

Deel/Volume 52 Nr/No 1
Autumn/Herfs 2010

THE DIE **ANGORA**

Bok- en Sybokhaarblad | Goat & Mohair Journal



Vir almal in die sybokhaarbedryf
For everyone in the mohair industry

van die Redakteur from the Editor

The seasons seem to come and go so fast. In the last Mohair Journal we were preparing for the International Summit in Graaff-Reinet – in this edition, we are reporting on it! Summer has come and gone and winter is closing in ... yet another year in full swing. Have the days become shorter, or are our lives merely busier?

Europe experienced a bitterly cold winter and we felt the brunt of it in Paris in February when we attended the Li Edelkoort presentations. At the same time, the Karoo was experiencing a severe drought with above normal summer temperatures, but the empty dams and scorched earth seemed far removed from the snow-capped Italian Alps.

It is a strange irony that the goats that thrive in the arid, often hostile areas provide warmth and comfort to folk living among snow-covered mountains!

Die gang van die seisoene vind weerklank in die lot van die mens. Daar is 'n tyd om te kom en jou werk te doen, en dan is daar 'n tyd om te sterf en te gaan rus. So is dit weer eens hartseer om oor die dood van twee prominente senior sybokhaarprodusente te berig. Nico Dorfling en Pat Henderson was twee bekende gesigte in die bedryf. Ons medelye aan albei dié families in hierdie hartseer tyd.

Mag die Sokkerbekerjaar een wees waaruit ons bekere van voorspoed oorloop!
Geniet die angoras tot ons weer gesels.

Groete
Linda Henderson
Redakteur

Letter to the Editor

Dear Linda

A Grower's Perspective

The article, A Buyer's Perspective in the spring edition of the Mohair Journal 2009, raises very relevant issues and was no doubt written to stimulate some debate about the state of the mohair industry. This is to be applauded, but this perspective reveals an underlying lack of sensitivity to and understanding of the many challenges facing mohair growers today.

The steady decline in mohair production in South Africa is very, very worrying to everyone making a living or even earning an income from the fibre. There are factors other than price that play a role in a grower's decision-making, but price of the product has been and will remain paramount. How does today's "good" price compare with the price of say thirty years ago which was sufficient to persuade growers to increase production?

In 2009 mohair sold on the auctions at an average R74 per kg. At last year's average currency rate this is equivalent to \$8.98. Go back thirty years to 1979 (also a relatively good year) and the corresponding figures are R10.95 and \$12.80. Take a host of other commodities and compare their dollar values over the same 30 year period. SA production stood at 5.4 million kg in 1979 and then peaked at 12.2 million kg in 1988.

Since mohair tops are traded in dollars, producers are paid less now than 30 years ago. In rand terms the thirty year span has seen the mohair price increase 6,8 times, nowhere near the erosion due to inflation.

Taking a basket of input costs from vehicles to dips and doses to maize to mohair bales to bread meal and baling wire, one finds that prices have escalated 18 to 20 times over the thirty years. It

is interesting to note that the cheapest diesel Mercedes car cost R 12 000 in 1979 or about 1 100 kg of mohair. The equivalent model in 2009, admittedly a vastly superior vehicle, costs about R 350 000 or 4730 kg of mohair.

This ever widening gap is a world-wide trend in agriculture, by no means unique to mohair. Agriculture with its "green revolution" has learnt to produce more for less and from less. This improved efficiency has been achieved despite decades of underinvestment in agriculture by both government and business. The price formation mechanism has shifted firmly away from the production side to the wholesale and retail end which is smothered in a fat layer of profits. For example, how can the price of fertilizer suddenly drop by 40% when greater competition is allowed in the market? How many new and ostentatious retail shopping malls have you seen springing up compared to the number of farms that are for sale?

Mohair production in South Africa has taken a disproportionate knock compared to other fibres for a variety of reasons like greater risk, higher inputs of time and labour and also a negativity among producers that is self-inflicted. There is a willingness in producer ranks to foment dissatisfaction for whatever reason. Our mohair industry has a better image outside the industry than from within.

The promotional activities of MSA are difficult to measure, other than by hard rands per kilogram, which may or may not give a true reflection of success or failure. However, the principle of closer contact between producer and consumer, whether the consumer is a designer or end user, is gaining momentum. The modern consumer demands it for social and environmental reasons. The producer needs to have greater insight beyond the farm gate just to survive.

A few years ago the growers initiated an investigation into alternative marketing for mohair. Noticeable was the immediate and strong opposition from the buyers and processors before anyone had been appointed or any suggestions were put on the table. It would seem that the status quo had to be maintained at all costs. Indeed the present auction system may not be the most suitable for the selling of mohair, but in whatever manner mohair is sold, a setup that has over 900 sellers and only half a dozen buyers puts the seller in a position of great weakness. Nearly all mohair is funneled through the various brokers which is the only place that could give producers some collective bargaining power. The role of brokers needs to be enhanced, but with a much stronger mandate from their producer clients.

Despite the drawbacks noted above, mohair production can be a profitable enterprise. Growers should focus on meeting and overcoming the challenges that are faced both from the market and on the farms, and learn the methods of those growers who are making a profit from farming with angoras. In this way the decline in production can be halted.

Regards
David Hobson

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Front Cover

Garment in felt and Drenthenshide hair made by Charity Musona van der Meer (www.sharit.net) on show in Edelkoort Studio in Paris.

Photograph: Linda Henderson

Die Angorabok- en Sybokhaarblad

Posbus 50, Jansenville, 6265

Tel: 049 836 0140

E-pos: samga@xsinet.co.za

Webtuiste: www.mohair.co.za

Amptelike tydskrif van die SA Sybokhaar-kwekersvereniging, Angora Ramtelersgenootskap en Sybokhaar Suid-Afrika.

REDAKTEUR: Linda Henderson

Bladuitleg deur WalkerDigital,
E-pos: paula@walkerdigital.co.za
Drukwerk deur Cadar Printers,
Posbus 2881, Port Elizabeth, 6056
E-pos: info@cadar.co.za

Die Sybokhaarblad aanvaar nie verantwoordelikheid vir enige aansprake wat in advertensies gemaak word nie. Die menings van medewerkers is ook nie noodwendig dié van die Sybokhaarblad nie.

The Angora Goat and Mohair Journal

P O Box 50, Jansenville, 6265

Tel: 049 836 0140

E-mail: samga@xsinet.co.za

Website: www.mohair.co.za

Official journal of the SA Mohair Growers Association, Angora Ram Breeders Society and Mohair South Africa.

EDITOR: Linda Henderson

Page layout by WalkerDigital,
E-mail: paula@walkerdigital.co.za
Printing by Cadar Printers,
P.O. Box 2881, Port Elizabeth, 6056
E-mail: info@cadar.co.za

The Mohair Journal does not accept responsibility for any claims made in advertisements. The opinions of contributors are also not necessarily those of the Mohair Journal.

Editorial

Welcome to 2010, the year of the Soccer World Cup in South Africa, which has been spoken of and speculated about for so long. This country has been afforded a wonderful opportunity to really put itself on the map and with that go immense marketing opportunities. Mohair can justifiably be regarded as a proudly South African product and we must not miss the opportunity to draw benefit for our own industry from this event.

The Mohair Summit, held in November 2009, proved to be the biggest and most successful mohair event in many years. It was a high profile experience befitting of the magnificent mohair fibre. The Ikwezi Municipality, which initiated the event, Mohair South Africa, the Eastern Cape and national government, and all those who contributed and participated, deserve a special word of congratulations. Those who attended were very impressed and it was a pity that more producers did not participate in and experience the summit.

The message which came out of the summit from the manufacturing sector and Li Edelkoort was a positive one for natural fibres, and the mohair industry needs to position itself for this. The message to producers was that production is at a dangerously low level, which impacts on price stability. Producers are urged to produce more mohair, but as we saw in the 1970s and 1980s, price is what motivates production. Prices are reasonably good at present, but production costs have escalated faster than mohair prices have increased ... and this is the case in all the producer countries represented at the Summit!

A major concern is that there are already processors who have been forced out of business due to the low mohair volumes coupled to the worldwide recession and cheaper Chinese competition. The South African textile industry is also in disarray – a number of businesses have closed down resulting in considerable job losses and a loss of textile expertise. In a society where unemployment is already at alarming levels, Government should not allow this trend to continue.

Job creation was one of the main motivations for presenting the Summit. All employment creation initiatives should be encouraged and supported, and emerging farmers motivated to farm with Angora goats and mentored, if production is to be increased.

Breeders and producers should also take note of the general concern about the fact that – although the Angora goats on show were of outstanding quality and did our industry proud – there was evidence that the issue of decreasing length needs attention.

One of the positive spin-offs of the Summit was that it provided a forum for all sectors of the global mohair industry to interact and share ideas. Such an event had been lacking since the disbandment of the IMA and all parties were enthusiastic about the opportunity.

The Summit laid a foundation for 2010 and, although we may not win the Soccer World Cup, we look forward to the beginning of an upward surge for mohair. ■

Redaksioneel

Welkom in 2010, die jaar van die Wêreldsoekbeker, 'n jaar waarvoor daar al baie gepraat en bespiegel is. Ons land is hiermee 'n wonderlike geleentheid gegun om bekendheid te verwerf, met al die gepaardgaande bemerkingsmoontlikhede.

Sybokhaar kan met trots as 'n produk eie aan Suid-Afrika beskou word en ons moet nie die geleentheid versmaai om vir ons eie bedryf uit die situasie voordeel te trek nie.

Die Sybokhaarspitsberaad, wat in November 2009 aangebied is, was een van die grootste en mees geslaagde sybokhaargeleenthede in baie jare. Dit was 'n hoëprofielgebeurtenis in lyn met die hoë aansien van die vesel.

Die Ikwezi Munisipaliteit, wat vir die spitsberaad die inisiatief geneem het, asook Sybokhaar Suid-Afrika, die Oos-Kaapse provinsiale en die nasionale regering, en almal wat tot die sukses van die geleentheid bygedra het, verdien 'n spesiale woord van gelukwensing. Diegene wat dit bygewoon het was besonder beïndruk en dit is jammer dat meer produsente nie dié ondervinding meegemaak het nie.

Die boodskap van die vervaardigingsektor en Li Edelkoort was dat die toekoms vir natuurlike vesels rooskleurig is en dat die sybokhaarbedryf gereed moet wees. Die produksie van sybokhaar is egter gevaarlik laag en dit het 'n uitwerking op die prysstabiliteit. Produsente word aangemoedig om meer sybokhaar te produseer, maar soos ons in die sewentiger- en tagtigerjare gesien het, is prys die grootste motivering vir produksie. Hoewel die prys tans redelik goed is, moet inaggeneem word dat produksiekoste vinniger as sybokhaarpryse styg.

'n Groot bron van kommer is dat daar alreeds vervaardigers is wat as gevolg van die laer sybokhaarproduksie, die wêreld-wye resessie en goedkoper Sjinese pryse, vir die bedryf verlore is. Die Suid-Afrikaanse tekstielbedryf is in wanorde gedompel, en etlike besighede het al toegemaak, wat die verlies van talle werksgeleenthede en tekstielverwante vaardighede tot gevolg gehad het. In 'n gemeenskap waar werkloosheid al reeds hoogty vier, behoort die regering nie toe te laat dat dié tendens voortduur nie.

Werkskepping was een van die groot redes waarom die Spitsberaad gehou is. Alle werkskeppingsinisiatiewe behoort aangemoedig te word, en ondersteuning en mentorskap vir opkomende sybokhaarboere sal ook 'n stap in die rigting van verhoogde produksie wees.

