

April 2011 Newsletter

H Dawson NZ Update-

Well here we are again after “Mother Nature” gave us Round 2 back on the 22nd of February. For those of us who are in Christchurch and surrounding areas it is still quite surreal and hard to believe what has happened?

Our H Dawson Farm Direct office and wool store at Kaiapoi escaped with minor damage. Sadly our H Dawson NZ Christchurch office at 518 Colombo Street has been damaged beyond repair and has had to be demolished (see photos below). Thankfully the staff that were in the office at the time of the earthquake all managed to safely get out of the building, although it was a hair raising journey after having to smash a window on the first floor, climb out the window onto a small roof, then jump onto the roof of a truck that was delivering goods to the Pak n Save supermarket below the office, then the final part of the journey was from the truck roof on a pallet on a forklift down to the ground. There were no injuries from this incredible escape only some very frayed nerves and racing pulses. Unfortunately 3 staff cars were lost in the collapsed car park and other vehicles were lifted off with dents and badly scratched paintwork. We can be thankful that no one in the building lost their life or were badly injured.



The HDNZ office has now been relocated to suburban St Albans at the home of one of our staff member's. Where after a great team effort by all of the H Dawson staff it was up and running by Tuesday March the 1st, albeit with a few fax and computer issues as thousands of Christchurch businesses were finding out that residential phone lines aren't able to handle the requirements of modern day businesses. But we got there in the end!

Our thoughts go out to those who have lost loved ones and for those who have suffered serious injuries and to all the homes and businesses that have been damaged and destroyed. It will be a tough road ahead as we rebuild but our “kiwi spirit” will prevail.

Many thanks also to those who sent us messages of support from around the World and our thoughts go out to our friends in Japan who in March have suffered on an unimaginable scale.

What has wool been up to?.....Since the earthquake we have seen wool prices continue to rise throughout March to record levels that have not been seen for decades. This however didn't last through April as we saw prices start to come back.

The strong NZ dollar has made it difficult to sell the wool offshore as buyers around the world have been caught out by the sudden rise in prices since September last year. What we need to achieve is a sustainable level that takes the highs and lows out of the equation. This will keep the international buyers in the market for New Zealand wool and not have them looking at wool from other origins.

I'm sure you as the wool growers have been pleased to receive the price levels this year for your wool and the goal is to make these levels more consistent than a once in a generation event.

H Dawson's globally is working hard to achieve this as "You grow the wool" and "We grow the relationships to sell it."

Kia Kaha Christchurch

Craig Sheridan

Campaign For Wool- April Update

Momentum for New Zealand's Campaign for Wool is building and we would like to make sure that you are in-the-loop and up-to-date with all that is planned.

A major highlight coming up is the New Zealand Wool Week which kicks off in Wellington on Friday June 10th and runs until Friday June 17th.

Check out our new website www.campaignforwool.co.nz.

Here you can officially Join Up to the Campaign, if you haven't already done so. Click on JOIN UP AS A LICENSED PARTICIPANT in the right hand column on the Home Page. As well as being able to use the registered trademarks it will also ensure you go onto our database, which means that we can keep you up-to-date with campaign activities in New Zealand and globally via IN THE LOOP, the Campaign for Wool New Zealand's newsletter.

Spread the word.

And, in line with the maxim that if it's worth doing, it's worth sharing, why not spread the word about the Campaign to others you know who are passionate about wool and get them to SIGN UP TO SHOW THEIR SUPPORT. It's simple, free and quick – and the more we have on board, the wider our reach in promoting the wonders of wool.

Stay "In the Loop"

So, whether you JOIN UP or SIGN UP you will also be sure to receive our newsletter, IN THE LOOP.

Mary Annette Hay – The Queen of Wool.

One feature you may find of special interest is the video clip on the work of Mary-Annette Hay. This one-woman dynamo was an outstanding ambassador for wool and is a real inspiration for us. Watch the clip at <http://www.campaignforwool.co.nz/wool>.

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 new 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:

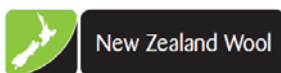
Brett Bolton	Motueka	027 207 4004
Mike Palmer	Nelson	0274 395 705
Don Kars	Darfield	0274 500 769
Gavin Crump	Timaru	0274 316 555
Brian Shaw	Waikaia	0274 352 096
Craig King	Invercargill	0274 368 594

PLEASE VISIT OUR WEBSITES:

www.hdfarmdirect.co.nz

www.thewoolroom.com

www.woolipedia.com



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