases are repeat business and necessities for the success of their businesses.

Our customers span the entire rural sector including family operators, large corporate farmers and growers, and iwi. Many of our interactions with customers are based upon enduring relationships over multiple business units, with many relationships dating back generations.

# OUR PEOPLE & CULTURE

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With more than 1,800 people living locally and working alongside our customers, we make a positive contribution to our rural communities. As ambassadors of our brand, our people, more than anything else, set us apart and are the foundation of our business success. As members of the community, our people are personally involved in their regions, through volunteering for causes and events like the local fire brigade, coaching sports teams, and helping out at the dog trials. They build trusted advisor relationships with the ability to tailor solutions that meet the needs of individual, corporate, and trust owners. These relationships are strengthened in many cases by the loyalty and tenure of our people and a commitment to sharing knowledge with our emerging talent.

We invest in building a team of the right people, who are trained and equipped to deliver the services and products our customers require. Our strong relationships with our customers allows us to better understand their needs, ensuring that we are well placed to assist with farming and growing production decisions.

Along with our people, our culture is another important driver of our business success. We have a culture of sharing information across the company and it is actively encouraged. Our culture is collaborative and growth oriented, and it is supported by a programme of work where team members from different parts of the business work together to ensure our customers benefit from our full-service offering.

We know that championing the health, safety, and wellbeing of our people, our customers, and those we work alongside is good for business, but above all else we do it because we care. We believe we play a significant role in influencing the industry to create safer and healthier outcomes for everyone.

Whether it is technical expertise, industry knowledge, or on-farm or on-orchard solutions, our customers can rely on us to deliver professional service with integrity.

# OUR SUSTAINABILITY DIRECTION

PGW aims to drive sustainability practices throughout our business operations, value chain, and within our community. We promote sound sustainability practice across environmental, social and governance matters to strengthen our social licence and ensure long-term resilience.

As one of the largest and oldest agricultural and horticultural supplies businesses in New Zealand, some of our most significant sustainability impacts fall outside of our operational boundaries. PGW has an important role in our value chain to influence our suppliers and assist our clients to address sustainability.

PGW's Sustainability Strategy to 2030 (Te Rautaki mō e Toitūtanga) includes:

- Target a 30% reduction in operational (scope 1 & 2) market-based emissions by FY30 from a FY21 baseline.
- Environmental goals: improve energy and vehicle fleet efficiency and promote circular waste management.
- Social goals: support diversity and inclusion, and champion a health, safety, and wellbeing culture.
- Governance goals: enhance supplier due diligence and transparently report on sustainability progress.

 [pggwrightson.co.nz/sustainability](https://pggwrightson.co.nz/sustainability)

Image: *Wind powered sheep* - Pam Murray, Otago for the LandMarks Photo Collection 2023



# OUR COMMUNITY

We are proud to sponsor and support national agricultural and horticultural organisations. From A&P Shows to community organisations, we do our part in 'Helping grow the country'.

PGW's sponsorship activities aim to celebrate achievement across all industries that we service. From our long-standing support of the IHC Calf and Rural Scheme, the Ahuwhenua Trophy, and National Shearing Circuit, to the Young Grower, Viticulturist, Horticulturalist, and Winemaker of the Year competitions.

We get behind vital organisations including Land Search and Rescue and Safer Farms. We also support industry change through our partnership with A Lighter Touch, driving sustainable crop protection towards an agroecological approach.

We understand the importance of making a positive contribution to the communities and environments in which we operate, to ensure a sustainable future for all.



