



November (Spring) 2012, 1 page

## ADH VELVET POOLS INFORMATION (October 2012)

Australian Deer Horn & Co-Products Pty. Ltd.

### Dear Velvet Growers,

Apologies for the late information relating to this year's velvet pools however..... ADH is pleased to announce that it has contracted the operation of this season's velvet pools to Tasman Velvet Processors.

### Why have we done this?

- Falling velvet volumes have meant that the traditional model of conducting a velvet pool has become financially unviable.
- In recent years, growers have waited up to nine months for payment.
- We have sought to substantially reduce the costs of operation without compromising the security of payment afforded by the ADH pools.
- We have sought to protect the integrity of the grading system.
- We have contracted the forward sale of velvet at market prices and assured payment.

### What will this mean for you?

- Payment will be received by the grower within 30 days of velvet delivery.
- Velvet prices will be available 48 hrs prior to the set pool dates.
- Two pool dates will be offered: late November and mid February.
- Handling charges will be reduced to \$1-2 per kg (the final charges will be determined by the volume of velvet consigned to ADH).
- Velvet levies will be deducted from your gross payment and paid by ADH on your behalf.

### Pool Dates

- Pool 1. Will be held on Thursday November 22<sup>nd</sup>.
- Pool 2. Early February 2013 at a date to be advised.

### Location

#### DANDY COOLSTORES

11 Frankston-Dandenong Road  
Dandenong South VIC 3175

### The Process

As part of the cost reduction and streamlining of the velvet collection grading process you will need to:

1. Telephone Marika McKinnon on 03 5584 7265 or 0488 931 909 two weeks prior to the pools date and advise your approximate velvet volume and likely time of arrival.
2. Nominate that you will be selling through the ADH pools system.
3. Should you wish to direct ship your velvet for grading, please advise Marika who will provide shipping details. (Please note this shipping will be at your cost).

To make this happen in an efficient manner, we would ask that if you deliver velvet to the pools that you assist the graders with the process. This small action will assist in reducing the costs by increasing the efficiency of the total system.

If you have any questions please contact Nigel Barry on 0418 330089.

Yours sincerely,  
Nigel Barry  
Chairman ADH & Co Products