Telers en produsente moet verder kennis neem dat daar besorgdheid heers oor die feit dat die lengte van die Suid-Afrikaanse sybokhaarskeersel aan die daal is. Hoewel die gehalte van die angoras op die Spitsberaad van hoogstaande gehalte was, is daar steeds rede om te glo dat lengte 'n probleem is.

Een van die positiewe uitvloeisels van die Spitsberaad is dat dit 'n forum was waar alle sektore van die globale sybokhaarbedryf idees kon uitruil. Só iets ontbreek reeds sedert die ontbinding van die Internasionale Sybokhaarvereniging, en alle partye is dit eens dat dié interaksie volhou moet word.

Die Spitsberaad het die grondslag vir 2010 gelê ... ons mag dalk nie die Sokkerwêreldbeker wen nie, maar ons sien met verwagting uit na hoër sybokhaarpryse! ■



Gerhard Grobler

Don't limit yourself. Many people limit themselves by what they think they can do. You can go as far as your mind allows you to go. What you believe is what you can achieve.

Who would have thought that the mohair market could sustain itself through the recession? As mohair producers we have received many doom and gloom messages, but I believe that there is a great and prosperous future in Angora goat farming.

As producers we have huge production challenges which I believe will continue. I have collected the weaning percentages in a wide area and have come up with alarming statistics.

It has become a huge challenge to protect our livestock and a clear pattern is developing throughout our production area. Weaning percentages improve towards the western side but some statistics as low as 11% have been recorded and areas like Graaff-Reinet, where extensive kidding practises produced above 86% weaning averages, the figure has dropped to below 60%.

The worst weaning percentages were definitely recorded in the eastern part of our production area. Drought had a huge influence, but we as farmers must accept this as part of nature.

We have to unite with organised agriculture to negotiate with government with regard to labour, land tax, planned water levies, tax on cultivated lands larger than half a hectare etc. The executive

is actively involved in negotiating on all these issues.

Die grootste enkele bedreiging is egter die suksesvolle beskerming van ons plaasdiere teen skade veroorsakende diere. Dit wil voorkom asof angoras as 'n lekkerny beskou word.

Elke produsent word versoek om die grusame foto's van die vernietiging van u kudde aan ons Jansenville-kantoor te stuur. Hierdie foto's en u getuienis is al waarmee ons die publiek, aktiviste-organisasies en die regering kan oortuig dat die elfder uur om die draai is.

Ons het almal verskillende gedagtes t.o.v. bestuur en die weg vorentoe, maar ons stem almal saam dat ons finansiële welstand, die versorging van ons gesinne en 'n bevredigende lewensstyl ons einddoel is.

Dr Antonie Geyer verseker ons dat die angora bok die wingewindste kleinveeras is. Ons het al die inligting, die mannekrag en die passie vir ons bedryf. Laat ons saamstaan en met wil en durf en wys wat in ons steek. Die bestuur van SASKV is besig om die bedryf te vernuwe sodat ons kan voortvaar in die nuwe wêreld van tegnologie. Slegs deur u raad, bystand en insig kan die lede die bedryf vorentoe trek.

U moet onthou dat ons, die produsente, die wortel van die sybokhaar bedryf is. Dit kan nooit verander nie. Die totale ketting moet sterk staan en saamwerk om die groot potensiaal van sybokhaar ten volle te benut. Kom ons trek saam en neem die bedryf, ons bedryf, saam met Sybokhaar Suid-Afrika die toekoms in en laat ons gedagtes en daede ons tot nuwe hoogtes neem.

Gerhard Grobler
President



Deon Saayman

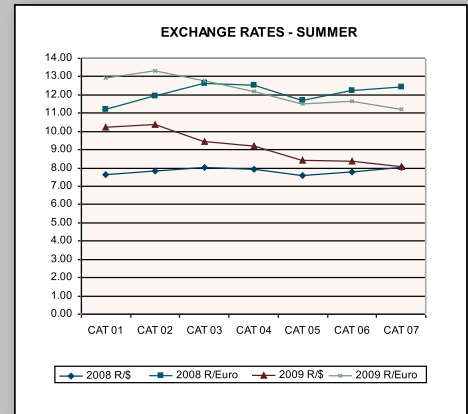
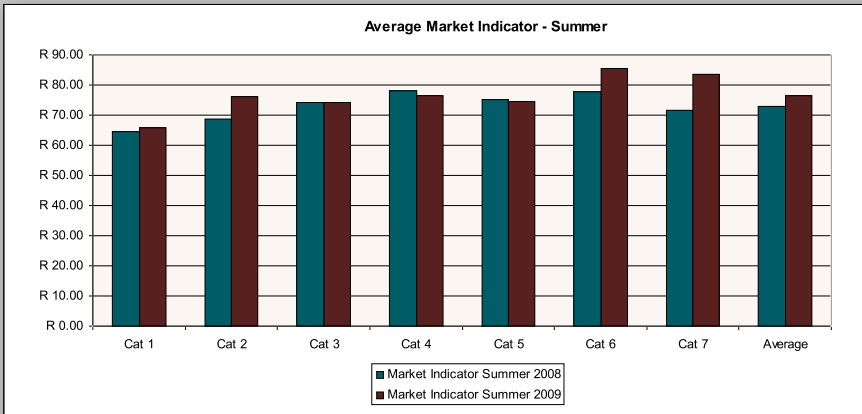
Summer 2009

Seasonal Review

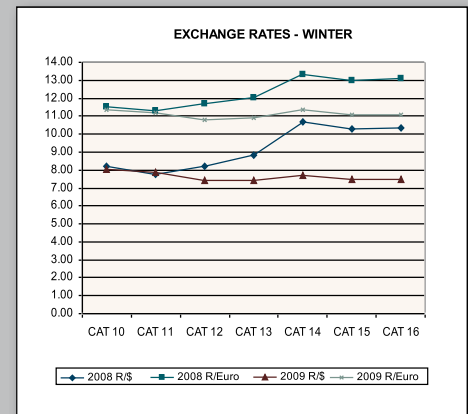
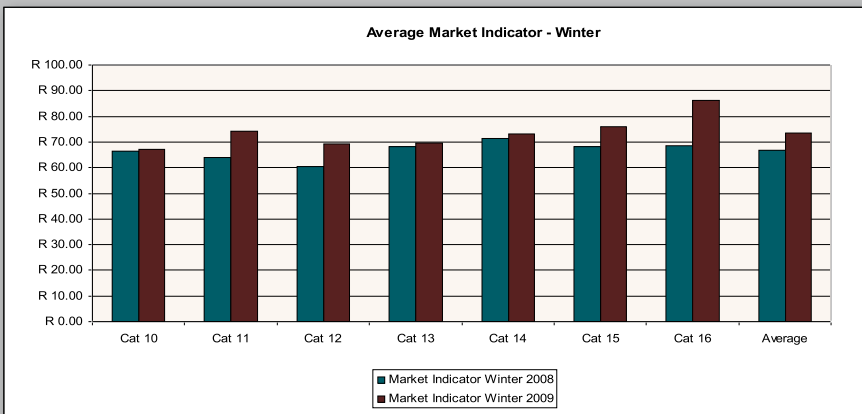
The 2009 season started on a very similar level as 2008, with the average price levels almost equal, but this was the only similarity between the seasons.

Kids ended 33% higher than the start of the season in 2008, whereas they only ended 6% higher in the 2009 summer season.

The contrast between the two summer seasons does not end there. Adult mohair closed on very similar levels in 2008 compared to where they opened, but in 2009, adults closed the summer season at some 41% higher than at the opening sale. This contributed to the average for the 2009 summer season being 5% higher than that of 2008.



From the first winter sale of 2009, the market indicator was adapted and improved to accommodate a separate market indicator for summer and winter kids as well as for young goats.

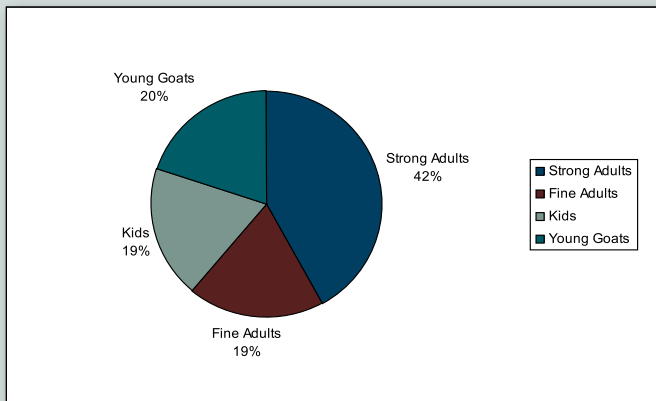


The woes of the kids' market continued during the 2009 winter season and adult prices continued their upward surge, with the fine adult average being 31% higher and the strong adults average 33% higher than during the 2008 winter season. The added competition from greasy exporters on the last two sales of the winter season gave the adult market a considerable boost.

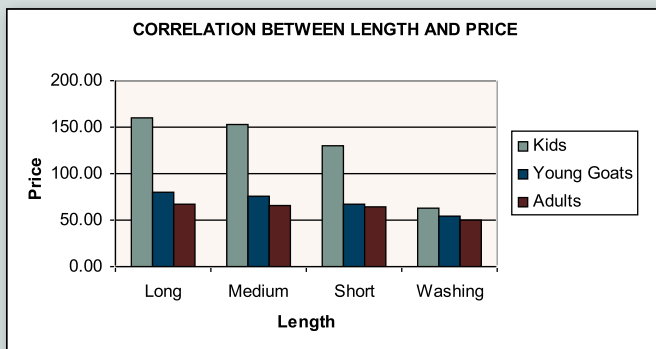
Although the fashion trends in Europe favoured mohair, there is still some uncertainty within the textile industry, especially in the worsted cloth market. This current fashion trend also contributed to the high demand for adult mohair.

The actual average price for the year amounted to R76,91/kg compared to R71,30/kg in 2008 – an increase of 8%.

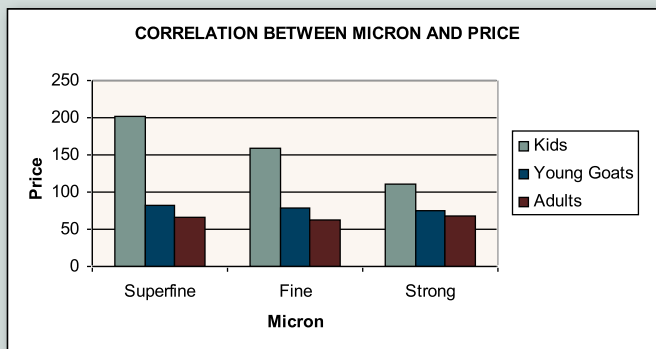
The composition of the clip remained fairly constant from 2008, although the percentage of strong adult hair increased from 39% in 2008 to 42% in 2009. This could be attributable to the fact that in some production areas grazing conditions were better during the later half of 2009.



The following graph illustrating the correlation between length, fineness and price.

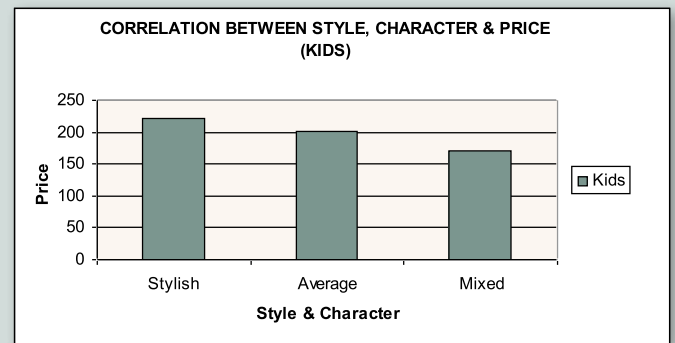


From the above graph, the role played by length (in terms of price) is evident.



