



Farm Direct
H. DAWSON

Wool Marketing from Farm to Consumer

November- December 2010 Newsletter

The Campaign for Wool

HRH Prince of Wales visited Bradford at the end of November as part of the drive to promote wool and wool products - The Campaign for Wool.



Jo Dawson, owner and CEO of H Dawson discussed the benefits of wool with Prince Charles at the Bradford meeting. H Dawson showed the benefits of wool through the H Dawson display with Jonathan Swift H Dawson's Trading Director.

Please visit the links below also....

<http://www.bbc.co.uk/news/uk-england-bradford-west-yorkshire-11820751>

http://www.thetelegraphandargus.co.uk/news/8682433.Prince_Charles_visits_Bradford_to_boost_wool_industry/

Please find the latest news from Stephen Fookes from the National Council of New Zealand Wool Interests.

NATIONAL COUNCIL INITIATIVES – NOVEMBER UPDATE

1. IWTO Architects Project.

The Architects Book is in the final stages of preparation and will have its first release at Heimtextil Interior Textiles fair in Frankfurt, Germany on 16 January 2011. This significant event will take the project to its next phase of providing the “trickle down effect” to the interior textiles community, as well as start the planned exposure to the decision makers in the interior textiles market. It will also be promoted to the 135,000 members of AIT, the architects’ media organisation, and organisers of the New Zealand programme.

1. Campaign for Wool: Patron HRH Prince of Wales.

The Campaign for Wool is now well underway. The National Council’s website www.campaignforwool.co.nz is now running. The site will be progressively developed and will become the source of information on all aspects of the campaign, along with other National Council news. This is the site to use for those wishing to become a Licensee of the Campaign for Wool.

During September and October a steering group was established to coordinate and plan the New Zealand strategies for the next five years, and to interlink with the Campaign for Wool internationally. The initial steering group comprises a small voluntary team representing growers to retail. The group has undertaken the establishment of the National Council’s website, the licensing programme, media strategies, printing of all Campaign for Wool Marketing Tool Kit tags, labels and bumper stickers, setting promotional programmes, administering licensee applications, establishing strategies and appointing specialists for particular key strategies. In addition, we have appointed a UK based representative for New Zealand to be represented on the various planning groups in the UK. The appointment is Neil Tucker, who will be known to many of you.

The first key event of the Campaign for Wool was Wool Week, held in the UK in November 2010. This event received the most significant textile media coverage ever in the UK, with over 50 media organisations with an audio/visual audience of over 120 million. Included in the programme was a countrywide series of events aimed at creating awareness and sales. Initial reports are that the organizers were overwhelmed at the success of the Wool Week. As with every aspect of the Campaign for Wool, the programme is benchmarked with sales data from its licensees, so that the programmes impacts can be objectively evaluated.

New Zealand has decided to hold its Wool Week commencing on 6 June 2011, to coincide with Queens Birthday weekend. The focus of this event will be to draw the maximum amount of international media attention to the wide range of innovation and technology in the New Zealand industry, and to give maximum exposure to New Zealand wool and the range of products manufactured in New Zealand.

Additional strategies are being developed to gain exposure through a range of specific events throughout New Zealand.

It is planned to hold a series of Wool Weeks internationally. New Zealand will be able to participate in all of those, as well as other countries participating in the New Zealand Wool Week.

The Campaign for Wool website www.campaignforwool.org is now fully functional and will be providing regular international updates and strategies.

The momentum for the campaign is growing daily, with the most exciting opportunity for the repositioning and demand creation for wool globally. We appreciate the support from those industry participants who have chosen to do so.

Stephen Fookes
Chairman

Lone Star Farms Wool off to Thailand



A 20 tonne container of wool from the Lone Star Farms is bound for Thailand where it will be made into high end carpet products at one of Asia's leading carpet manufacturers. The wool has been branded "Pukerangi" which translates in English to "Hills of Heaven", which highlights the majestic scenery of the Lone Star farms. The wool has been scoured at the Canterbury Wool Scour in Timaru and "the wool has come up trumps and is ideal for the high end carpet market" says Aaron Wilson from Canterbury Wool Scour!
Many thanks to the Lone Star team for all of your support!



(L to R) Craig Sheridan H Dawson Farm Direct General Manager,
Gavin Crump H Dawson Farm Direct Timaru based wool buyer,
Aaron Wilson Canterbury Wool Scour Client Manager

HDFD News & Updates:

-New Farmer / Grower Suppliers:

HDFD we would like to welcome all of our new Farmers who have sold their wool to us over the last 2 to 3 months. There have been quite a lot of you and we appreciate your support as all the wool industry hype goes on around us. We look forward to establishing some long term partnerships with you.

-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.

-2011 HDFD calendars will be available from the wool buyers in the next 2 weeks. Their contact details are below.



2010 / 2011 XMAS / NEW YEAR HOLIDAY CLOSURE DATES:

Please note; that H Dawson Farm Direct Head Office will be closed for the Christmas and New Year holidays from lunchtime Thursday December the 23rd 2010 until Wednesday January the 5th 2011.

On behalf of the H Dawson Farm Direct team I hope you all have a happy and safe holiday break.

See you all next year!



Our Wool Buyer phone numbers are:

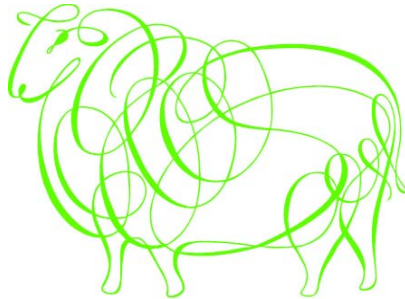
Brett Bolton	Motueka	027 207 4004
Mike Palmer	Nelson	0274 395 705
Don Kars	Darfield	0274 500 769
Gavin Crump	Timaru	0274 316 555
Brian Shaw	Waikaia	0274 352 096
Craig King	Invercargill	0274 368 594

PLEASE VISIT OUR WEBSITES:

www.hdfarmdirect.co.nz

www.thewoolroom.com

www.woolipedia.com



**THE CAMPAIGN FOR WOOL
PATRON: HRH THE PRINCE OF WALES**