**\$820k**  
RAISED FOR RURAL  
COMMUNITIES,  
CHARITIES AND SCHOOLS  
SINCE LAUNCH THROUGH  
CASH FOR COMMUNITIES



SUPPORTING MĀORI  
EXCELLENCE IN  
FARMING AND  
HORTICULTURE WITH  
THE AHUWHENUA  
TROPHY



PGG WRIGHTSON  
WOOL NATIONAL  
SHEARING CIRCUIT  
FOR  
**23yrs**



RAISING OVER  
**\$42m**  
FOR THE IHC CALF &  
RURAL SCHEME OVER  
THE COURSE OF OUR 42  
YEAR RELATIONSHIP

# OUR TECHNICAL EXPERTISE

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## RESEARCH & DEVELOPMENT

Technical expertise is woven into the fabric of our business. We differentiate ourselves by maintaining a dedicated Technical Team of Technical Specialists who continuously develop their scientific knowledge, supporting our store staff and representatives to provide the best outcomes for our customers.

Every year the Technical Team's Research and Development Team conducts approximately 70 industry trials on agrichemical and fertiliser products on a variety of crops, assisting in the development and successful launch of new products. These trials are the foundation of our new knowledge creation. They help guide and direct our in-house research, playing a key role in ensuring our staff are up to date with the latest developments and technical advice. Through these trials, we have a deep understanding of products three to five years before they reach the market. We use this time to understand how the products complement our existing offerings, so by product launch we can provide our customers with knowledge that keeps them at the cutting edge of production.

The Technical Team's Extension Team supports our Technical Field Representatives and Technical Horticultural Representatives, as well as our customers, with in-depth expert and technical advice on a range of key subjects, such as animal nutrition, animal health (sheep, beef, dairy and deer), soil science, agronomy, and horticulture.

The Rural Technical Team helps customers to increase stock live-weight gain, provide evaluation of feed and nutrition options, assess animal health issues, review and assist with solutions about growing crops, and maximising crop and pasture yields.

The Fruitfed Technical Team assists customers to grow better fruit, manage insects sustainably, provide advice on orchard management and sustainable solutions for disease management, and deliver programmes for maximising yield through better plant nutrition.

Our dedicated Technical Specialists are highly qualified in their fields, with many years of experience working on farms, orchards, or owning related businesses and working alongside our customers. This combination of extensive training and practical experience provides a valuable resource for customers, whether it is solving a short-term issue or long-term planning to increase performance and productivity.

The Technical Team provides key industry support to farmers, growers, various industry groups, and governmental bodies.

Though not customer facing, the Extension Team provides benefits to customers through the three pillars of training and development, sales assistance, and industry support.

 [pggwrightson.co.nz/technical-expertise](https://pggwrightson.co.nz/technical-expertise)

#### **OUR GENETICISTS**

PGW goes beyond just buying and selling stock - we are the only livestock company in New Zealand with a dedicated team of genetics specialists.

The PGW Genetics team partners with customers to build thriving and sustainable livestock businesses. They are a team of local genetics experts, with on-the-ground knowledge, who are supported by a national team of genetics specialists.

The depth of talent and knowledge ensures the Genetics team is ahead of industry trends, has access to the most commercially valuable herd and breeding traits, and can identify and source superior livestock for customers' long-term strategy and goals.

Combining data-driven insights, extensive industry experience, and a long-term vision, the PGW Genetics team build strategies and design high-performance breeding programmes to provide customers with livestock businesses that achieve lasting value and success.

 [pggwrightson.co.nz/livestock/genetics-breeding](https://pggwrightson.co.nz/livestock/genetics-breeding)

## **WE ARE DEDICATED TO IMPROVING CUSTOMER EXPERIENCE THROUGH TECHNOLOGY.**

### **SKYCOUNT™**

SkyCount™ is our cutting-edge solution for fast and accurate livestock auditing. Utilising advanced drone technology and sophisticated AI, SkyCount™ offers precise livestock counts without any impact on farm operations, enhancing efficiency, reducing workload for staff, and minimising stress on animals, while ensuring reliable results every time.

### **bidr®**

bidr® is our innovative online, real-time, auction platform which offers a range of formats, from 100% online sales to fully integrated audio-visual livestreaming of traditional auctions enabling farmers and agents to trade livestock anywhere.

