



Farm Direct
H. DAWSON

Wool Marketing from Farm to Consumer

July 2011 Newsletter

Campaign For Wool New Zealand Launch in Wellington



Check out www.campaignforwool.co.nz for the Campaign for Wool launch in Wellington on Friday June 10th. These are some of the photos of the “Lambs on Lambton Quay” and blade shearing demonstration.

An amazing day and launch was had by all involved and the day’s events were a great way to kick off the Campaign in New Zealand.

The Latest News and Updates from the IWTO

IWTO website; www.iwto.org

Official Kick-off of the Comfort Index Study

The scientific comparison of a wool suit versus a polyester suit undertaken by the Deutsche Wollforschung Institut (DWI) with the support of Dr. Paul Swan from AWI has kicked off this June. First results will be presented during the Round Wool Table in London on 14-15 November 2011.

Start of LCA Working Group

After productive discussions during the IWTO Congress in Hangzhou regarding a Life Cycle Analysis for the wool industry, a working group was formed. In the first instance, this working group will be chaired by IWTO President Peter Ackroyd and its task is to conduct a review of existing wool LCA's and make recommendations to IWTO on how to best establish an LCA that is useful to the entire wool industry.

Super S Cen Workshop on 5 July 2011

The final meeting of the CEN Workshop on "Superfine Wool Fabric Labelling, Code of Practice" is to be held in Brussels on 5 July 2011. During the Workshop the comments received on the draft Code of Practice, which sets out the requirements for "Super S" labelling, will be discussed, finalised and officially approved for publication.

Successful launch of the Campaign for Wool in New Zealand

The Campaign for Wool launched successfully into New Zealand with a celebration of wool both on and off the catwalk on 10-17 June 2011. The launch created a lot of media coverage of which some interviews can be seen via these links:

<http://tvnz.co.nz/business-news/princely-push-make-wool-cool-4219918/video?vid=4220152>

<http://tvnz.co.nz/business-news/princely-push-make-wool-cool-4219918/video?vid=4219926>

For more information visit the new Campaign for Wool website:
<http://www.campaignforwool.org/>

Meetings and Events

- The next Wool Round Table will be held on 14-15 November 2011 in London. More information on hotel bookings and programme will be available soon.
- Wool Modern will be held at La Galleria on London's Pall Mall from 7-29 September 2011. It will be an exhibition to showcase the true versatility of wool. It will feature exclusive creations by renowned fashion designers and interior decorators. Wool in applications from fashion to technical and intelligent textiles, to car interiors, safety needs, crafts and the built environment will be on display.
- An overview on design and architecture festivals and fairs in Europe over the next 12 months can be found via this website:
<http://www.europe.org.uk/index/-/id/589/>
- A knitting exhibition under the title "Unravel" is being held in the Fashion Museum Province of Antwerp. The exhibition which is presented by Woolmark, has a wide variety of exquisite knitted

garments and accessories from across the last centuries. More information is available via this link: www.momu.be

HDFD News & Updates:

- Thank you to our valued suppliers who have swapped from cheque wool payments to Direct Credit payments. This has certainly helped speed up our administration and payment processing. If you haven't already swapped to Direct Credit payments and you would like to, please contact Raelene on 03 327 2159

-Please see the IWTO website at: www.iwto.org
This is a good resource for global information about wool and wool projects.

-the HDFD wool specification sheet is now on our website; www.hdfarmdirect.co.nz and is able to be printed off.

Our Wool Buyer phone numbers are:

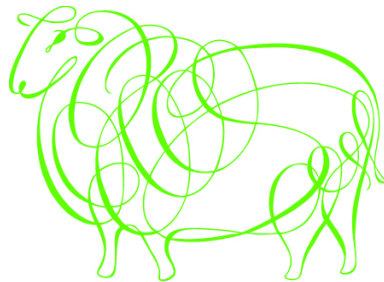
Brett Bolton	Motueka	027 207 4004
Mike Palmer	Nelson	0274 395 705
Don Kars	Darfield	0274 500 769
Gavin Crump	Timaru	0274 316 555
Brian Shaw	Waikaia	0274 352 096
Craig King	Invercargill	0274 368 594

PLEASE VISIT OUR WEBSITES:

www.hdfarmdirect.co.nz

www.thewoolroom.com

www.woolipedia.com



THE CAMPAIGN FOR WOOL
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