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ZQ NATURAL FIBRE

The world’s leading  
ethical wool



# A WORLD FIRST

*Back in the day, wool was wool.  
Once harvested, the bales left the  
farm, the final destination unknown.  
Frustrated with the commoditisation  
of wool and lack of identity -  
ZQ was born.*

Formed to differentiate and innovate,  
ZQ partners with the best growers  
and international brands, who share  
the same values when it comes to the  
land, the people and animals.  
ZQ stands for quality, sustainability  
and connection, from the grower  
through to the consumer.



**ZQ Natural Fibre** represents fibres that  
are certified by the ZQ Grower Standard.

**ZQ Merino Fibre** is fine micron wool  
produced by Merino sheep, grown and  
certified to the highest of quality.

**ZQ Premium Wool** represents stronger  
micron wool, produced with the same  
ethics and quality standards, and certified  
by the ZQ Grower Standard.

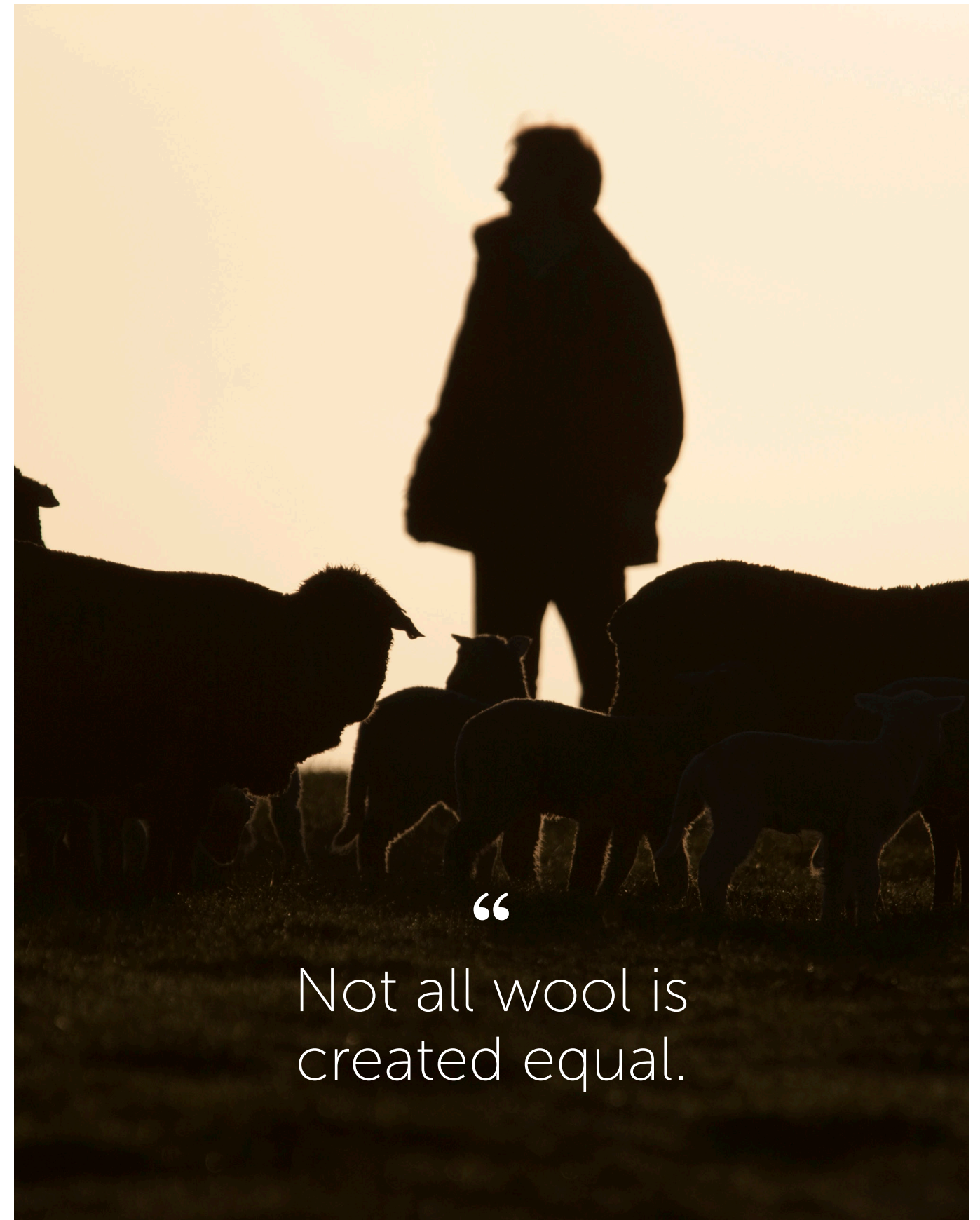
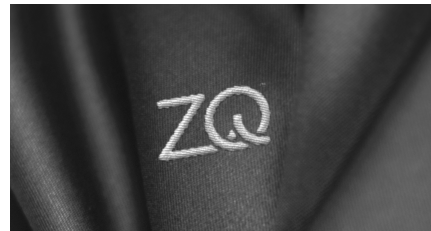