### **A LIGHTER TOUCH**

We are a partner of A Lighter Touch, an industry and government-funded initiative focused on sustainable crop protection. Born from a need for industry change, A Lighter Touch focuses on finding tools to support the horticulture, arable, and viticulture sectors to move away from agrichemicals and towards an agroecological approach.

### **AGONLINE**

agOnline is a key source for the latest livestock quotes, details about upcoming sales (on-site and online), and saleyard results. Our Resource page includes conversion tables for farming calculations plus other useful links. Farmers Patch includes upcoming agricultural events, news, farm positions available, and country cooking recipes.



# MĀORI AGRIBUSINESS

## MĀORI AGRIBUSINESS TEAM

PGW's Māori Agribusiness team is a dedicated unit providing guidance on farming and growing practices that align with the environmental sustainability values of our Māori agribusiness customers. Our dedicated Iwi Relationship Managers liaise with our Māori agribusiness customers and engage with PGW colleagues across the company to ensure that technical expertise and industry matauranga (knowledge) are provided as they strive to assist Māori farmers and growers in the effective kaitiakitanga (guardianship) of their land.

Our Iwi Relationship Managers most fundamental guiding principle is tikanga (Māori societal lore) and they focus on building enduring whanaungatanga (relationships) to tautoko (support) and hautū (guide) our Māori agribusiness customers to align their farming practices with environmental sustainability values. An important aspect of the team's role is to share, communicate, and educate the wider PGW business on these principles and help grow our cultural competency of te ao Māori.

The team networks with numerous government and farmer owned primary industry participants to ensure engagement with industry stakeholders and strongly represent Māori agribusiness. PGW is also a proud sponsor of the Ahuwhenua Trophy, Excellence in Māori Farming and Horticulture Award, which acknowledges and celebrates Māori agricultural and horticultural excellence. The Ahuwhenua Trophy is the most prestigious award for Māori farming and growing, with the competition alternating each year between the sheep and beef, horticulture, and dairy sectors.

*Mā ngā huruhuru ka rere te manu.*

*It is the feathers that enable the bird to fly.*

 [pggwrightson.co.nz/maori-agribusiness](https://pggwrightson.co.nz/maori-agribusiness)



# INSURANCE REFERRALS



## INSURANCE REFERRALS

ICIB Brokerweb is one of New Zealand's leading insurance brokers, bringing together over 170 risk and insurance specialists from across New Zealand to provide the rural community with flexible insurance solutions. The joint venture relationship is founded on a core series of values and strong strategic fit, with ICIB Brokerweb holding a solid presence in the rural insurance market.

Many of the ICIB Brokerweb brokers were either raised or live rurally, and they have local knowledge and access to market-leading insurance products and risk advice. They offer comprehensive and tailored rural insurance solutions to meet the unique requirements of our customers. Bespoke solutions include rural, lifestyle, crop, and bull insurance.

An additional benefit of this referral arrangement is that customers have the convenient option of paying their insurance policy premiums through their PGW customer account.

*ICIB Brokerweb specialises in the provision of quality insurance broking and risk management solutions for corporate, commercial, rural, domestic, life and health insurance.*

 [pggwrightson.co.nz/insurance](http://pggwrightson.co.nz/insurance)

# OUR DIVERSITY

## RETAIL & WATER GROUP

### RURAL SUPPLIES



Nationwide network of 73 Rural Supplies stores

> 115 Technical Field Representatives focused on agronomy

Dedicated Rural Technical Team with agronomy and animal production specialists supporting and training our Technical Field Representatives

Onto Farm: bulk supplies delivered directly to farms

Online ordering via [store.pggwrightson.co.nz](https://store.pggwrightson.co.nz)

### FRUITFED SUPPLIES



Nationwide network of 17 Fruitfed Supplies stores

Services & supplies to horticultural sector

55 Technical Horticultural Representatives

Research & Development focus

Crop Monitoring Division

### WATER & IRRIGATION



Sales: Rural water, horticulture, pivot & linear sales

Qualified technical, design, and service representatives

Service: rural, horticultural, industrial, and water reticulation

4 South Island Water branches

Valley approved reseller network coverage across New Zealand

### AGRITRADE



Independent wholesale business: manufactures, sells & distributes products

Agronomy, animal health & nutrition, water & irrigation, crop & orchard management

