

# EXECUTIVE SUMMARY

UPDATE.

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## Social Licence to Operate

- This quarter, the ZQ grower standard has now been recognised by ISO/IEC 17065, further establishing the certification as a leading ethical standard for New Zealand wool.
- ZQ Shearing Best Practice Guidelines internal feedback has been received. Feedback will be updated in the next version of the ZQ manual.
- The first farm economic model – the economics of ewe wastage – was presented to The Australasian Agricultural and Resource Economics Society (AARES). This was received with positive feedback and suggestions have been incorporated into the latest iteration of the model.

## Crossing the Chasm

- Studio ZQ opened this quarter in Christchurch, with growers, brands and industry partners keen to use the space for various wool-focused projects and innovations.
- Prototypes to come out of the mini Wool Vanguard last quarter are being trialled across several brand partners and 2 different markets.
- New start-up brand partner launched this quarter to the US market, with a unique approach to flooring and direct approach to consumer.

- A Danish sustainable carpet brand visited NZ to understand more about their wool supply chain and build out their story telling.
- Traceable wool video was released for Swedish furniture retailer, outlining their wool supply chain which uses ZQ/RWS strong wool. The response has been positive.

## Blue Ocean

- Studio ZQ launched this quarter, and will be a space to explore new opportunities in new wool products or services, new uses and users. Studio ZQ is to act as the incubator for innovative design/ideas, as a platform to elevate start ups or technology companies. Commercialisation will come from a variety of work streams.
- New interiors brand partner, T&R interiors are using NZ strong wool to disrupt the acoustic panelling category. Their new tile product launches next quarter at Studio ZQ.
- New partnership with technology partner is developing an innovative yarn that creates a different and desirable result for strong wool, with new markets and volume potential.
- Danish shoe brand Glerups visited NZ this quarter, to further connect with their growers and build out their story telling.

## Primary Sector Extension

- Design thinking workshops, prototyping for Studio ZQ, have been held with Ag sector partner to develop story and market plan for their environmentally friendly product that has potential to solve plastic waste in the Ag sector.

## Upcoming

- In market time with new and existing brands, in Europe, USA and Taiwan, creating more demand for wool
- Development of Studio ZQ in health, wellness, and interiors categories with new product launch
- On-farm trials and data collection continues with a focus on carbon sequestration.
- Recruitment of new resources for key positions in the programme and to develop and run Studio ZQ

## Investment

Investment period	Industry contribution	MPI contribution	Total investment
During this Quarter	\$0.33m	\$0.33m	\$0.66m
Programme to Date	\$4.23m	\$4.23m	\$8.46m