The surge in the demand for adult mohair is reflected in the prices above, as the role micron plays in the adult market was less significant, in contrast to the kid market where it plays a significant role.

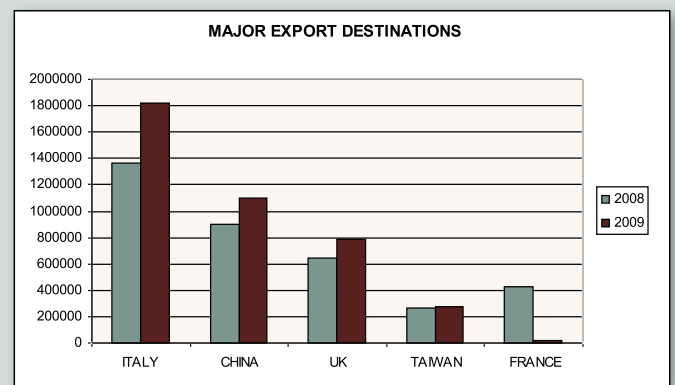
As illustrated in the table below, the effect of style and character on price is evident in the kid segment of the clip, with a lesser effect in terms of young goat and adults, due to the current high demand levels.



The actual average price for the year came to R76,91, compared to R71,30 in 2008, an increase of 8%.

To compensate for the effect of inflation, the adjusted price, taking into account the producer price inflation in agriculture, amounts to R40,54 for 2009. This puts the 2009 year in one of the top five years since 1987.

Exports for 2009 were up 5% from 2008, and totalled 4 568 754 kg, with imports also increasing from 1,116 million kg in 2008 to 1,304 million kg in 2009.



The drastic drop in exports to France during 2009 was due to the closure of the FFM.

The general outlook for 2010 remains positive, although it is expected that the kid market will keep lagging behind the rest of the market if the worsted cloth sector doesn't show a significant recovery in the near future.

Die “Open Cry”-Sybokhaarveilingstelsel - Oudmodies?

Pierre van der Vyver

Daar is in die afgelope tyd baie gepraat en bespiegel of die sybokhaarveilingstelsel nog nodig is, en of dit nie oudmodies geword het nie. Daar is mos in elk geval te min kopers om ordentlik veiling te hou, is daar gesê. In die vorige uitgawe het selfs een van die groot kopershuise in sy oorsig na die veilingstelsel verwys en die bestaan daarvan bevestig. Verder is gesê dat sybokhaar die enigste spesialisvesel ter wêreld is wat nog op dié manier verhandel word – is ons dus nog in die kol?

Geen bedryf is sy sout werd as hy nie bostaande vrae vra nie. Daar moet egter by antwoorde gekom word en natuurlik is daar 'n bietjie waarheid in elke stelling. Maar, is daar 'n daadwerklike beter alternatief? Kom ons kyk.

Wat is die nadele van die veilingstelsel?

1. Die stelsel is baie deursigtig, miskien te deursigtig. Elke persoon in die wêreld weet presies watter tipes in aanvraag is, wat die prys is, en deur wie dit gekoop word. Daar word ook baie deeglik tot in die fynste detail oor die veiling verslag gedoen. Vir die boer klink dit nie noodwendig na 'n nadeel nie, maar groot opwaartse prysaanpassings kan die res van die waardetoevoegingsketting baie gou bereik, wat dan negatief daarop reageer. Die teenoorgestelde kan natuurlik ook gebeur. As daar 'n beperkte vraag na sekere tipes is, word dit baie gou duidelik op die veilingstelsel, ook vir die koper by wie daar dalk nog 'n vraag na daardie tipe is. Dit is nie vir 'n boer goeie nuus nie!
2. Innames vir veilings word bepaal deur afsnydatums en nie deur afsnygewig nie. Omdat 'n groot hoeveelheid van die skeersel op dieselfde tyd geskeer word, beteken dit ook dat die grootste deel van die skeersel basies op twee veilings per seisoen aangebied word met die res versprei oor die ander vyf veilings. Dit maak dit baie moeilik vir kopers en verwerkers en het noodwendig 'n negatiewe uitwerking op hul kontantvloei en voorraadbeplanning.
3. Daar is slegs ses kopershuise wêreldwyd (sewe op die laaste twee veilings van die 2009 winterseisoen) wat belangstel om rou sybokhaar aan te koop.
4. Alle ander verhandelingswerkzaamhede ten opsigte van sybokhaar wêreldwyd, se prys is gekoppel aan die veiling

in Suid-Afrika, wat ruimte laat vir manipulasie as die veiling nie die oorgrote meerderheid Suid-Afrikaanse produsente verteenwoordig nie.

Wat is die voordele van die veilingstelsel?

1. Die stelsel is deursigtig. Enige boer het die versekering dat die prys op die veiling die beste prys vir daardie spesifieke tipe, op daardie spesifieke dag is. *(Die prys op die sybokhaarveiling word presies op dieselfde manier bepaal as op die New Yorkse aandelebeurs, wat die grootste prysbepaler ter wêreld is!)* Sou ons 'n rekordprys van R92,00/kg vir grootbokhaar behaal het op die veiling van 8 Desember 2009, as dit nie vir die veilingstelsel was nie?
2. Daar was op die laaste veiling van die winterseisoen in 2009 sewe kopers wat meegeding het om die beskikbare sybokhaar te koop. Daar is dus genoeg kopers om te verseker dat die vryemarkbeginsels volledig tot uiting kom, op voorwaarde dat daar genoegsame vraag is. Verhandeling kan in elk geval nie 'n vraag skep as dit nie daar is nie, want ander faktore speel dan 'n rol.
3. Kleiner kopers kan nou ook suksesvol tot die mark toetree; dit is die afgelope tyd – met die toetrede van twee tradisionele wolkopers en 'n kleiner verwerker wat nooit voorheen op 'n veiling aktief was nie – duidelik onderstreep. Daar is min bedrywe wat in die ekonomiese klimaat van onlangs dieselfde kan sê!
4. Die prysvormmeganisme van alle ander sybokhaarverhandelings wêreldwyd word van die prys wat op Suid-Afrika se veilingstelsel gevorm is, afgelei. Dit skep potensieel baie geleenthede. As bogenoemde in ag geneem word, glo die veilingmakelaars

Die feit bly egter nog steeds dat daar 'n veiling van een of ander aard moet wees

steeds dat 'n veilingstelsel onontbeerlik is as 'n prysvormingsmeganisme vir sybokhaar. Makelaars het al baie navorsing in dié rigting gedoen en daar is antwoorde vir die probleme onder "Nadele" uitgespel. Daar hoef byvoorbeeld nie noodwendig 'n openbare "open cry"-veiling te wees nie, want daar is nuwe tegnologie soos elektroniese internetveilings ensovoorts beskikbaar, wat as prysvormingsmeganisme kan dien. Die feit bly egter nog steeds dat daar 'n veiling van een of ander aard moet wees. Niemand sê wanneer daar na ander spesialisvesels verwys word dat die produsente van sodanige vesels dikwels uitgebuit word nie, hoofsaaklik omdat daar nie geordende bemarkingstrukture is nie, m.a.w. die feit dat hulle nie **sê** hulle word uitgebuit nie, is **toe te skryf aan die feit dat daar nie b-strukture is nie**.

Dit is ook nie noodwendig nodig om alle gedetailleerde veilingsinligting aan die wêreld te verkondig nie. Al wat belangrik is, is dat die boer en sy makelaar wat op die veiling verkoop, toegang tot alle veilingsinligting moet hê om die regte bemarkingsbesluite te kan neem. Alhoewel die sybokhaarprodusent in die veilingstelsel aan die aanbodkant van die ketting staan en die kopers/verwerkers aan die ander kant, is dit uiteindelik deel van 'n groter waardetoevoegingsketting en moet dit nie in isolasie gesien word nie. Die gesondheid van die hele stelsel word bepaal deur die finansiële voordeel wat dit vir *alle* rolspelers inhou. Vraag dryf die stelsel en onvoldoende vraag is nadelig vir *alle* vlakke van die sybokhaarketting. Die voordeel van 'n sentrale veiling in Suid-Afrika, in welke vorm ook al (dit wil sê, hetsy "open cry" óf elektronies), is dat wêreldvraag gekoördineer en gekonsentreer word in een lokaal op een tyd. Daar is geen ander manier om soveel mededinging te skep nie – mits die vraag daar is.

Alle insethouers moet jaloers daarvoor waak dat die geordende bemarkingstrukture wat deur die jare opgebou is, nie sommer net stelselmatig afgebreek word nie. Ongelukkig het die proses van afbreking reeds begin. Ons kan dus net vra: Besin baie deeglik, baie gou – asseblief! ■

TO OUR ENGLISH READERS: This article pertaining to the Open Cry Sales system of mohair merchandising in South Africa is available in English on our website www.mohair.co.za/files/journals/English52_1.pdf

INTERNATIONAL MOHAIR SUMMIT



3-8 November '09

GRAAFF-REINET · JANSENVILLE · SOUTH AFRICA

by Linda Henderson

After two years of planning and co-operation between the Eastern Cape Provincial Government, the Ikwezi Municipality and the mohair industry, the International Mohair Summit, initiated by Ikwezi Mayor Sizwe Mngwevu to boost the rural agricultural economy of the Karoo midlands, came to fruition and was hosted with great success on the impeccable sports fields of the Union High School in Graaff-Reinet from 3 to 5 November 2009.

The innovative three-day event, which injected an estimated R23 million into the Ikwezi region (excluding the growth resulting from the jobs created) was a proud day in the history of the industry. Not only was it an opportunity for all the links in the mohair chain, stretching from primary producers to retailers, to interact, but it also presented a platform for meaningful direct mohair trade estimated to be worth well over R8 m. In addition, it demonstrated the serious intent of local government and the mohair industry to create a meaningful platform around issues of co-operation and future developments.

The indirect benefits of the summit are difficult to calculate, but the direct benefits to tourism for the towns of Jansenville and Graaff-Reinet were immense. The value of the media coverage, which includes television, is alone estimated at around R5 m. Guesthouses boomed, and struggled to accommodate the 1 619 conference delegates. The International Mohair Summit was probably one of the most inspirational events on the calendar of the United Nations International Year of Natural Fibres, focussing international media attention on the Angora goat and its primary production area like no other event has.

Despite the serious economic challenges of hosting this summit and the ravaging drought in the area, the industry managed to

overcome the massive logistical challenges of presenting this spectacular summit in the middle of the Karoo. The quality of the presentations, which included renowned speakers like Li Edelkoort, was world-class. The presence of the distinguished sponsors of the various producer competitions, Dr Paolo Zegna and Mr Kiyoshi Okumura (Miyuki) also added to the lustre of the occasion.

Amazingly, it was possible to arrange for 108 top international yarn producers, processors, buyers, retailers, designers and media from twelve different international destinations – and editors of top international and local magazines – to attend the Summit, and to take the mohair news to the far corners of the globe, bringing good media coverage to the industry.

It was very rewarding to note the international attendance at the summit at a time when the global economic realities had put a damper on most spending, and international visitors to the heartland of the mohair production area received much gratifying exposure to the industry.

Several successful matchmaking meetings were arranged to create new opportunities for potential customers, and there were a number of interviews with members of the press during the three-day conference.

The agricultural programme, where the Angora Ram Breeders Show Championship and the SAMGA Regional and National Flock Competitions were adjudicated, added more value and placed the fine quality of South African Angora goats in the lime light.