2 distribution centres

# OUR DIVERSITY

## AGENCY GROUP

### LIVESTOCK



All categories of livestock: beef, dairy, sheep, & deer

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> 170 Livestock Representatives

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Trading via auction, private, on-farm & online (bidr®)

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GO-STOCK: Livestock trading solution that helps farmers free up capital

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Genetic specialists

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agOnline: online livestock information website

### WOOL



Broker, handler, marketer, exporter

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16 Wool Representatives

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4 Wool stores

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Toll process on behalf of third parties

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> 250,000 bales handled per annum

### REAL ESTATE



Assisting buyers and sellers in all categories of property: farms, horticulture, viticulture, lifestyle, provincial, residential, and commercial.

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58 offices

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4 property management offices

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>150 real estate sales specialists

# OUR FOOTPRINT

WE OFFER A NATIONWIDE NETWORK THROUGH OUR RETAIL STORES, WATER BRANCHES, DISTRIBUTION CENTRES, SALEYARDS, WOOL STORES, AND REAL ESTATE OFFICES.

OUR FOUR REGIONS ARE HEADED UP BY REGIONAL MANAGERS WHO OVERSEE EACH REGION FROM A COMPANY LEVEL.

SOME BUSINESSES CO-LOCATE FROM THE SAME SITE



90  RETAIL STORES

04  WATER BRANCHES

02  DISTRIBUTION CENTRES

53  SALEYARDS

04  WOOL STORES

58  REAL ESTATE OFFICES

15  SUPPORT OFFICES



# RETAIL & WATER

IN A HIGHLY COMPETITIVE AND MATURE MARKET, OUR POINT OF DIFFERENCE IS OUR TECHNICAL EXPERTISE, OUR TRUSTED RELATIONSHIPS WITH OUR VALUED CUSTOMERS, AND OUR STRONG REPUTATION.



# RETAIL STORES & SERVICES



We have a network of 90 Rural Supplies and Fruitful Supplies stores throughout New Zealand.

Our store network is operated by Store Managers and over 400 Customer Service Representatives, who deliver a high level of product knowledge and service, covering all farming and horticulture requirements for our customers throughout the country.

We significantly invest in developing and training our team to provide our customers the right advice at the right time.

We work alongside leading international and local suppliers to ensure our customers have access to approximately 28,000 market leading products. Where applicable, our Technical Team independently evaluate products to ensure we can offer the best possible solutions to our customers.

Our customers cover the entire rural sector including family operators, large corporate farmers and growers, as well as iwi. We are particularly well represented in the large corporate farming sector through our key account management programme.

Trade Accounts give our customers the convenience and flexibility to charge all our products and services to the one account. Most transactions are repeat business and necessities for the success of our customers' businesses.

Our Bill Smart options provide customers the opportunity to save by billing service providers (power, phone, internet, fuel etc) to their account.

The PGW eCommerce website presents over 7,000 product SKUs across multiple categories including animal health, stockfeed, general merchandise, pet supplies, fencing, and water components. Click and Collect is enabled across our 90 stores, with delivery throughout the country also available. The website also provides extensive information about our Fruitfed Supplies and PGW Water offering and services.

 [store.pggwrightson.co.nz](https://store.pggwrightson.co.nz)

### **QUALITY AND COMPLIANCE**

PGW's comprehensive quality management system assists customers with their compliance needs. The Quality Assurance team supports customers with queries, oversees all company compliance and regulatory matters, and ensures traceability and product safety.

PGW is a signatory of the Biosecurity Pledge, which is a framework for managing the risk of unwanted pests and disease incursions into the country.