# THE WOOL OF CHOICE

*ZQ Natural Fibre is the world's leading ethical wool. It represents the wool of choice for world-class brands, who are serious about producing amazing natural products.*

ZQ partners with progressive growers to help sell ethically grown wool to some of the biggest international brands, by sharing our growers good work with the global market. ZQ growers and brand partners believe natural beats synthetic any day, and

strive to ensure their production is managed in a way that puts the people, animals, and our environment first. ZQ certified wool is recognised as the best of the best, giving brands and consumers confidence in how it's been made.



“  
Not all wool is  
created equal.”



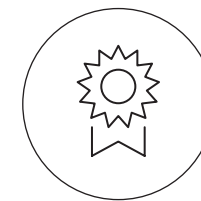
# HOW ZQ WORKS

*ZQ is only available through long term supply agreement contracts. These are set up by The New Zealand Merino Company, between growers and a ZQ brand partner.*

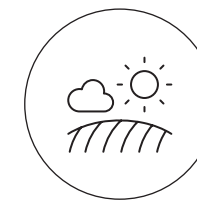
ZQ is dedicated to the long term sustainability of wool, and has established strong relationships with high value industry partners, from scourers and yarns spinners, to manufacturers and retailers. ZQ contracts are set at agreed, sustainable price points, protecting

growers, supply chains and brand partners from market volatility at auction.

ZQ contracts mean growers can produce 'fit-for-purpose' fibre, be recognised for their values and ethical farming systems, and have income stability, allowing them to make considered investment decisions. Contracts also give brands certainty for quality fibre supply, and consistent production standards, traceability and long term economic sustainability.



**CERTIFIED**



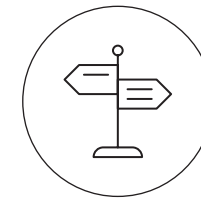
**ENVIRONMENTAL  
SUSTAINABILITY**



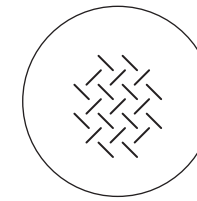
**ETHICAL**



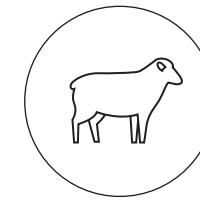
**SOCIAL  
RESPONSIBILITY**



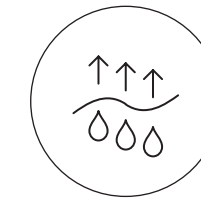
**TRACEABLE  
TO SOURCE**



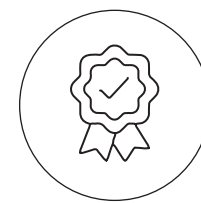
**CONSISTENT  
FIBRE QUALITY**



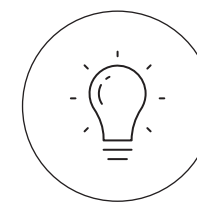
**ANIMAL  
WELFARE**



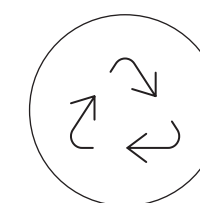
**NATURAL  
PERFORMANCE**



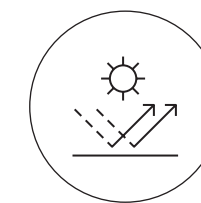
**QUALITY**



**MARKETING  
+ CREATIVE**



**RECYCLABLE**



**RENEWABLE**



# ZQ GROWER BENEFITS

## 1

Growers have the knowledge to grow 'fit-for-purpose' fibre

## 2

Growers have economic stability freeing them to invest in and grow their business

## 3

Growers will be rewarded for their values, vision and ethical farming systems

## 4

Growers can take pride in knowing where their wool is going and connect with world-class brands





# ZQ BRAND PARTNER BENEFITS

## 1

Brands have the certainty of fibre supply and consistent quality

## 2

Brands can trace back to the source of their wool and the values, vision and ethical farming systems that went into its production

## 3

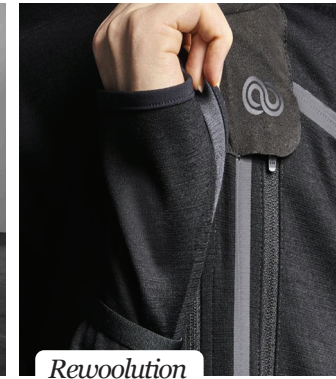
Brands have economic stability freeing them to invest in and grow their business