The programme

Opening function in Jansenville

The mayor of Ikwezi, Mr Sizwe Mngwevu, welcomed international and local visitors to the Sid Fourie Museum when Advocate Aaron Nyondo, Director General of Agriculture for the Eastern Province cut the ribbon to open the brand-new Mohair Experience Building. The concept of the Mohair Experience Building originated when Mrs Pauline van Zyl, curator of the Sid Fourie Museum in Jansenville, approached the mohair industry for funds to expand the very outdated mohair information section

which was then part of the museum. The interactive mohair experience would focus on facts about the past, present and future of the industry in an informative and entertaining manner. Jansenville seemed to be the best place for this venture, and the Mohair Trust and MSA helped finance it. Under the direction of Frans Fourie, a local artist, a separate wing was added to the art-deco building that houses the original Sid Fourie Museum, and Josef Greeff was tasked with co-ordinating the interior.

Today visitors to the site can enjoy the complete mohair experience, which includes media presentations and visual exhibits, and buy top quality mohair products from the shop near the exit of the building. Mohair growers are invited to donate any artefacts from the past to the museum.

The Mohair Meander

After the opening of the museum, delegates wandered through the village to the Jansenville Town Hall where Mr Fezekile Tshiwula, CEO of Nelson Mandela Bay Tourism, officially unveiled the agri-tourism route known as the Mohair Meander. Visitors to the Summit were welcomed with generous baskets of locally produced refreshments before setting off for Graaff-Reinet where the rest of the programme would unfold.

Graaff-Reinet

The beautiful venue had been transformed into an impressive tent-town, housing the conference centre, exhibition hall, restaurant, trade and agricultural show arena and several local mohair-stalls in massive marquee tents.

Members of the Department of Agriculture and local government and delegates joined the panel discussions on various mohair related topics, focussing on the growing demand and the declining supply in terms of mohair. With the international mohair industry very much at the crossroads, sustainable supply was a matter of great concern, as well as being a key point of the panel discussions. Topics such as Going Green, The Future of Natural Fibres, New Trends and Applications in Natural Fibres and so on were jointly facilitated by Jane Stevenson and Professor Matthew Lester. A common theme running through the debate was growing an awareness among young consumers of the benefits of mohair and capitalising on the consumer's increasing desire for eco-friendly fibres.

Victor Chesky, editor of the *Wool Trade International*, said, "Growing a further demand for the fibre could address the situation, because nothing rewards like price. If producers felt that the price of the raw

fibre was satisfactory, the challenges to produce it would not seem so insurmountable." Given the global economic recession of the time, growing the demand for mohair presents a great challenge, but the fact that mohair is the only natural fibre that has increased by 23% in value even in those circumstances, makes the problem somewhat easier to deal with.

The first day ended with the African theme event at the Palms Centre, with music by a local marimba band. The Zegna trophy was awarded by Dr Paolo Zegna who also gave the keynote address. Mr Billy Colborne from Willowmore, who has received the award on four previous occasions, was the recipient.

On the Thursday Li Edelkoort's trend forecast and mohair presentation captivated one and all, and was well-received by both growers and processors, all of whom are eager for a bullish run on mohair.

Another highlight of the programme was the unveiling of Joseph Greeff's New Mohair Collection – twenty-four new homeware products made with the co-operation of local mohair manufacturers – which drew an enthusiastic response from the media.

Gala Evening

The gala dinner on the last evening was a very fitting way to conclude a busy schedule. The evening, a lavish sit-down, crystal-glass event, was attended by almost five hundred guests who were welcomed by the Mayor of Graaff-Reinet, Mr Daantjie Japhta and hosted by the vivacious Jo-Anne Strauss, former Miss South Africa.

The fashion show, which included garments from Lunar, the lifestyle vision of fashion designer Karen Ter Morshuizen, Tiaan Nagel and Christiaan Erasmus, was both entertaining and stylish. Lunar's stylish feminine draping in layers of soft natural fibre tulle, which adds a couture touch to ready to wear fashion, was very well-received.

Tiaan Nagel's woven and knitted mohair garments were eye-catching and exciting, and are sure to excite younger consumers, while Christiaan Erasmus's well-cut mohair suits, manufactured in Turkey, had the familiar classic edge.

Mr Kiyoshi Okumura, MD of Miyuki Keori, presented the Miyuki Awards for 2009. Mr Billy Colborne of Willowmore was the overall winner. The winners in the Angora goat competitions were also announced, and after several votes of thanks, the audience relaxed to enjoy an entertaining evening that concluded with spectacular mohair extravaganza. ■

PANEL DISCUSSIONS:

Going Green: The new buzz word for textiles?

The discussions were chaired by Mathew Lester and Jane Stephenson.

Questions posed and discussed included:

To Heidi Hawkins: What are your thoughts on the Sustainable Practice Guidelines for Mohair?

Answer: It is a robust document that effectively addresses the practice of all pastoralists and should be seen as a performance guideline that ought to be extended to include the complete industry, not only the producers.

A number of issues arising from the document include how invasive Angora goat farming is, and to what extent the fact that these goats, originating from Turkey and contributing to the historical legacy of overgrazing, exacerbates the desertification of the area in question. Also addressed was – inter alia – the matter of humane predator control, an issue that is very topical and relevant at the moment.

To Smiley de Beer: Is global warming a curse or a blessing?

Answer: The predictions are that there will be wetter conditions in the Eastern Cape and drier conditions in the Western Cape. This will create new challenges like new diseases, all of which will have to be monitored with vigilant management. If we learn to farm in balance with nature, we will be more successful in counteracting the threats presented by changes in natural cycles.

Question: Who do you think will police and monitor the Sustainable Guidelines?

Smiley: These are merely guidelines, and they should serve as personal motivation to move in the right direction. The correct business principles outlined in the document and the success they lead to should be sufficient motivation for producers to adopt them as a way of life.

Jonathan Dyson: From a media perspective, perhaps the increase in

the desire for ethically friendly products will create the motivation. It is critically important for the industry that the knowledge about ethically correct production methods reaches consumers. They should know the story of the supply chain. The modern consumer has changed from being an ostentatious, exploitative creature to one who is interested in the authenticity of products.

To Mr Okumura: How has the global economic decline affected high fashion?

Answer: The markets have all been affected and retailers are focusing on environmental issues in their marketing campaigns to get the consumer's attention. They focus on carbon emissions and other environmental issues to question whether a product is harmful or sustainable. Going green has become a lifestyle mantra.

To Jonathan Dyson: Is "green" mohair seen as a niche market?

Answer: Yes, the "green" mohair market is a niche market, but consumers are not as aware of its eco-friendly status as they are of – for instance – linen. Linen is very far ahead in getting this message to the consumer.

To Smiley de Beer: Are there any negative aspects to natural fibres?

Answer: The production process takes longer than in the case of artificial fibres, since they originate from the earth or from animals. These are emotive issues that call for very good management since the environment is directly influenced by them. Some factors that should be considered include

- the need to look at reducing the emission of fossil fuels during the processing of natural fibres;
- the need to protect the source from which said products originate;
- the use of pest control or insecticides in the residue of the fibres during processing; and/or
- cruel animal management practices such as mulesing.

Questions and opinions raised after discussions from the floor:

- Q: *All the pressure is on producers to be environmentally compliant. What about the rest of the mohair chain?*
- O: Government should be lobbied to put pressure on processors to become environmentally compliant.
- Q: *Has the natural vegetation in the Valley Bushveld, which includes Spekboom, not, been overgrazed?*
- O: Since the stock reduction scheme in 1969 it has shown a marked improvement and land usage has changed. Game farming has relieved the pressure on the natural grazing, including the Spekboom, somewhat.
- Q: *Water is one natural resource which is under tremendous pressure and alternative ways of applying it is something that needs Government research. Are there funds available for this purpose?*
- O: Funds for agricultural research are shrinking, but *policy follows funding* and if sufficient cause and motivation is lobbied, Government will have to find funds for this research.
- Q: *Producers bear the brunt of environmentalist groups; therefore Sustainable Industry Practice is now non-negotiable. Who will police its implementation?*
- O: Consumer demand will put pressure on manufacturers to be environmentally conscious and this demand will spiral down throughout the chain to the primary producer. It is anticipated that consumer demand will force the industry to adopt the guidelines as a way of life.
- Q: *Twenty-five percent of American consumers are out of work as a result of the credit crunch. Can we afford the extra financial burden that eco-friendly processing will put on natural fibres?*
- O: At the moment the consumer is spending very little, but is becoming more aware of quality and this is the niche market where mohair should be driving the message home. Mohair is one of the few commodities that has increased by as much as 20% during this economic crisis, and it requires very little tweaking to make it completely environmentally friendly.
- Q: *Where will the industry be in 10 years' time?*
- The industry needs more collaboration with Government for events of this nature.
 - The mohair industry needs transformation at producer level to bring in more emerging farmers to increase the supply of mohair.
 - Mohair needs to leap ahead of other natural fibres to get the eco-friendly fibre message across.
 - Mohair, as a natural fibre, should be made attractive to the younger generation, who grew up without an awareness of natural fibres.
 - Mohair mills and manufacturers will have to adapt to the changing behaviour of consumers (brought about as a result of the credit crunch), or they will also succumb. ■

Important comments

from visiting delegates to the Mohair Summit

During the busy schedule of the Summit, Linda Henderson was privileged to snatch a quick interview with Mr. Kiyoshi Okumura, President of Miyuki Keori and sponsor of the Miyuki Trophy, about the present state of mohair affairs in Japan.

Q: Mr. Okumura, your association with MSA (Mohair South Africa) stretches back quite a few years, when did it start?

A: It is probably correct to say since shortly after the Second World War when we started making cloth in mohair suitable for civilian suiting. Up to then we had been making mainly military cloth in mohair. Our association became much closer thirty years ago (1979) when we started sponsoring the Miyuki trophy for mohair.

Q: From panel discussions during the Summit it would seem that corporate clothing is becoming less formal even in a traditional country like Japan. That is a major portion of your market. How do you read this situation?

A: It is indeed a problem. Mohair is traditionally worn as a summer weight suit and until recently suits were an indispensable part of most business wardrobes in the East, but recently the corporate environment has become less formal and the jackets, especially during the hot summer season, are being discarded. We have also noted that the climate change has impacted on countries like Japan, which would normally be cooler and more moderate than destinations further south and closer to the equator like Singapore, which is extremely hot and humid. They are also opting for cooler garments and fewer jackets. We are extremely concerned about this phenomenon.

Q: How do you plan to address this problem?

A: We have to be very innovative. We have to develop a garment that is acceptable as a jacket but which is more formal than a shirt. Somewhere between a jacket and a shirt, but we will have to create the interest with the consumer to wear this kind of garment. The question that arises is whose responsibility this development is. Should we as manufacturers be doing the development or should we look at the retail sector to create this innovation? It will also need a new approach to garment construction methods e.g. linings and sewing techniques.

Q: New technology seems to suggest that fabric can be treated with a substance to bring down body temperature. Is this something that you are investigating with mohair?

A: Yes, certainly. Another reason why we could not sell more mohair in Japan in the past is that it has traditionally been seen as a summer weight fabric. Perhaps we should look at blending it with other yarns to make it suitable as a winter weight fabric.

Q: How has the economic down turn affected your particular market sector?

A: Generally everything is price driven, but in our top market sector people are just not spending money. They certainly still have money, but they are reluctant to spend. It has affected the formal attire sector of the market severely. The market has become extremely competitive and one week a company offers good quality merchandise like designer jeans at very competitive prices and the next week a chain store offers the same product at a more reduced rate. One wonders how they are able to produce at such low prices while still remaining operational.

Q: The situation seems a bit bleak. Do you have a message for the mohair producers?

A: Although the situation is a bit sombre this is not the first crisis to hit the mohair industry. We have been in business for some time and every crisis eventually passes. This one calls for a concerted combined effort by the whole industry chain. The producers must be encouraged to increase mohair production to establish a more stable price and the manufacturers will be required to be innovative with market changes and consumers demands. We all need to think creatively in the collective interest of the industry. I still believe that mohair is a fine fibre and as a natural yarn it has no equal. We just need to remain focused until the world regains its financial equilibrium.