### **ONTO FARM**

Our 0800-Onto-Farm service arranges delivery of bulk supplies directly to our customers' farms and orchards. Our helpful Customer Service Representatives are well trained and understand farming and horticulture.



Orders are charged to customer's accounts and appear on their monthly statement.

Our stores, 0800-Onto-Farm phone, and online ordering service carry a range of leading domestically and internationally produced products for our farming and horticulture customers.

 [pggwrightson.co.nz/onto-farm](https://pggwrightson.co.nz/onto-farm)

For more information about how our Technical Field Representatives, Technical Horticultural Representatives, and Technical Team can add value to your farming or horticultural businesses, contact your local Rural Supplies or Fruitfed Supplies store.

 [pggwrightson.co.nz/find-a-location](https://pggwrightson.co.nz/find-a-location)

### **MAX REWARDS**

The Max Rewards loyalty programme is our way of giving back to our highly valued customers for doing business with us. PGW account holders can access Max Rewards membership benefits, earn points, and receive tier benefits.

Points can be earned on select transactions through the business, including the retail network, livestock and wool sales, and by purchasing Ballance Agri-Nutrients Fertiliser, amongst others. Points can be redeemed on a wide variety of products by visiting the Max Rewards website.

 [maxrewards.pggwrightson.co.nz](https://maxrewards.pggwrightson.co.nz)

# RURAL SUPPLIES



Our Rural Supplies Store Managers and Customer Service Representatives work alongside more than 115 Technical Field Representatives and our Technical Team to support our customers across the country.

Our on-farm Technical Field Representatives work directly with customers, helping them grow and optimise their operations, and assisting them long term to achieve their objectives. They service all farming sectors including dairy, sheep, beef, and deer farmers, arable producers, contractors, and much more.

The Technical Team provides in-depth, independent expert advice in a range of subjects such as agronomy, soil science, and animal health and nutrition. Having our own agronomists, vets, animal nutritionists, and soil scientists sets us apart from our opposition and ensures our Technical Field Representatives provide tailored and up-to-date advice to our customers.

Our monthly publication, Rural Diary, is a technical guide to assist farmers with planning on-farm activities, to maximise productivity and grow their business. The publication includes customer articles, farming practices, product updates, and technical tips prepared by our Technical Team members and suppliers.

 [pggwrightson.co.nz/rural-farm-supplies](https://pggwrightson.co.nz/rural-farm-supplies)



# FRUITFED SUPPLIES

Fruitfed Supplies is recognised as the market leader in the horticultural sector. We have a network of 17 dedicated Fruitfed Supplies stores with most co-locating alongside our Rural Supplies stores, servicing all horticulture requirements.

Our Technical Horticultural Representatives, Extension and Technical Teams are based around the country, specialising in a range of crops and supporting growers with product recommendations, tailored spray programmes and technical advice.

Fruitfed Supplies has a Research and Development programme, where the teams work with suppliers and industry bodies to trial new agrichemical, biological, and organic products and assess how they perform in New Zealand's growing conditions. Fruitfed Supplies conducts approximately 55 trials annually.

Regular product updates, technical tips and industry news are provided via the Fruitfed Supplies eNewsletter and Facebook page, as well as the well-known Fruitfed Facts publication.

## **CROP MONITORING**

Our crop monitoring division has eight teams located within the major horticultural growing regions. Our Crop Monitors work in the field identifying and recording details of pests, diseases, and beneficial insects to determine crop protection programmes. These crop programmes can be adapted to suit various production schedules, growing conditions and individual, grower requirements.

Auditable reports can also be produced, detailing the identified pests and diseases, and the applications used to control them. These reports provide an important link in traceability, food safety, and quality assurance. The monitoring programmes are continually refined to correspond with industry best practices and export requirements.

For more information about how Technical Horticultural Representatives and Crop Monitors can add value to your horticultural business, contact your local Fruitfed Supplies store.

 [fruitfedsupplies.co.nz](https://fruitfedsupplies.co.nz)

# WATER & IRRIGATION



We offer full-service water and irrigation packages to our customers nationwide, servicing the agricultural, horticultural, and water reticulation markets in New Zealand.