## 4

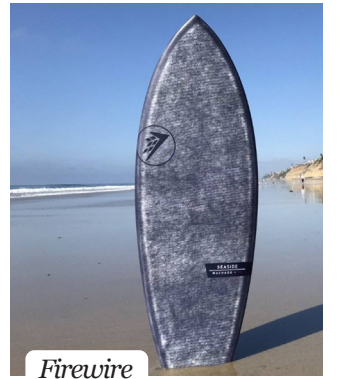
Brands have 'ethical-insurance' behind their brand allowing them to tell an authentic wool story



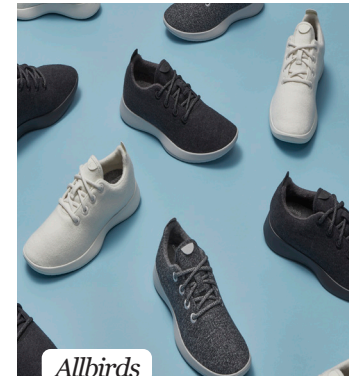
ege carpets



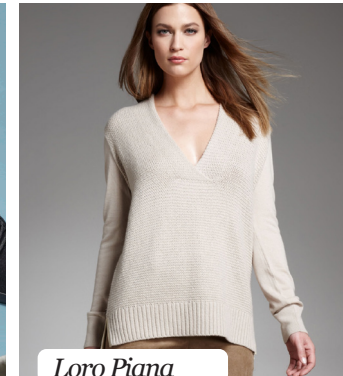
Rewoolution



Firewire



Allbirds



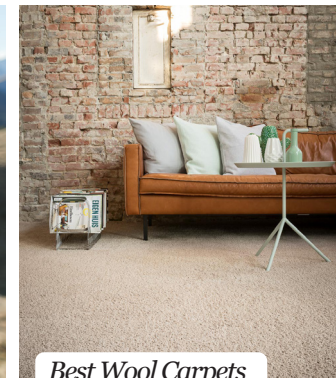
Loro Piana



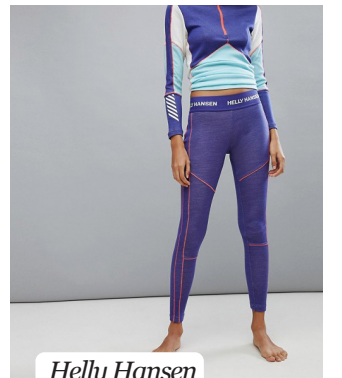
Aclima



icebreaker



Best Wool Carpets



Helly Hansen



Smartwool



Glerups



Mons Royale



# ZQ CERTIFICATION

*Producing the world’s leading ethical wool doesn’t come easily but our growers believe in farming sustainably for generations to come. They understand about our animals, our environment, the technology and threats that are coming over the horizon, and as a community, know the greater impact we can have. They live the ZQ values, and are audited by a 3<sup>rd</sup> party to ensure high standards.*



## ZQ VALUES

### Consistent Fibre Quality

The best wool is created by the best people, animals and environment that create it. ZQ wool must meet brand contract specifications to ensure the processing, quality and performance attributes of the final product.

### Traceable to Source

All the wool supplied to ZQ can be traced back to our growers’ farms. The values, vision and ethical farming systems are a source of pride among our ZQ growers.

### Animal Welfare

ZQ sheep graze on pastures in free range farming conditions. Naturally, sheep are herd animals and enjoy grazing in wide open spaces and seeking natural shelters. ZQ growers adhere to the five basic freedoms below.

### Environmental Sustainability

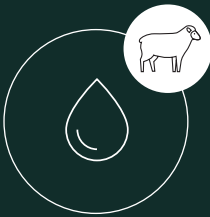
Healthy animals rely on a healthy environment, as do our future generations. ZQ growers are required to develop a farm environmental plan relative to their individual property.

### Social Responsibility

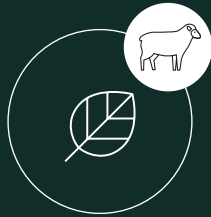
Sustainable farming is closely linked with the health and wellness of our farmers, their families, the farm workers and local community. ZQ ensures safe, healthy workplaces, fair wages, and income stability.



