



*Farm Direct*  
**H. DAWSON**

Wool Marketing from Farm to Consumer

## October 2009 Newsletter

### Selling Wool Products over the Internet

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

We are starting to get some kiwi built product loaded onto [www.thewoolroom.com](http://www.thewoolroom.com) website for international sale. This wool promotion and selling site has now been live for a year and traffic and sale levels are building every month. The latest New Zealand offering will be very warm high quality wool workpants from the Keenan family on Banks Peninsula.



### Our Meetings with you, our Wool Growers

H Dawson is bigger on doing things to help improve wool fortunes than on talking about doing things. But every so often, we do try to get round our growers districts to tell you what we are doing with your wool and what initiatives we have in process and have completed to assist grower returns.

We tell you of our success with our machine washable bedding wool, Sunrise, selling into 15 countries round the world. Our work with wool coffins, our work through Jo Dawson (our owner) at IWTO with the multilevel building code lobbying project in Europe and USA.

Over the past 3 months, we have met with growers from Farewell Spit to Bluff, talking and listening, and weighing up the balance.

What we hear is that growers are sick of wool politics, a view that was clearly expressed in the Meat & Wool NZ levy vote. Over the years, farmers have poured a lot of money into “big bang wool saviour” projects that have not delivered – the Fernmark, McKinsey, WIN, and even the Wool Board.

Our hope is that the message has been clearly received in Wellington, and that we see a move going forward to many smaller and more accountable market development projects, each being exporter driven and with consumers/designers/architects having a share in them. Let us hope the days of building world crushing wool science without a consumer to ask the “so what” questions are gone.

## **Texel Wool/Prestige Carpets/The WoolSet Update**

H Dawson paid out its second year \$1/kg extra wool pool payment in July to farmers whose wool had been used during the year for making the new “Pure South” range of Texel plush carpet.

Michael Ireland, Sales Manager for Prestige Carpets based in Hallam, Victoria, Australia, said “the project was complex and had taken longer than they had anticipated delivering the eight selected colours to retailer’s shelves. Every aspect of the manufacture of the carpet is special requiring some new and previously unaccounted issues to resolve to ensure the high level of quality was achieved.”



Both Prestige and their client, retail group The WoolSet know the final product is fantastic. Selwyn Mackay, CEO of The WoolSet confirmed “they are stocking all 8 “Pure South” colours and that this will soon be extended to 11 colours.” He was also quick to add that “all colours have been laid in Australian homes and that there was action with the new “Pure South” range every day.”

The recession has impacted on carpet sales worldwide but Selwyn knows the Pure South range will be a signature plush carpet product for many years to come.

The South Island carpet stockists for the Pure South carpet range are Floor Pride in Mandeville Street in Christchurch and McKenzie & Willis in Dunedin.

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)**