In this interview with Mr. Carl Zhang, President of Hanscent (China) Co., Ltd, a Chinese company with joint shareholding with the Stucken group that distributes mohair tops in China, more light is shed on the Chinese mohair markets and contact for MSA in China

Q: How do you see the future of mohair in China?

A: We need to find a new image for mohair. The fibre needs a younger appeal. The fashion target market for mohair has moved to the 24-45 year old consumers. We need to understand their needs and lifestyles.

Q: How do you anticipate reaching that market?

A: We need to look to inspirational designers like ZARA (Spanish) to take an interest in mohair and to bring it to the attention of young consumers. We have a tremendous market in China, but mohair needs more exposure and a younger look. We find that our previous marketing attempts are starting to pay off now.

Q: Will mohair appeal to the young consumer, who prefers an easy lifestyle with easy care fabrics?

A: Perhaps we need to do more technological research to encourage the mixing of fibres and yarns that allow easy care garments, but mohair already processes some very natural easy care features like crease resistance which is essential when travelling.

Q: How has the global economic crisis affected the markets in China?

A: The government is spending vast amounts of money to improve the local economy and the GDP showed a growth of 8,5% in the last quarter. Our domestic market is very vast and seems more stable than our export market. China is traditionally a manufacturing

We have a tremendous market in China, but mohair needs more exposure and a younger look.

continent and we export a vast quantity of our imports. The export market has shown a significant decline, which can be linked directly to the global crisis, but we have a vast domestic market that should be exploited. China is a huge continent with vast climate differences so we may have four seasons on one continent at the same time. That means that we should be able to wear mohair for twelve months of the year.

Q: Do you notice a recovery in certain traditional mohair market sectors?

A: There is a slow recovery of the knitting yarn segment, but it would seem that the Chinese market is still preferring the easy care yarns. However the sweater garments section in Shanghai seems very vibrant and here mohair has a strong influence.

Q: Do you make use of trend forecasters like Li Edelkoort when you plan your marketing and advertising campaigns?

A: We find that we understand our own domestic market better than outsiders although we agree in principle with most of her trends. It is very true that the world has become eco-conscious and that going green is the way ahead.

Q: What is your biggest concern about mohair at the moment?

A: We are concerned about the drop in production. We hope that the supply of mohair will become stable.

Q: Is there a specific message to the producers?

A: We are concerned about the uneven length of mohair that we are getting. It makes spinning very difficult. Generally we would also like a softer handle. It would appear that the mohair is not quite as soft as it used to be a while ago. The lustre is still acceptable and the quality is generally still very good. Of course we would also like to encourage stability of price and production. ■

Partnerships and strong alliances

- the way forward for mohair

According to Dr Paolo Zegna, Chairman of the Zegna Group, alliances and partnerships with solid investment partners are the way forward for mohair. Linda Henderson made use of this opportunity to record Dr Zegna's perspective on other issues pertaining to the mohair industry.

Q: How has the global economic crisis affected the use of natural fibres and mohair in particular?

A: It has indeed been a global crisis and its effect stretches across all disciplines of consumerism. Everybody has been affected and everyone is spending less, travelling less, developing less, et cetera, but I believe that all this will have the effect of making people aware of true quality. I think that more and more people will consider their purchases with care and become more aware of their environment. I believe that this will be to the advantage of natural fibres, including mohair, in the long run.

Q: Are there any notable signs of a recovery?

A: There are a few slight signs of recovery. Firstly, there is movement from countries in Asia, with the exclusion of Japan, and more recently (in September and October) from the USA, but Europe is still generally fairly quiet. The emerging markets like Brazil are doing well and through certain interventions some economies are starting to see a more serene economic future.

Q: Do you think that mohair has reached the scarce fibre status? There seems to be so little of it globally.

A: Wool, despite the fact that more of it is produced than of mohair, is already a scarce fibre so certainly, both commodities fall within the 'scarce' category when compared to other fibres. We refer to wool, cashmere and mohair as niche fibres. We always appeal to the organisations that promote them to market them as scarce fibres that are worth their value.

Secondly, I think we need to create an excitement for mohair among

the younger generation and to make them aware of its exceptional qualities. The up-coming generation has grown up unaware of the values and qualities of mohair, and unless we cultivate that interest, we will lose an entire consumer generation. We have to create an excitement for mohair, otherwise the younger generation will look for that excitement in other fibres and fashions.

Q: Is your Z-Zegna label focusing on the younger generation and do you use mohair in this range?

A: Yes, the Z-Zegna label addresses the younger market and we are using mohair in that as well as in our other lines of products.

Q: How well is the label being received in that market?

A: It is going well. The customer has faith in us as a top brand company and if they see us using mohair, they will buy the products.

Q: Are they buying it because it is mohair, or because Zegna is a trustworthy label?

A: Perhaps in a country like Japan, customers will walk into a shop and request a wool or mohair suit specifically. This is unlikely to happen often in Europe. Customers may request a fine quality summer suit, but then they trust the label to produce a garment of excellence. The best interpretation given to mohair in Europe today is the fine worsted fabrics, perfect for men's apparel. In ladies' wear, there are of course other interpretations, and then there are the fine mohair sweaters, but mohair is really best known as a worsted summer-weight cloth. Of course it has the benefit that it does not crease easily, which is highly attractive for clients who do a lot of travelling. These are the kinds of features that should be promoted.

Q: When I visited your country two years ago you were very busy working on innovative textile development that involved solar technology. Is there anything else as exciting in your textile pipeline?

A: Yes, indeed. There is a most innovative textile treatment that can be applied to dark coloured textiles and that can reduce body temperature by as much as ten degrees because it rejects solar rays. We have been testing it for a few seasons and it can open up many new markets, especially in very warm climates. We can use this technology on all dark fabrics including mohair.

I would like to see this kind of promotion in international centres such as Tokyo or New York...

Q: *Why is mohair perceived to be a better summer-weight worsted fabric than a winter worsted fabric and can this perception be reversed?*

A: Mohair works better as a thin summer-weight suit fabric, but we can mix it with cashmere, which is a winter-weight fabric, to produce a suitable winter fabric if the fashion demands it. However, generally mohair works better as a summer-weight worsted fabric.

Q: *Are you concerned that the corporate look in traditionally formal countries like Japan is changing? How will this affect your formal attire market?*

A: Yes, this factor certainly affects mohair, but I believe that there are enough new customers from emerging markets who need superior quality suits. The Chinese market, for instance, is enormous. Perhaps in developed countries the attitude to buying suits is slightly different. The customer probably has enough for his immediate needs, while customers from evolving or emerging markets need to expand their wardrobes with exceptionally well-made merchandise, and this is where I see a market.

Q: *Zegna has always been associated with the prestigious mohair award for excellence. Do you anticipate a continuation of this award?*

A: Yes, certainly. We have the longest running competition in mohair and tonight we are presenting our fortieth award. This is an indication of the respect we have for this fibre, which has withstood several generations. We try to promote mohair and I think we do it very well in our field and we would like to see other companies do the same. I think that a combined effort from all the roleplayers in the mohair chain is needed to give mohair a better market share.

Q: *Are there any changes you would like to see to the mohair industry at the moment?*

A: I would like to see a more united approach where all the roleplayers including the South African government, make a united effort to drive the mohair initiative forward. I would also like to see alliances with manufacturers who can bring the mohair message to the consumers of mohair quickly and clearly. It was heartening to hear your government's commitment to the success of the industry

and its involvement in this summit demonstrates its intent. In the absence of the IMA, South Africa is seen to be taking the lead in the organisation and most sectors of the industry have representation on their board except for the distribution chain ... One wonders why this is so.

Q: *What do you think the value of this Summit is?*

A: I would like to see this kind of promotion in international centres such as Tokyo or New York, where the customers are. Sometimes it is necessary to open yourself as an industry and to take a hard look at yourself, like looking in the mirror. This Summit in heart of the production area has that value, but you need to get out to explain yourself to the other sector as well, which is why I think that you need to take the product to the client and not the other way around.

Q: *How do you feel about the mohair industry at the moment? Are you concerned, or optimistic, or is it business as usual?*

A: I have been saying the same thing for many years. I don't see much action, frankly speaking.

Q: *What would you like to see happen?*

A: I'd like to see a plan where the supplier says this is a joint investment that we would like to share with somebody and then we can maybe push it with the right partners. This venture should come as a united effort from Government, producers and industry. They should take this initiative and partner it with those who already have a stable investment in it and want to further their interest in mohair. At the risk of sounding rude, such communication cannot happen through technical magazines, but through magazines that reach consumers. This process should happen through a well-constructed and united body presenting a proposal that shows clear intention. The groundwork has been laid. There are organisations that represent the various bodies and Government has shown intent, so to make the transformation in the mohair industry work, we need to work together in partnerships that benefit the entire industry. We need to create alliances with strong partners in order to move ahead. ■

ZEGNA COMPETITION

40 Years Ago

Prior to the inaugural Count Zegna Mohair Competition in 1970, Count Angelo Zegna visited South Africa. He wished to encourage the production of super quality kid mohair to be used in his men's suiting fabrics, and instructed the Mohair Board to organise an annual competition to promote this idea.

The Board was also asked to have a suitable trophy created by an SA artist, to compile the competition rules, appoint the judges and organise the award function.

A young lecturer from Stellenbosch University, Eberhard Dechnow, was commissioned to create the trophy. This trophy contains nearly one and a half kilograms of 18 carat gold and five precious stones all mounted on a stinkwood base.

Three bronze cast miniatures were also made for the finalists of the first competition. A total of 46 entries were received from South Africa and Lesotho and were judged by Messrs GC Casali (donor), EV Clark (buyers), PM Kinghorn (breeders) and J van Eeden and AS van G Venter (brokers).

The function, held at the Marine Hotel in May 1970, was attended by about 160 people. The Ambassador for Italy, Dr Paveiri Fontana, presented the prizes to the winners,

1 – AL and DA Hobson, 2 – EP Hobson & Sons and 3 – JS Hobson.

The entries for the first competition were not specially sorted or prepared. Since then, the competition has been strong, with producers spending days preparing their entries. Nowadays the finalists are treated to a sponsored trip to Italy. ■



The original Zegna Trophy designed by Eberhard Dechnow.



*The Ambassador for Italy, Dr Paveiri Fontana, presented the prizes to the winners,
1. AL and DA Hobson,
2. EP Hobson & Sons and
3. JS Hobson.*

ZEGNA AWARDS Presentation



Second Place: PH Viljoen



Third Place: PCL Michau



Fourth Place: Snyberg Farming



Winner: FE Colborne & Sons



Fifth Place: PC Marais



Sixth Place: Rietgat Family Trust



Seventh Place: JL Retief & Son



Eighth Place: AM Short



Ninth Place: AC Fitzhenry & Son



Tenth Place: AR Hobson



mohair

the emotional fibre

Li Edelkoort dazzles with presentation at South African Mohair Summit 2009

Li Edelkoort's address at the International Mohair Summit was the positive news producers had been waiting to hear for so long.

A truly remarkable lady whose incredible insight into yet unseen societal changes and an uncanny knack for trend forecasting – gleaned no doubt also from travelling the world – relies partly on a sharp sense of observation and partly on knowledge gained through more than thirty years of experience.

To be counted among the top twenty-five most influential, directional forces in global fashion and design takes more than mere intuition; it needs powerful insight into human behaviour and authoritative commercial acumen to predict how these two forces will interact.

No wonder, then, that Li has been knighted twice for her contribution to the fashion industry. What a rare privilege to welcome her to our country! All fortunate enough to attend her presentation will never forget her energy, and will always recall that her inner force was exactly what the industry needed to take it to the next level.