FREEDOM FROM  
DISTRESS



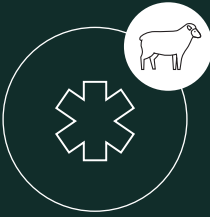
FREEDOM FROM  
THIRST



FREEDOM TO  
LIVE  
NATURALLY



FREEDOM FROM  
DISCOMFORT



FREEDOM FROM  
DISEASE



GROWER PROFILE

# MIDDLEHURST STATION

*Covering more than 16,500 hectares, Middlehurst station is one of New Zealand's original high country runs. The merino property is nestled within the upper Awatere Valley in Marlborough, near the top of the South Island and is run by the MacDonald family.*

"We're both high country people", Willie and Susan MacDonald were both brought up on farms, and managed several together, before making Middlehurst home in 1998. The station is bordered by rivers and has long been recognised as ideal country to raise a hardy breed like merino.

Today, Middlehurst station runs 11,000 merino sheep and 1200 angus X cattle. The family are long term ZQ growers, who understand the importance of being recognised for their hard work, their ethical treatment of their flock and passion for their environment. They enjoy being a part of the ZQ community of like-minded growers.



**Sue MacDonald**  
*Classing at Middlehurst*



*Image credit: Peter Eastman*





Image credit: Tony Hewitt

LIVING FOR THE LAND

Willie and Sue strive to maintain a sustainable and productive family business, that works for the land as well as the people that live off it. Their vision is to see Middlehurst stay in the family with their four children, whilst maintaining high country traditions that will be passed on for generations to come.

Every merino property is unique and rich in history, and Middlehurst is no different. With native flora and fauna set against a backdrop of valleys and mountains, the farm is enjoyed by horse trekkers, fisherman and mountain bikers to name a few.

It’s essential then, for Willie and Sue, that the land is properly managed and cared for, to conserve their livelihood and a lifestyle they can feel proud of, for many years to come.



Image credits: Peter Eastway

The Musterers Hut

The station is enjoyed by a variety of adventure seeking visitors

KNOWING WHERE OUR WOOL GOES

*Middlehurst supply to icebreaker contracts, linking them with a global brand and international recognition as being an exemplar of the highest farming standards.*

Knowing where their wool ends up, and being able to wear icebreaker garments made from wool that may be from their farm, gives them a greater sense of pride and achievement.

Having ZQ icebreaker contracts, Willie and Sue understand icebreaker’s specifications and can design their flock to produce ideal fibre that is fit for the market and end purpose. They continue to raise the bar, with the certainty of branded contracts, they can invest back in their systems to ensure the finest merino fibre quality year after year.



Image credit: Peter Eastway



GROWER PROFILE

# MERINGA STATION



**Meringa Station**  
Growers Graham and Tracy Sinnamon

*Challenging the status quo can be daunting, especially when it means completely changing the way you operate. This has been the case for cross bred wool growers, Graham and Tracy Sinnamon from the Central North Island of New Zealand.*

The Sinnamon's have been managing Meringa Station for the past 11 years. "It's a beautiful property to be working on", with rolling green hills surrounded by lush New Zealand bush. Each year they'd shear, class and sell their wool through traditional methods like the auction market, sending their bales out the gate with no idea what it will be used for, or for whom. This is all changed thanks to their new partnership with ZQ and a Danish footwear company, Glerups.







**Meringa Station, Central North Island, New Zealand**  
*Growers Graham and Tracy Sinnamon*

VALIDATED AND  
RECOGNISED

*“We make sure we maintain the farm and keep all the environmental stewardship things up to date”.*

Growing wool requires a lot of care and attention, and partnering with ZQ was a natural step for the Sinnamon’s. Becoming ZQ certified meant being recognised for all their hard work in caring for their animals and people, being the custodians of the land, producing an incredible fibre year after year. ZQ certification also opened up long term contract possibilities, like an exclusive contract to supply Glerups with their ZQ quality New Zealand wool. Glerups indoor shoes are 100% pure

and natural wool, sold throughout Denmark and shipped to retailers in 20 countries. The shoes, renowned for comfort, warmth, and durability, are popular in European markets with colder climates. The company sells approximately 150,000 pairs worldwide each year and are growing at around 20% per year. With this rapid expansion, Glerups have to ensure they get consistently high-quality wool at the right time.

GROWING FIT-FOR-  
PURPOSE WOOL

*This need for quality ingredients, guaranteed supply, market transparency, and stable conditions is where the partnership between Meringa Station, ZQ Natural Fibre, and Glerups becomes truly valuable for all.*

Graham enjoys knowing what he is growing the wool for, giving him the ability to grow a fit-for-purpose product. There is a physical product being created and worn by consumers, and the value reflects their hard work on the farm. He explains, “To be supplying into this Glerups contract is very rewarding, I’ve never seen the end product or even known where my wool ended up, so it’s really satisfying” and Tracy agrees, suggesting the ZQ forward contract model is much more rewarding, “knowing that this product came from our farm, and we now have this fantastic partnership is awesome.



**Glerups**  
*Nature’s performance fibre*



## ZQ NATURAL FIBRE

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