With more than 40 years in the design, construction, servicing, and maintenance of rural irrigation systems, we have some of the best technical knowledge in the industry.

We are the leaders in the design, planning, and installation of 'turnkey' irrigation and pumping solutions for agricultural and horticultural customers.

The design and planning process undertaken by our qualified Design Engineers provides our customers with all the information needed including real system operating costs and comparisons between different forms of irrigation. We have access to a market leading range of irrigation and pumping technology from around the world.

We work with the Valley approved reseller network coverage across New Zealand.

Key products include Valley® Irrigation technology centre pivots, linear irrigators, variable rate irrigation, Ocmis hard hose irrigators, solid set sprinklers, and other irrigation systems.

We service and repair most makes and models of irrigator, pump or associated system, as maintenance of all irrigation systems is critical to ensuring our customers are maximising performance, potential returns, and conforming with environmental best practice.

We can design and install effluent disposal systems that focus on providing high uniformity and greater dispersal area to optimise effluent management and green water yard wash solutions. We also design and install water reticulation requirements in new dairy sheds and offer maintenance services for existing dairy sheds.

 [pggwrightson.co.nz/water-irrigation](http://pggwrightson.co.nz/water-irrigation)





# AGRITRADE

NZ Agritrade Limited, our wholesale business division, manufactures, sells, and distributes products to improve farm and grower production from our two warehouses. Products cover the areas of agronomy, animal health and nutrition, land development, water and irrigation, and crop and orchard management.

Agritrade has strong relationships with leading local and international manufacturers and works directly with retailers. These specialised products are available to our customers through our Rural Supplies and Fruitfed Supplies stores, other farm supply stores, and veterinary clinics throughout the country.

Retailers are supported by Territory Managers who provide technical advice and support across a range of products including The Time Capsule®, Valagro, and Nexan range.

 [agritrade.co.nz](https://agritrade.co.nz)

**agritrade®**



# AGENCY

OUR AGENCY GROUP IS THE LEADING INTERMEDIARY BETWEEN  
FARMER-TO-FARMER AND FARM-TO-PROCESSOR TRANSACTIONS.



# LIVESTOCK

As New Zealand's largest livestock business we have nationwide reach and influence. We run some of the country's biggest sales events, bringing the largest possible pool of buyers and sellers together. Our nationwide team of more than 170 experienced Livestock Representatives have strong advisor relationships with our customers.

Our services include the sale and purchase of all categories of livestock (sheep, beef, dairy, and deer) at saleyards, auctions, private and on-farm sales, and online trading of livestock (bidr®).

We offer advice to customers and undertake a range of livestock valuations and contracts. Additionally, we manage the seasonal contracting and supply of prime beef and lamb to customers in the meat processing and export sector.

All aspects of deer farming, including the buying and selling of deer and the export of deer velvet, are managed by our experienced team.

With a nationwide network, we broker sales on-farm, at saleyards, online auctions, and via private treaty. We operate from 53 auction selling centres, located throughout New Zealand, of which 31 are owned or co-owned saleyards.

We have a team of genetics specialists who provide tailored advice for sheep and beef, giving the breeders and farmers we partner with an advantage in this competitive industry.

PGW has specialist dairy representatives, involved in trading more than 150,000 head of dairy livestock annually. Our dairy team provides a full service offering to meet our customers' livestock needs, providing expert marketing advice and solutions for all livestock requirements.

We also work with farmers across the country to manage their grazing requirements for optimal performance.

## GO-STOCK

Our innovative GO-STOCK products are an effective cashflow tool for farmers to use for livestock trading. PGW purchases and owns the stock so farmers can stock their farms with no initial outlay. There are numerous contracts available to suit beef, sheep, dairy and deer farmers.

