



*Farm Direct*  
**H. DAWSON**

Wool Marketing from Farm to Consumer

## **February 2010 Newsletter**

### **Wool Task Force Report**

There were no surprises in this report except for the first time, an agreement by the whole industry that to increase prices obtained for wool, the key focus should be increasing demand by the consumer, rather than playing within the supply chain.



### **Shipping Capacity**

With growers and exporters both happy the price of wool has been rising steadily over the past few weeks, it is distressing to report the struggle we are having to secure shipping container cargo space for wool being exported. With New Zealand relying on an export led recovery, this struggle is seeing many deliveries being delayed to the point where confidence in our wool industry may be affected. We have been working with shipping companies, the Chamber of Commerce, and the Government to find a solution to this bottleneck.



How we wish this ship which holds 15,000 containers could visit New Zealand just once, to clear the wool and other cargo backlog.

### **Architects Project**

To boost international awareness of the benefits of wool to consumers, the National Council of Wool Interests Incorporated, an organisation made up of most groups within the wool industry, is working with the International Wool Textiles Organisation (IWTO) to bring 10 top world Architects to New Zealand to showcase wool for interiors, and the benefits of wool.

This is a vital weeklong program which will assist in increasing consumer awareness of the benefits wool brings to their daily lives, and to improve the building codes and designs of living to include wool.

Topics include Wool and Health, Wool in Central and Local government, Innovative Interior Textiles Uses, Fire Resistance, and Insulation. This is one of many actions underway between IWTO and The National Council of NZ Wool Interests aimed to increase demand for wool.

### **Overseas Markets**

We have seen increased demand from China prior to their New Year (Spring Festival) which has resulted in rising prices for New Zealand wool. While the Chinese planning horizon following the recession is still short term, it is encouraging. Demand for both second shear carpet wool and 30Mic and finer 3 inch and longer lambs fleece is very good.

Demand worldwide for Crossbred fleece has been steady. While traders in worsted fine merino wool have pushed world prices up, we remain concerned that some are carrying substantial greasy stocks, especially in China and that we might see some reversal of this rise.

This demand improvement has flowed into other world markets and has helped to increase prices for our wool. We look forward to seeing whether we can sustain this improvement, and do hope our shipping difficulties do not impinge on this progress.

### **Our Wool Buyer phone numbers are:**

<b>Brett Bolton</b>	<b>Motueka</b>	<b>027 207 4004</b>
<b>Don Kars</b>	<b>Darfield</b>	<b>0274 500 769</b>
<b>Gavin Crump</b>	<b>Timaru</b>	<b>0274 316 555</b>
<b>Brian Shaw</b>	<b>Waikaia</b>	<b>0274 352 096</b>
<b>Craig King</b>	<b>Invercargill</b>	<b>0274 368 594</b>

### **PLEASE VISIT OUR WEBSITES:**

[www.hdfarmdirect.co.nz](http://www.hdfarmdirect.co.nz)

[www.thewoolroom.com](http://www.thewoolroom.com)

[www.woolipedia.com](http://www.woolipedia.com)