



Farm Direct
H. DAWSON

Wool Marketing from Farm to Consumer

October 2010 Newsletter

What a month!

Thankfully we have seen the back of September!!
What a month it has been for all of us that have experienced earthquakes and snow storms, let's not forget also the excessive amount of rainfall that we have had throughout the winter and early spring.

For those of you who have lost stock and suffered damage to property our thoughts are with you.

Sadly some of our H Dawson staff have lost homes from the earthquake and have had their lives completely turned upside down.
One thing we can be thankful for is that no lives have been lost!

Here at Kaiapoi we are back up to speed after losing a week post the earthquake and I hope we didn't inconvenience anyone with our payments being a little later than normal.

As you will have seen the wool prices have taken off throughout September and look as they will stay firm in October. Wool supply is the biggest concern we face at present and the strong New Zealand dollar against major currencies is making New Zealand wool expensive for overseas markets. However this is the case with wool from all wool producing countries as supply concerns continue to push wool prices up. Whether they are sustainable as the season goes on is going to be the \$64,000 question..... That only time will reveal.

I will be on the road with the wool buyers in the coming months and I look forward to meeting many of our valued suppliers.

Craig Sheridan
General Manager



The Campaign for Wool has begun with the UK Wool Week launching the campaign in London on the 11th October 2010

Wool Week to transform the UK into a woollen wonderland *Sheep grazing in Savile Row to form centrepiece of activities*

Retailers, fashion designers and interior brands across the UK from Edinburgh to Brighton, Bristol to Newcastle have united to support the launch of The Campaign for Wool; a project convened by His Royal Highness the Prince of Wales.

Funded by the British Wool Marketing Board, National Council of New Zealand Wool Interests, Woolmark, the International Wool Textile Organisation and over 100 retailers, carpet manufacturers and designers, the campaign will highlight innovative ways in which wool is used in fashion and interiors.

Wool Interests chairman Mr Stephen Fookes said the project demonstrated the enormous marketing and promotions leverage that can be achieved when global wool interests unite and combine.

“New Zealand woolgrowers’ number one competitor is synthetics and not other wool-producing countries,” Mr Fookes said. “The Campaign for Wool project was a golden opportunity for New Zealand to showcase wool by being part of a powerful marketing alliance that reaches back to leading British retailers and their shoppers.”

Eighty brands spanning 400 stores are helping to raise the profile of wool in the UK as part of this unique campaign, which is dedicated to encouraging consumers across the country to consider wool and to demonstrate wool’s versatility.

Over the course of seven wool-filled days, the public will have the opportunity to participate in an exciting schedule of activities taking place across the country, ranging from interacting with sheep on Savile Row to in-store events and specially organised knitting workshops.

London, Cardiff, Leeds and Edinburgh will all be hubs of activity during Wool Week. Each of them will play a pivotal role in bringing this environmentally friendly fibre back to the attention of the public. Activity across these cities will include: ‘yarnstorming’ in John Smedley (London), a wool themed shop display window in John Lewis (Cardiff), guerrilla knitting at Selfridges (London), in-store knitting workshops at the Jigsaw store (Edinburgh), and wool themed shop display windows at Austin Reed (Leeds).

Wool Week will see Selfridges in London and the Harvey Nichols store in Leeds host VIP parties. The Harvey Nichols store in London will have its world famous shop display window dressed by designer knitwear company The North Circular to depict a beautiful woollen forest.

Savile Row will be transformed into a luscious green pasture for ‘Savile Row Field Day’. This one - off event will see sheep grazing under the watchful eye of farmers Harry Parker and Lesley Prior in the heart of London, while members of the public will be given special access to the

archives and invited to workshops with some of the world's most famous tailors.

Wool Week has been developed by The Campaign for Wool - a coalition of industry groups convened by HRH The Prince of Wales - to educate consumers about the benefits of choosing wool and to highlight its premium quality. Inspiring and innovative, **Wool Week** is sure to provide the right touch of chic this winter season.

John Thorley, Chairman of The Campaign for Wool said, "We are very excited about this opportunity to showcase the benefits of wool to the public, not least through the enthusiastic support of the many brands who believe in the natural fibre. Wool is a wonderful material and has been used in fashion and interiors for hundreds of years. It is incredibly versatile and most importantly it is one of the most environmentally friendly fibres in the world."





Photos courtesy of AWI

Please also use the following link to view the sheep in Savile Row on “youtube”.

[Sheep graze in London to begin the Campaign for Wool](#)

3 min

On 11 October 2010, sheep grazed the famous Savile Row in central London to highlight the natural advantages of their fibre ...

[youtube.com](#) - [Related videos](#)

Look out for further updates as events take place round the world!

H Dawson Farm Direct will be a proud supporter of The Campaign for Wool when it launches in New Zealand in 2011!

Your Wool's Traceability? Where did it go?

The 2009/2010 Traceability Certificates are hot off the press and will be delivered in the coming weeks and these will highlight to you once again where in the wide world of wool your wool went and what it was used for.

They make for interesting reading!

Please note:

H Dawson New Zealand is committed to the resurrection of wool to its rightful place as a high quality fibre. We believe that re-education by re-telling the “wool story” is critical and we are working extremely hard to promote this message to all participants in the wool industry and consumers.

-By our own specific Research and Development

-The Wool Room website (www.thewoolroom.com)

-Being a committed supporter of the International Wool Textile Organisation (IWTO) and its initiatives, including the Architect and Interior Design projects

-Being a committed worldwide supporter of the HRH Prince Charles Campaign for Wool

Our Wool Buyer phone numbers are:

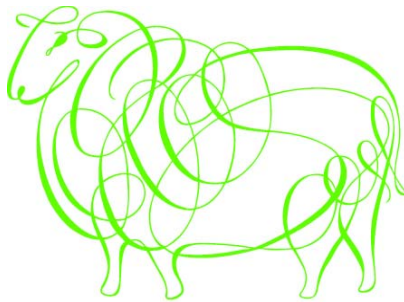
Brett Bolton	Motueka	027 207 4004
Mike Palmer	Nelson	0274 395 705
Don Kars	Darfield	0274 500 769
Gavin Crump	Timaru	0274 316 555
Brian Shaw	Waikaia	0274 352 096
Craig King	Invercargill	0274 368 594

PLEASE VISIT OUR WEBSITES:

www.hdfarmdirect.co.nz

www.thewoolroom.com

www.woolipedia.com



THE CAMPAIGN FOR WOOL
PATRON: HRH THE PRINCE OF WALES



THE WOOLMARK COMPANY SUPPORTS
THE CAMPAIGN FOR WOOL