The timing of GO-STOCK products is flexible and customers can use it to suit their own farming operations. Our nationwide network of livestock representatives work closely with our customers to determine when and where the stock is purchased and sold. Stock can be sold as prime, store or bought back by the farmer. When it comes time to sell the livestock, the farmer



receives the trading margin less our fees and normal selling costs. Our livestock services are utilised on both purchase and sale of livestock bought onto the GO-STOCK contracts.

The GO-STOCK grazing contracts are an excellent example of how we innovate and develop products to meet the evolving needs of our customers.

 [pggwrightson.co.nz/go-stock](https://pggwrightson.co.nz/go-stock)

## SkyCount™

SkyCount™ combines the use of a drone and artificial intelligence (AI) to rapidly survey farms. The drone flies at 120 meters, so has no impact grazing livestock. It follows a preprogrammed route identifying and recording livestock numbers in a paddock, then AI processes the imagery to accurately record livestock numbers for auditing. Our staff verify the results to ensure 100% accuracy of the count before the audit report is automatically generated for the farmer.

SkyCount™ conducts precise livestock audits without impacting farm operations or disrupting livestock, while enhancing efficiency, reducing workload for staff, and minimising stress on animals. This allows both PGW staff and farmers to get on with the important job of growing the country.

 [pggwrightson.co.nz/skycount](https://pggwrightson.co.nz/skycount)

## bidr®

bidr® is New Zealand's virtual saleyard offering real-time live auctions online, with accredited livestock agencies throughout the country. Buyers and sellers can transact with confidence, backed by the listing agent and the customer's chosen agency.

bidr® provides 100% online auctions, enabling farmers to sell stock on-farm with the competition of a live auction. This reduces stress on animals, transport costs, the environmental footprint, and bio-security risks as livestock move directly between farms.

Hybrid on-farm auctions are ideal for breeding bulls, rams, stags, and commercial dairy, sheep and beef. bidr® integrates on-farm sales nationwide, maximising the buyer pool for vendors and providing ease of market access for buyers. Livestreaming and online bidding at selected saleyards significantly increases seller's buying bench, allowing buyers to purchase from multiple saleyards each week without travelling.

Wool auctions are livestreamed every Thursday, allowing customers to register and watch the wool sales.

 [bidr.co.nz](https://bidr.co.nz)



### **DAIRY FORWARD CONTRACT**

Our Dairy Forward Contract is of high industry standard. It enables both parties to agree the terms and conditions for the purchase of dairy livestock months in advance of the actual settlement and delivery date.

This legally binding document is peace of mind for both parties. With hundreds of contracts signed each year, we have clauses covering disease control, calving conditions, payment options, dry off dates, condition score, and much more.

From the time of signing through to settlement and delivery, our specialist Dairy Representatives are fully involved, ensuring relevant information is communicated between parties, and that customer expectations and obligations are met.

### **DEFER-A-BULL**

Defer-A-Bull is another innovative livestock product that allows farmers to secure a bull team with no upfront cost through our purchase agreement and no repayments until the bulls are sold. It is a simple cost-effective solution for farmers to source their dairy service bulls.

We provide expert advice and support through our local dairy specialists, who are backed by our nationwide team of specialist Dairy Representatives. We have many customers who enter into Defer-A-Bull agreements on an annual basis.

The true success of the product is proven by our repeat customers, many of whom have used this product for the past decade and ranges from private farmers to key corporate customers throughout the country.

 [pggwrightson.co.nz/livestock](https://www.pggwrightson.co.nz/livestock)

### **AGONLINE**

agOnline is our livestock website which is a key source for all the latest classified livestock listings, details about upcoming saleyard and on-farm sales, and saleyard results.

Listings are sourced from around the country and are supported by our national network of PGW Livestock Representatives.

In addition to the livestock listings, the resource page includes breeding and conversion tables and many other features that will help you with your farming business.

The Farmers Patch is where you can see what agricultural events are on, browse country cooking recipes, advertise farm position vacancies, and view news and updates.