In Li's own words

"At last we settle in the 21st century and life will take a turn for the better with a stronger social tissue and general quest for well-being. We become a caring society.

Family and friends will become important again and the sharing of life and work as a couple, among siblings and in teams of friends, will modify the way society will be structured in a less hierarchical and more co-operative structure.

This will signal the end of individualism.

Less and less, rules and regulations in favour of more personal freedom and responsibility will be the order of the day. To this end, the revival of less structured fashion is imminent.

Taking flight to liberate fashion from confinement will be the living inspiration for fashion.

A new mood will dominate, made from fluid jersey and feathery fabrics, and using soft natural colours ... an ecological luxury – tactile materials and fibre hand-harvested from the farm.

And then suddenly mohair comes into focus."

Neglected for a very long time as a vintage fabric (remember the hippy years?), the quest for mohair has started anew and with good reason:

- Mohair is alive and vibrant, taking colour like no other fibre
- Mohair is authentic and original, going back to local production for yarns and fabrics
- Mohair is sustainable
- Mohair is generous, spilling its warmth and texture directly over our skin
- Mohair is comforting ... like being cuddled by your clothes
- Mohair is instinctive - it is in touch with its animalistic origins.
- Mohair is versatile. It can transform from feathery fluff to the driest of tailored cloth
- Mohair is hedonistic it can dress us up to flirt and dance the night away
- Mohair can be artistic, the material of choice for expressive design, illustrating to perfection the important comeback of do-it-yourself creations
- Once more, mohair will be imbedded in the centre of textile design and knitwear, lending its creative powers either to stand alone or to blend with other noble animals products from the farms of the future.

Indian summer

Mohair as an open mind

"In today's changing climate, the warming of our planet means that our autumns are often longer and our winters gentler. More and more, the idea of the Indian summer will become an inspiration for our wardrobes – burnt, autumn shades merging with lightweight fabrics topped with extraordinary mohair pieces. Freely mixing winter and summer weights with exotic influences, textiles will include madras patterns and spice-coloured stripes combined with floral designs and fantastic felts. An expressive mood will make use of novelty yarns that alternate between short and long piles. The important emergence of garments that resemble accessories will bring about a profusion of little items that will look like winter garments, but that we use during summer. Each piece feels unique and will create an arts-and-crafts feeling within the field of fashion."

Colours are intense and deeply dyed, to obtain a radiant, jewel-like character and give a floating, summery feeling to the snug fashions of fall.

Animal autumn

Mohair as a vital spirit

Our relationship with the animal kingdom is becoming more and more prominent. We are aware of our deeply-rooted animalistic heritage to the point where we want to resemble our hairy friends. People wish to live closer not only to nature, but also *with* nature and animals.

A new generation of consumers will turn to the noble and ecological richness of fibre, craving organic shapes in manifold neutrals to bring variation without harming the environment.

We discover an extraordinary capillary trend, with an instinctive love for turbulent hairy texture, including the comeback of furs, feathers, leathers and hides - observing nature to obtain natural colour and auburn accents, using raw pile that is furry, shaggy, tangled, curly and wavy.

Ultimately, man and animal become one, a significant tendency destined to grow as the years go on.

Well-being winter

Mohair as a comforting texture

The well-being movement has grown to influence all domains, from soft furnishings to fashion, lingerie, food and fitness. Tired by the aggression of contemporary society, we long for tenderness and the comfort of a home-made *nest*, what futurist Faith Popcorn, founder and CEO of Brain Reserve, so aptly refers to as a "cocoon".

Winters will be spent entertaining friends and family with home-cooked meals, snuggling up alone on a sofa or being as sensual and hedonistic as where our fancy may take us.

Mohair will renew the way we feel about traditional upholstery and bring back the warmth of textiles to our interiors - including luscious carpets, throws, dressing gowns, velvety housecoats, pyjamas and slippers.

Functional fashion, characterised by more fluid lines, will enable us to work, cook, garden and do business with equal ease and comfort. Light as a cloud, mohair perfectly conveys comfort and safe refuge with its plush wovens and feather-weight knits.

Sophisticated and muted brights will be fashionable hues that evolve slightly each season.

Creative Christmas

Mohair as art

Christmas is a time for being together, for sharing food and family traditions, celebrating love and life ... times of decorations, long walks in the snow and singing carols together ... time to rediscover crafts and creativity, knitting, crocheting and embroidering gifts into which are stitched thoughts and memories.

The important revival of arts and crafts in fashion has sparked keen consumer interest in thrifty do-it-yourself techniques to tackle

currently challenging financial times but in a creative way. The DIY market will continue to grow considerably, embellishing existing garments and objects, making a collage from different textures or hand-made details and assembling personalised style.

Blending basic style with ornamental embellishment will form part of the trend.

Other enchanting activities help us spend soft wintry days and dark nights with added sparkle for holiday fashions and a softer focus on outerwear and skiwear. On the slopes, knits will be layered and will be able to react to all weather conditions; even a snowstorm can be weathered with lacquered mohair qualities. Fabric weights are extra light while warmth is nevertheless very dense to guarantee comfort. Soft, milky colour ranges composed of all the possible tints of white will unfold like fleece.

Mohair magic

Mohair as flair

At midnight, mohair becomes enticing and seductive, taking on slick, sexy streamlined moods, as dry as a martini and as dark and smoky as a cigar. Style becomes heady as a fragrance and often improvised, like jazz, a lilting mix of the unique and the universal - sharp tailoring, tight-fitting cat suits, shiny tails like those of ravens, debonair, dancing tuxedos.

Fabrics are dry and compact, with diamond and ottoman weaves to give lustre. Luxurious mohair velvet provides drama to capes, cloaks and evening dresses.

Weaving may include exotic feathers, fringes and metal yarns, or crystal and sequin embroidery. Black is back, flaunted in hues hovering from black-blue crow, black-green firefly, black-brown panther, and pitch-velvet starless-night black.

Cool spring

Mohair as a quest for lightness

Like budding spring blossoms on nude branches, mohair will gently ring in the new season, easing us into lighter weights and subtler colours, and at the same time innovating its approach to design.

And then soon comes summer, compact cool suiting and cotton mohair blends, returning to crisp, dry, sharp tailoring.

Masculine textiles will give fashion a functional drive, with the office suit seen as a symbolic restoration of confidence and unassuming power in business and the economy.

A combination of feminine crochets, mousse-like knits, lacy jacquards and open needlework will combine with masculine suiting to shed new light on the androgyny waiting in future wings.

Finally, in perfect sync, a palette of softly-tinted neutrals will define the promise of spring and work as a perfect backdrop for the brighter colours to come. ■

The Summit

- an Australian perspective

Dr Doug Stapleton

What an incredible event! Mohair South Africa and its Government partners must be congratulated. The Summit pulled together the world mohair industry in a professional and exciting way and, I believe, got the message across.

Of course there was much spin and many perspectives to include, but the forum sessions really did provide the insight and enthusiasm that is so needed to get the mohair industry moving again. And that really is the problem to work on. Projected production figures (supplied in the Summit magazine) suggests that **there will be no mohair for sale by the summer of 2014**. And what industry can survive with a production base that has been shrinking for more than 10 years? This is the serious issue, if not crisis, and the Summit may well have signalled a turning point.

The Summit might have degenerated into depression and wrist-slashing, but it didn't. What we all need to do now is take the findings seriously and get on with the job. Easier said than done, of course, but we must not bury our heads in the sands of congratulations.

Australia has a very small mohair industry, but it's founded on sound, scientific first-world economics and a technologically developed wool industry. We have problems like high labour costs, small scale, a drying climate and an aging (and generally uneconomic) farming community, but I believe we still have something to offer.

Many Australian mohair growers and breeders look to South Africa for leadership and inspiration. However, there are a few things some of us might question. I believe that over-reliance on visual "purity" or "quality" and the effect the "show philosophy" and the prestige of "top price" at mohair sales have warped the perspective of many in both Australia and South Africa. Yes, there is the promotional value and the mystique of the "top bale", but I believe it's production and efficiency that we need to make mohair production more profitable. It's measured fineness, fleece weight and evenness which ultimately count – not the perfect combination of character and style (however or by whomever this is assessed).

The big lesson finally accepted by the Australian wool industry, starting in 1972, was that visual differences in staple appearances were not that important – micron and CV were. Even more importantly, selection for visual fineness tended to change visual appearance more than the micron, and then only when assessing and selecting unprepared animals. This is heresy, I know, but we are talking about the 21st century. And how else do you promote your animals? Showing is more fun than weighing, testing fleeces and number crunching – except perhaps for the people who spend days and weeks sorting staples of mohair or preparing animals.

The point is that, in a world of spiralling labour costs – or as in Australia where we have no labour at all – we need to be as efficient as possible at production and fibre handling. This is especially true if the labour input has a limited effect on processing quality – which may well be a valid area for research.

The road ahead is going to be difficult. The mohair industry has been lucky, to some extent, in that its top consumers are European and Japanese. We have not been put under pressure from China as has the Australian (and world) Merino wool industry. Not that we don't have price pressures and this is still the major area of concern. Animal fibres are expensive but as one of the speakers said, "Don't be afraid to charge for quality". But it does have to be *quality*!

Projected production figures (supplied in the Summit magazine) suggests that there will be no mohair for sale by the summer of 2014

I asked the question in the Summit session: "What can we do to ensure increased production and viability?" I could have answered myself by saying "Double the price of mohair", but I left that to others. Clearly growers are finding it too difficult to produce mohair – or are finding other, more lucrative uses for their land and labour – hence the decline in production. The returns simply are not there.

As suggested elsewhere, one way to maintain or grow world mohair production would be to move production to less expensive countries like Lesotho and Argentina, but of course this would not help South African or Australian producers.

Mohair Australia Ltd was keen to attend the Summit and have a stand at the trade fair. We felt that this was a way to stake our claim as a mohair-producing country. We wanted to demonstrate our on-line breed recording system, to promote our use of measurement to support both mohair auctions and animal breeding, and explain our experimentation with Buck (*ram*) Field (*veld*) Trials. We wanted to display some of our products and demonstrate that even small-scale fibre processing can produce innovative and beautiful products. Not only that, but the sheer joy of attending such an international gathering of mohair people was reason enough for the 22 Australian delegates to flock to South Africa.

Australian mohair production has come from a history of small-scale, fancier based stud breeding. The transition to "commercial" production has been difficult and many people have moved away as animal prices dropped to levels commensurate with fibre production. Some of us (perhaps too few) realise we need to adapt and make stud breeding responsive to production requirements rather than the show circuit. The diminishing production from, supposedly, 1 million kg in 1988 to something less than 200,000 kg annually now, has resulted in the loss of two brokers and the rationalising of mohair sales. We are also faced with a group of growers who are experimenting with exporting their fibre to South Africa for sale as a possible means of improving returns. This has hurt the Australian market by further reducing volume. Still, Australia is a free country and people are entitled to do their own marketing.

There is an issue with co-operation between South Africa and Australia. I am sure there is a need to co-operate at industry level and Australia has always wanted to assist and take part in world affairs, but we need to separate industry co-operation from the initiatives of individuals. In our small way I believe Mohair Australia would welcome discussions on promotion, marketing strategies, research and the points raised at the Summit, such as equitable sharing in the benefits of promotion, and clean, green, sustainable production and processing. If it is true that consumers are interested, how can the world mohair industry deliver and take advantage of that interest?

It has been claimed that research can be better done in South Africa. Well maybe, but it depends on perspective and the reason for research as well as its application. Australian production is based on pasture, and our researchers have considerable experience with wool, both its production and its processing. One might also suggest that the type of research needs clarification. As suggested in the Summit, "we need to know what the new customer wants". But is that research or market intelligence?

