



## **January 2010 Newsletter**

**Happy New Year 2010 to you all!**

**The H Dawson Farm Direct team is back on deck and all set to go for the New Year. We are finally starting to see some volume of wool across the South Island as shearing that was delayed by bad weather gets underway.**

**There was an interesting announcement over the Christmas break where an additional market development cost of 3% will be deducted from grower payments for wool going through the Wool Partners auction system. This will reduce returns to the farmers even further. There seems to be no end to the politics and posturing within the New Zealand Wool Industry.**

**H Dawson Farm Direct will not be creating an additional charge to our wool suppliers. As a privately owned family business we continue to spend millions of dollars funding and developing global markets for NZ wool ourselves, with no handouts from farmers or Meat & Wool NZ or additional charges.**

**So it is business as usual for us and nothing will change with our payment terms. We will be flat out promoting and selling your wool through our very experienced sales and marketing teams spread around the world.**

**In January, we are presenting wool products at the Heimtexel Trade Fair in Frankfurt, meeting clients at the Domotex Trade Show in Hanover, and in early February will be meeting clients at the Surfaces Trade Show in Las Vegas.**

**While our summer progresses, our teams in both Bradford UK and Beijing China suffer through the coldest winter for many years with Beijing having waist deep snow, and our Bradford team digging their cars out of the snow to get to work. And they are doing a good job representing NZ wool in these geographies.**

**For you, a NZ wool grower, in the last 6 months, wool price increases of almost 40% round the world have been largely offset by the strengthening NZ dollar. We believe the demand for NZ wool is now increasing and remain hopeful that the NZ dollar will lose some strength to allow a lift in payment prices to you.**

**We wish you all a Happy and Prosperous New Year.**

**Craig Sheridan  
General Manager**

## H Dawson Farm Direct Calendar/ Promotional Photographs

We are always on the lookout for photographs of anything related to wool (eg; shearing/ landscape scenes with sheep/ woollen products etc) that we can use for our annual calendar, promotional products, presentations and H Dawson documents.

New Zealand has some absolutely amazing sheep farming scenery and farm locations to capture on film.

So if you have any photographs digital or otherwise and you are happy for us to use them please forward them to the [kaiapoi@hdfarmdirect.co.nz](mailto:kaiapoi@hdfarmdirect.co.nz) email address or post them to our postbox; PO Box 311, Kaiapoi 7644.

You just never know where in the wide world of wool your photograph may end up!



**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)