 [agonline.co.nz](https://www.agonline.co.nz)

# WOOL



PGW Wool handles more than 250,000 bales annually from farm gate to markets across the world including toll processing on behalf of third parties.

We are a wool broker, logistics provider, exporter, and international marketer of all types of New Zealand wool. Our expertise covers all types of wool whether crossbred, mid-micron, and fine wool.

Our nationwide team of Wool Representatives, strategically located across New Zealand, delivers a comprehensive range of high quality on-farm services to our grower customers.

We provide a variety of sales options to maximise grower returns and de-risk their business including auction, forward contract, flexi contract, private sale, tender, and Ezi wool. The team also provides expert in-store wool handling and advice to meet the exacting standards of local and international wool markets.

We operate four wool stores throughout New Zealand where our expert in-store wool logistics team provides wool handling services where wool is weighed, sampled, assessed, and stored prior to sale.

 [pggwrightson.co.nz/wool](https://pggwrightson.co.nz/wool)



### INTERNATIONAL NETWORKS

We market and sell wool to all New Zealand wool exporting companies including our own subsidiary export company, Bloch & Behrens Wool (NZ) Limited. Bloch & Behrens exports wool directly to international partners in more than 20 countries, ranging from spinners and manufacturers right through to international luxury brands. This successful commercial model supports New Zealand farmers and meets the demands of our discerning international customers. Our Wool Integrity™ programmes provide traceability, animal welfare, and environmental assurances that links growers with international partners.

 [woolintegrity.com](https://woolintegrity.com)

The Wool Integrity™ store offers consumers contemporary collections of premium wool products using ethically grown wool.

 [woolintegrity.store](https://woolintegrity.store)

### PARTNERSHIPS

We regularly provide facilities, technical services, and support for wool industry educational programmes. Our domestic and international memberships keeps us abreast of global wool developments and include being a founding wool member of the New Zealand Farm Assurance Programme, the National Council of NZ Wool Interests, the NZ Council of Wool Exporters, the International Wool Textile Organisation (IWTO), Wool Research Organisation of NZ, Responsible Wool Standard (RWS), Global Organic Textile Standard (GOTS), and the Campaign for Wool whose patron is His Majesty King Charles III.



# REAL ESTATE

PGG Wrightson Real Estate Limited is a nationwide non-franchised real estate company assisting customers throughout the country and across the globe to buy and sell New Zealand property. We are a national network of experienced, local real estate agents, who have been connecting people with property across the country for generations.

We have over 150 salespeople located in PGW regional centres, retail stores, and standalone offices around the country. Supported by over 20 industry qualified managers (some who are also salespeople) and over 55 specialist administration staff.

## **A NETWORK THAT REALLY WORKS**

When customers deal with us, they are dealing with one company and one team, not a group of franchised operators and offices. This means they get access to our national network, with salespeople covering the country, working together to achieve the best possible outcome.

## **AN OUTSTANDING BRAND**

The PGW Real Estate brand stands out from all the others – signifying trust, integrity, and remarkable results.



### **SPECIALIST KNOWLEDGE AND WORLD-CLASS SERVICE**

Our experienced, specialist team goes out of their way to ensure our customers' property objectives are met, delivering the very best service, whether their property choice is urban, lifestyle, or rural.

### **PEOPLE FOCUSED**

Our customers and our people mean everything to us. This is our hallmark, and we are proud of it. Our customers are the heart of our business, and the very reason for our success. Our people are among the best and most accomplished in the real estate industry. Together, they have made us who we are today, and we recognise their importance in every aspect of our business.

### **UNBEATABLE TRACK RECORD**

We aim to be the best in what we do, and we have been focused on achieving this since our company was founded more than 170 years ago. Added to this is a genuine desire to make the process of buying and selling property an exciting and seamless experience for everyone. PGW Real Estate Limited is one of New Zealand's leading full-service agribusiness companies – we have a deep knowledge in all rural, lifestyle, residential, and commercial property categories.

 [pggwre.co.nz](https://www.pggwre.co.nz)





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