



Wool Marketing from Farm to Consumer

December 2011 Newsletter



On behalf of all of the H Dawson Farm Direct team I would like to wish all our valued suppliers around the South Island a very Merry Christmas and a Happy New Year 2012.

After the year we have had in 2011 (endured earthquakes, droughts, floods and snow storms) I'm sure we will all be pleased to see the New Year come around.

Let's hope we start to see some positive signs in the global economy after a turbulent 12 months in Europe and the USA, and a positive effect on the local economy as the Christchurch rebuild gets underway in 2012.

Have a great holiday break.

Craig Sheridan

The Campaign for Wool

Please see the Campaign For Wool 2011 attachment that shows what has been going on around the world over the last year and please be aware there is plenty to look forward to in 2012!

Wool Carpet Advocacy Project

During the 2011 IWTO Wool Round Table in London Jo Dawson, IWTO treasurer, presented the 'Advocacy on the benefits of Wool Carpet Project'. The project aims at promoting carpets made of wool in the European Union based on the health and safety, ecological and social benefits of wool. The next steps will be for IWTO to do an analysis of the key players and to investigate if EU funding would be available before developing a strategy going forward.

CFW successful in South Africa

As part of an official visit to South Africa, HRH The Prince of Wales met with several South African wool growers, clothing manufacturers, fashion designers and leading industry personalities at a reception held at the Mount Nelson Hotel in Cape Town on Saturday, the 5th November. At the lunchtime gathering, held in a secluded garden in the grounds of the hotel, The Prince of Wales updated the industry on the Campaign for Wool in response to Geoff Kingwill's welcoming remarks.

The Prince of Wales addressed an audience at the University of Cape Town on the topical question of land grabs in Africa, and the dispossession of small farmers. Local press coverage of the visit was excellent and HRH's two-hour appearance at the Mount Nelson Hotel was reported widely worldwide.

PHILIPS

Royal Philips Electronics of the Netherlands is a diversified Health and Well-being company. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into their electronic products. In early September 2011, Philips launched a new innovative home iron which makes ironing of woollen garments easier. The iron, with the name PerfectCare automatically offers the right combination of one optimal temperature safe for use on all ironable fabrics, plus high steam pressure. The IWTO Logo is endorsed on all PerfectCare packaging as well as on the product website which is also linked to the IWTO website, giving visibility to wool and the wool industry. PerfectCare helps consumers care for their woollen clothes, which is beneficial for the apparel wool industry.

Meetings and Events- Wool Round Table

The IWTO Wool Round Table in London successfully concluded on the 14 November 2011. The event saw participation of more than 60 delegates from over 15 different countries – a record attendance for this autumn event.

The wool round table comprised speakers who presented information from a wide range of topics including Life Cycle Analyses of wool, Comfort Index Study, opinions of carpet manufacturers on increasing wool prices and the successful reach of the Campaign for Wool in 2011. The event concluded with a VIP Cocktail Reception and Presidential dinner hosted by Peter Ackroyd, IWTO President and kindly sponsored by AWI/Woolmark.

The highly topical presentations together with photographs of the event are now available online in the membership area of the IWTO website. Please login with your membership name and password and click on the Wool Round Table event highlighted on the homepage.

IWTO Congress 2012 in New York

The American Sheep Industry Association (ASI) is the official organizer of the 81st IWTO Congress in close partnership with IWTO. The Congress will take place from 7-9 May 2012 and will be held in New York at the Millenium Broadway Hotel near Time Square under the theme "WOOL IN THE CITY". You can expect particularly high profile speakers together with topical discussions and presentations relevant to your business and many networking opportunities. As always the IWTO Congress is an ideal networking opportunity for all in the wool industry. We will soon provide you with more detailed information on the agenda, evening activities and partner programmes.

IWTO present at Heimtextil (11-14 January 2012)

IWTO will be present at Heimtextil in Frankfurt, Germany between 11-14 January 2011. Please visit the IWTO booth at the Galleria of the Messe Frankfurt grounds between Halls 8 and 9 where wool will be once again featured noticeably organized under the partnership with Australian Wool Innovation and Messe Frankfurt and in collaboration with other wool industry members.

Discover Natural Fibres Initiative Annual Steering Committee Meeting

At next year's Heimtextil, on 12 January 2012, the Steering Committee of the Discover Natural Fibre Initiative (DNFI) will be meeting for their annual meeting. DNFI is an initiative by all participating natural fibres to inform about and promote the benefits of natural fibres. The secretary of the DNFI is currently held in cooperation between IWTO and the International Cotton Advisory Council (ICAC).

IWTO present at Domotex (14-17 January 2012)

IWTO will be present at Domotex between 14-17 January 2012 at the booth organized in collaboration with the British Wool Marketing Board and Campaign for Wool. We invite all wool carpet industry members to meet us at the stand to discuss our further activities in regards to the advocacy project on the benefits of wool carpets within the EU. We are looking forward to meeting you in Hannover.

HDFD News & Updates:

- Thank you to our valued suppliers who have swapped from cheque wool payments to Direct Credit payments. This has certainly helped speed up our administration and payment processing. If you haven't already swapped to Direct Credit payments and you would like to, please contact Raelene on 03 327 2159

-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.

Our Wool Buyer phone numbers are:

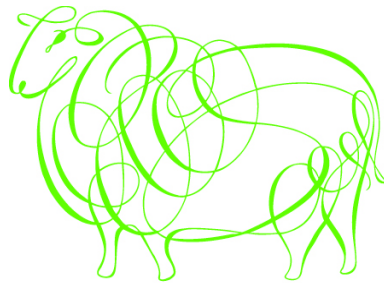
Brett Bolton	Motueka	027 207 4004
Mike Palmer	Nelson	0274 395 705
Don Kars	Darfield	0274 500 769
Gavin Crump	Timaru	0274 316 555
Brian Shaw	Waikaia	0274 352 096
Craig King	Invercargill	0274 368 594

PLEASE VISIT OUR WEBSITES:

www.hdfarmdirect.co.nz

www.thewoolroom.com

www.woolipedia.com



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