Finally, a number of Australians are working to import embryos (and semen, though this seems less likely) from South Africa. Indeed, there are several South Africans also interested in moving genetic material to Australia. This is welcome, because it will extend the genetic base in Australia. However, because the production systems are different, perhaps there is a greater need to develop animals for our conditions rather than to import animals developed for the veld. The Australian Angora population is almost entirely South African, with a portion of Texan material from that first released in 1992, but many breeders have many generations of selection, resulting in a high quality and unique Australian Mohair goat. It will be interesting to see what the new imports offer. ■

*For more information see our "Mohair in Australia" CD and visit www.mohair.org.au.
Dr Doug Stapleton, Cudal Mohair Stud,
3492 The Escort Way
CUDAL NSW 2864 AUSTRALIA.*

ARBS Show Championship & SAMGA

Photographs: Jan Genade



Junior Champion Pen Medium Ewes
Jan Lategan & Seun – Sponsored by SAMIL



Junior Champion Pen Fine Ewes
Snyberg Angoras – Sponsored by OVK



Junior Champion Pen Medium Rams
Gary and Donna Hobson – Sponsored by Virbac



Junior Champion Pen Fine Rams
Snyberg Angoras – Sponsored by FNB



Junior Champion Medium Ram
Willem Retief – Sponsored by CMW



Junior Champion Fine Ram
Snyberg Angoras – Sponsored by BKB

National Flock & Fleece Competition

Photographs: Jan Genade



Junior Champion Medium Ewe
Gay van Hasselt – Sponsored by SAMIL



Junior Champion Fine Ewe
Jan Lategan & Seun – Sponsored by OVK



6-tooth Champion Ram & Reserve 6-tooth Champion Ram
Grootfontein ADI – Sponsored by FNB



Supreme Champion Ram of the Yard
Grootfontein ADI – Sponsored by CMW



Victor Ludorum Winners
Snyberg Angoras – Sponsored by BKB



Junior Victor Ludorum Winners
Grootfontein ADI – Sponsored by BKB

ARBS Show Championship & SAMGA

Photographs: Jan Genade



Snyberg Angoras with all trophies won



Grootfontein ADI with trophies won



Chief Judges

Des Kinghorn and Piet Vivier with Ray Hobson (centre),
President of the Angora Ram Breeders Society

National Flock & Fleece Competition

Photographs: Jan Genade



Winner Samga National Flock Competition Fed Group
George Stegmann



Winner SAMGA National Flock Competition Veld Group
Paul Weber



Emerging Farmer Champions
Hardwood Students – Sponsored by FNB



Minister G Nkwinti – Rural Development and Land Reform,
Sizwe Mngwevu, Ikwezi Municipality Mayor and
Ray Hobson, President of the ARBS.



Officials, Judges and Ring Stewards
of the SAMGA Regional and National Flock Competitions at the International Mohair Summit

Gala Event Prize Giving



Supreme Champion Fleece 2009
Reinold du Randt
Sponsored by Stucken



Emerging Farmers Winners
Sara Louw – Hardwood Students
Sponsored by FNB



SAMGA National Flock Competition Fed Group
George Stegmann – Sponsored by BKB



ARBS Supreme Champion of the Yard
Grootfontein Students
Sponsored by CMW



SAMGA National Flock Competition Veld Group
Paul Weber – Sponsored by CMW



ARBS Victor Ludorum Winners
Snyberg Angoras
Sponsored by BKB



Miyuki Trophy
Billy Colborne receives the Miyuki Trophy
from Mr Okumura, President of Miyuki

Amptelike Ramveilings 2009/2010

Official Ram Sales 2009/2010

The 2009/2010 ram selling season was characterised by the enrolment of no less than four private ram sales, the Graaff-Reinet Fed Sale was reintroduced and the Willowmore Veld Ram Project was cancelled.

Despite the continuous drought, there was a consistent demand for good rams. The overall offering of 572 rams remains constant year on year with a slightly better clearance of 95% compared to the 93% the previous season.

The average price fetched for all eight sales increased slightly by 1% year on year from R3 295,60 to R3 324,25.

The highest price of R30 000 for a ram was paid at the Snyberg Angoras sale in Graaff-Reinet.

The highest prices realised were as follows:



Somerset East:

Highest price: R11 000
Buyer: AM Short, Graaff-Reinet
Seller: AR Hobson, Steytlerville



Graaff-Reinet:

Highest price: R27 000
Buyer: J Leigh & AB Hobson
Seller: AR Hobson, Steytlerville



Graaff-Reinet (Veld Rams):

Highest price: R20 000
Buyer: N Rossouw, Prince Albert
Seller: Van Hasselt Farming, Prince Albert



Jansenville (Veld Rams):

Highest price: R11 750
Buyer: WIK Trust, Jansenville
Seller: AR Hobson, Steytlerville



Baakensrug:

Highest price: R14 000
Buyer: LR Eybers, Rietbron
Seller: Baakensrug Angoras, Nelspoort



Noorsveld:

Highest price: R2 800
Buyer: Jericho Trust, Jansenville
Seller: PL Cawood, Klipplaat



Van Hasselt:

Highest price: R22 000
Buyer: BDC Snijman & IR Bekker, Rietbron
Seller: Van Hasselt Farming, Prince Albert



Snyberg Angoras:

Highest price: R30 000
Buyer: Rietgat Family Trust
Seller: Snyberg Angoras

Summary of Sales – Samevatting van die veilings

Sale Veiling	Rams Offered/ Ramme Aangebied		Rams Sold Ramme Verkoop		Average Price (R) Gemiddelde Prys (R)	
	2008/09	2009/10	2008/09	2009/10	2008/09	2009/10
Somerset East/Oos	125	78	118	76	3439	3181
Graaff-Reinet	-	87	-	82	-	3720
Graaff-Reinet Veld	79	76	76	63	3339	3437
Willowmore Veld	79	-	76	-	3051	-
Jansenville Veld	79	64	64	59	2699	3294
Baakensrug	21	35	21	35	3950	3513
Noorsveld		20		17		1694
Van Hasselt Farming		105		105		4153
Snyberg Angoras		125		125		3602

Congratulations, Angora Ram Breeders, with the exceptional quality of breeding material that you offer to the South African mohair industry!

Prestasietoetsing

in die angorabedryf

deur Roland du Toit

Prestasietoetsing in die angorabedryf is relatief gesproke nuut, hoewel dit reeds geruime tyd al in die wolbedryf en in ander kleinveerasse gebruik word.

Prestasietoetsing beklemtoon dat die verhoging van produksie, en dus inkomste, baie makliker en vinniger deur gemete prestasie bereik word as op grond van persoonlike subjektiewe voorkeure. Dit beteken nie dat rasstandaarde en subjektiewe seleksie by die agterdeur uitgegooi word nie, maar wel dat dit sáám met prestasietoetsing gebruik moet word.

Toe ek in 1994 saam met my oupa, Ronald Jackson, begin boer het, het hy sy angoras baie intensief gelam. Met hierdie metode het die meeste van die aantelwee gevorder tot vervangingsdiere. Sels swakker diere wat normaalweg deur die natuur uitgeskakel sou word, het toe deel van die kudde geword. Dit was 'n onbegonne taak om die ooie met swak moedereienskappe te identifiseer. Gevolglik is swak eienskappe in die kudde of stoet opgeneem. Dit was baie duidelik dat indien ek vir beter eienskappe wou selekteer en terselfdetyd swakker eienskappe wou uitskakel, ek my diere daarvoor moes meet of toets.

Hoe werk prestasietoetsing in die praktyk?

Bokkies word na geboorte met 'n genommerde oorplaatjie gemerk en word in die proses aan 'n pa en ma gekoppel. Waar ooie met 'n groep ramme gepaar word sal die inligting van die pa ontbreek. Ander belangrike inligting soos die geboortedatum en geboortestatus word saam met die identiteit van die pa, ma en bokkie op die Shepherd-rekenaarprogram aangebring. Die data op die Shepherd-program word dan elektronies na Intergis (Landbou Navorsingsraad) gestuur. Laasgenoemde bereken die ooiproduktiwiteit en stuur die data terug aan die teler. Hierdie formaat word ook gebruik om die lamopbrengs-data (*kid return*) aan die Ramtelersgenootskap te stuur.

Geboortestatus stel ons in staat om die meerlinge te identifiseer

en juis die nageslag van vrugbare diere terug te bring in die kudde of stoet. Die geboortedatum dui verder op die vrugbaarheid van die ooi. Die vrugbaarder ooie word meestal tydens die eerste ovilasesiklus gedek. Alhoewel verskeie faktore 'n invloed op die tyd van bevrugting kan hê, word daar algemeen aanvaar dat dié redenasië in normale paringspraktyke sal geld.

Tydens speentyd word al die bokkies geweeg en die data word op die Shepherd-program ingevoer. Speenbokkies word dan in een groep gehou tot die rammetjies net voor die eerste skeer subjektief geselekteer word. Voorkeur word gegee aan rammetjies wat deel van meerlinge is. Dit gebeur dikwels dat meerlinge teen speentyd effe kleiner as eenlinge is.

Hierdie problem kan egter oorkom word deur ooie vir dragtigheid te skandeer en meerlinge apart te lam. In die normale praktyk sou daar geen data beskikbaar gewees het om meerlinge te identifiseer nie, en sou daar dan teen kleiner diere, wat meestal meerlinge is, gediskrimineer word.

Ná die skeertyd word die potensiële rammetjies in een groep in die veld gehou. Die amptelike toetsfase begin dan en dit is belangrik dat al die diere aan dieselfde toestande onderwerp moet word.

Die eienskappe waarvoor getoets word is liggaamsmassa, vagmassa en veseldikte. Tydens die tweede skeer word die ramme weer geweeg. Die vagte word geweeg en veseldikte word met behulp van die Ofda 2000 bepaal. Dié data word gebruik om (met die oog op die veiling) vir elke ram 'n indeks daar te stel ten opsigte van sy liggaamsmassa, veseldikte en vagmassa. Die indeks dui aan waar die ram ten opsigte van elk van hierdie eienskappe staan, vergeleke met die groepgemiddeld. Indien 'n ram 'n indeks van 110 vir liggaamsmassa het, beteken dit dat sy eie liggaamsmassa 10%

Dit is belangrik om meer stoeterie by die rekordhouding van data betrokke te kry. Om meer stoeterie aan mekaar te koppel kan verreikende gevolge vir die bedryf inhou.

swaarder is as die gemiddeld van die groep waarin hy gemeet is. 'n Indeks van 95 vir veseldikte beteken dat die spesifieke dier se veseldikte 5% fyner is as die groepgemiddeld.

Die prestasiedata vir ooie word bereken op die inligting wat op die derde skeersel gemeet word, aangesien ooie eers op 2-tand ouderdom geselekteer word. Hierdie data word streng saam met subjektiewe seleksie toegepas, en daarmee is dit moontlik om die volgende akkuraat te bepaal:

- Diere wat aan die rasstandaarde voldoen;
- Vrugbare moeders wat swaarder bokkies speen;
- Akkurate monitering van die teelbeleid;
- Jong ooie wat op die regte ouderdom gereed is vir paring (dit is onaanvaarbaar dat ooie op 6-tand of volbek vir die eerste keer lam; en
- Die data stel jou verder in staat om ramme wat nie na wense teel nie vroegtydig uit te skakel om jou teelbeleid op koers te hou.

Prestasietoetsing kan 'n stap verder geneem word. Met ten minste vyf jaar se prestasiedata kan die Beraamde Teelwaardes (BTW's) ten opsigte van liggaamsmassa, vagmassa en veseldikte bereken word. Wanneer die beraamde teelwaarde bereken word, word die inligting van die dier se ouers, voorouers, broers en susters asook sy eie nageslag (indien enige) gebruikgemaak om die teelwaarde vir 'n spesifieke eienskap te voorspel. Die BTW word uitgedruk as 'n afwyking wat van 0 (nul) af getel word, en dié tellings is absolute waardes; byvoorbeeld, 'n BTW van 1,6 vir speenmassa beteken dat die ram se nageslag 0,8 kg (die helfte van 1,6) swaarder sal wees as die groepgemiddeld teen speentyd. (Die helfte van die teelwaarde word gebruik, aangesien die ram net die helfte van die gene bydra.)

Dit is belangrik om meer stoeterie by die rekordhouding van data betrokke te kry. Om meer stoeterie aan mekaar te koppel kan verreikende gevolge vir die bedryf inhou. Dit sal onder meer beteken dat ramkopers presies sal weet waar om sekere eienkappe te bekom.

“Om te meet is om te weet!”

Boerdery is vandag 'n besigheid wat voortdurend verander en al hoe meer kompleks raak. Kennis is wat jou in staat stel om jou wins (*bottom line*) in die oog te hou. Om Albert Einstein se woorde te parafreer – as ons voortgaan om dinge te doen soos ons dit nog altyd gedoen het, moet ons aanvaar dat ons gaan kry wat ons nog altyd gekry het. In 'n vinnig veranderende besigheidswêreld is dit net logies om al die hulpmiddels tot jou beskikking tot voordeel van jou boerdery aan te wend. ■

TO OUR ENGLISH READERS: This article pertaining to Performance Testing is available in English on our website www.mohair.co.za/files/journals/English52_1.pdf

Het die voorkoms van angorabokke oor die laaste jare verander?

'n Beoordelaar lug sy opinie

deur Piet Vivier

Na aanleiding van die korrespondensie in die Angora blad oor die tipe ram wat geteel word, wil ek graag my beskeie mening lug.

Ek het in Januarie 1977 in Jansenville begin werk as veldbeampte en was van die begin tot 2002 betrokke met raadgewing oor teling. Ek was bevoorreg om saam met groot manne soos Will en Arthur Hobson, Tony Hobson, Brian Fitzhenry en Kleintjie de Klerk, wat almal voorstanders van groter bokke met ligter vagte was, te werk. Die teelbeleid van die genootskap en die inspeksies was uiters streng, met baie klem op sagtheid en volheid, aan veral die pens en punte asook die kop. Die gevolg hiervan was dat dit die voller en dikwels kleiner ooie was wat gekeur was. As sy nog bokhaar aan haar ore kon groei, soveel te beter!

As gevolg van hierdie beleid het stoetgetalle en aantel al hoe minder geword. Ooie is eers op vier-tand gepaar, anders moes daar bygevoer word om hulle groot genoeg te kry om op twee-tand te paar.

Met my agtergrond as merino-man en omdat daar met merino's toe reeds weg beweeg is van die oorplooid tipe na 'n gladdelyf tipe met beter weerstand teen droogtes en beter reproduksie, is besluit om met angoras dieselfde rigting in te slaan. Terloops, van die grootste angoratellers was ook vooraanstaande merinotellers wat op veilings meegeding het – soos AB Hobson, Tony Hobson, Brian Fitzhenry en BW Henderson, om maar net 'n paar te noem.

Ons grootste probleem was om die gewensde diere in die stoet te kry. Baie telers het toe ook 'n tweede groep ooie aangehou – baie van hulle uit die stoet uit, omdat die ooie om die een of ander rede nie vol genoeg was nie en dus nie goedgekeur is nie. Kemp-ooie is summier geprul. Sulke ooie het as *“ram-breeding ewes”* bekendgestaan.

Die volgende era wat met die oopstelling van die stoetregister in die bedryf aangebreek het was om ooie van die kudde op te gradeer om stoetooie aan te vul. Hulle was bekend as *“Aanhangsel A ooie”* (*“Appendix A ewes”*). Dit het die deur oopgemaak om groter, meer aanpasbare angoras te teel. Lengte was 'n groot prioriteit op hierdie stadium, want dit moes massa vervang by ligter diere en 'n

uitkoms bied vir Jansenville, waar 'n mens weens die Noorsveld elke vier maande moes skeer.

Daar is ook nou weggedoen met die groot sterk nek wat 'n stoetram, soos geglo is, moes hê. Ramme met ligter nekke, en so min nek as moontlik, is vir die stoet gehou.

Dit laat my dink aan die 'geveleelde woorde' van Arthur Hobson toe ons R39 000.00 vir 'n merinoram (ligter tipe) in Bloemfontein moes betaal:

“Dit is die duurste wat ek nog ooit vir 'n hamel betaal het!”

Gelukkig het die 'hamel' toe tóg 'n groot invloed op die Martyrsford-merino's gehad!

Al hoe meer stemme het opgegaan om ramme onder dieselfde toestande te laat loop en dan te vergelyk. Daaruit is veldramveilings gebore, wat nou altyd daar sal wees, en wat weer eens bewys dat groter, ligter ramme meer aanpasbaar as tradisionele oorpakte ramme is, en baie beter vaar. Almal is dus baie positief dat ons nou die regte resep het!

Soos mikron die merino-mark getref het, maak hy nou, in die era van wetenskaplike navorsing oor fynheid en kompetisies, sy verskyning by angoras ook. Van oral word net *“fyn, fyn”* en *“ligter”* geskree, en word die prys per kilogram die norm eerder as wat jy per angorabok of per hektaar in jou sak steek.

Dit is die boodskap wat van die kopers en die makelaars kom en sy pad regdeur tot by die opleidingsentrums en produsente vind. Die ramtelers moes ook aanpas, want die kopers soek nou skielik net fyn ramme ongeag van hoeveel haar hulle dra. Ramme met goeie lengte, soliditeit en hoër mikron kom tweede; niemand wil hulle koop nie. Daar is ook 'n persepsie dat 'n ram meer vrugbaar is as hy minder haar dra. Dit is tot 'n mate waar, maar 'n mens verloor op dié manier weer op die lang duur. Om die waarheid te sê het ek al talle jong boere vermaan dat die voorvoegsel **te** net op twee plekke positiewe resultate lewer, en dit is *“te perd”* en *“tevrede”*!

Na 'n paar jaar buite die aktiewe advisering ten opsigte van die

teelbeleid het ek onlangs die voorreg gehad om as beoordelaar by die nasionale kampioenskappe op te tree en wil ek graag die volgende wenke aan die hand doen:

- Die groter tipe angora met lengte, styl en karakter ondersteun ek heelhartig.
- Daar is nie fout met 'n "fyn" bok nie, solank dieselfde norme rakende lengte, styl en karakter toegepas word.
- Onthou dat fyn gewoonlik daarmee gepaard gaan dat grootte en lengte ingeboet word, en dat die haar soliditeit verloor.
- Baie krul sonder lengte het gewoonlik 'n volbek-ooi tot volg wat min haar skeer.

Volgens my opinie is dit nie die ramtelers wat vir die bedryf moet besluit nie, maar die bedryf wat moet besluit waarheen. Ramtelers moet sorg dat hulle produseer wat die bedryf nodig het – net telers wat die toekoms kan lees sal suksesvol wees! Elke teler moet egter toegelaat word om volgens sy persoonlike oortuigings te teel.

My raad aan 'n produsent is om te kyk wat sy inkomste per bok per hektaar is en dan saam met die adviseur te besluit of hy meer haar moet opsit of fyner moet teel. Onthou, as jy 'n groot bok met goeie lengte het, kan jy volgens my nooit te veel haar opsit nie. Koop dus verkieslik ramme wat –

- groot is
- baie lengte het
- solied is (styl en karakter) en
- sagte haar het.

As jy dié eienskappe nastreef, sal jy altyd met angoras boer.

Ten slotte: Ek vergelyk gedurig merino's met angoras. Die twee rasse loop parallel. Merino's het die paadjie maar net vroeër as angoras begin loop.

Sover my kennis strek is ek die enigste beoordelaar wat al twee angora- kampioenskappe en twee Merino Classics-kampioenskappe beoordeel het, en ek kan eerstehands getuig van die ooreenkomste tussen die twee.

Angoras se toekoms lyk rooskleurig. Net soos met die merinobedryf sal mens voortaan 'n ligter tipe en 'n swaarder tipe ram kry. Albei is noodsaaklik vir 'n gesonde en suksesvolle bedryf. Jy, as produsent en/of as koper, moet die keuse doen. ■

MSA's International PROMOTION DRIVE IN TOP FLIGHT

by Linda Henderson

Since the demise of the IMA very little promotion or marketing of mohair has been done locally or internationally. Thus, the most important aspect of any business lay dormant due to the absence of a formal marketing body and mohair became the best kept secret in the world.

As a result of this situation, the mohair industry suddenly found itself in a precarious position and was confronted by several serious challenges. The global production of mohair had declined from 26 million kilograms in 1986 to approximately 5 million kgs in 2009, as a result of various production challenges – including the predation of livestock (due to expanding game farms), price volatility, new labour legislation and several climatic irregularities. There was grave concern from all roleplayers, including processors and manufacturers, who were concerned that their expensive capital investments into processing the fibre were under threat. It was obvious that something had to be done.

Mohair South Africa (MSA) decided to take the initiative to market and promote mohair. A Marketing and Promotions Manager, Jacky Gant, was appointed in 2008 to help formalise a marketing strategy. With the support of the Mohair Trust, MSA has embarked on a four-year marketing plan to bring about much needed changes.

The marketing committee of the MSA decided to adopt a sniper-gun attitude to the process of promoting the fibre globally. Marketing internationally is very expensive and the wrong approach could mean a poor return in value for the capital spent. What was needed was an international player who could draw attention to the fibre at a level where it made a difference. The mohair message needed to reach the ears of decision-makers where consumption could be increased through the most direct route. Designers of cloth and fashion directors needed to become inspired by the fibre again. There was no-one better placed to do this than Li Edelkoort, the renowned and revered international trend forecaster, who is acknowledged internationally as one of the twenty most influential forces in fashion direction. MSA formed a marketing partnership with her, and Li did her first presentation of mohair from her studio in Paris during the *Première Vision* fabric trade show in Paris in early February this year, and later in Milan at the *Milano Unica*, the Italian fabric trade show.

On both occasions, Li's audience included designers of cloth and fashion, as well as buyers for retail stores and media personnel from around the world. She presented mohair as a unique emotional fibre and her visual presentations were very well received. She had more or less a full house in Milan and the audience was very appreciative of the mohair

booklet that accompanied the presentation. This booklet is the beginning of a database aimed at putting mohair consumers, processors and retailers in touch with each other, and gives the contact details of various processors and end consumers.

Li's presentations were highly professional and she had great success at creating an awareness of mohair in the general sense. She is due to do more presentations in New York and Tokyo later this year (2010). She has agents in seventeen countries who distribute her trend books, which means that the mohair message is sure to reach new audiences, thus inspiring a greater awareness of mohair on an international scale. She has warned that the expected effect of her promotion will only be felt in about twelve to eighteen months' time, when the planning for a new season kicks into gear.

Pertinent Marketing Lessons learnt in Milan

Li's presentations yielded important insights into the marketing of mohair internationally:

- Our industry is to a large extent very segmented and every segment has its own specific character and an image that needs to be addressed individually in the promotion of the fibre. For example, the gentlemen of Italian style and immaculate design in the fine worsted cloth industry don't identify with the hairy look of mohair and a very different approach has to be taken when promoting mohair to them.
- To reach the audiences that consume mohair of a higher micron, presentations need to be done at interior decorating trade shows such as Heimtex, where the focus is on carpets, curtains and blankets.
- Product development needs to be an ongoing concern, since every product has a certain lifespan and we need new innovations waiting to replace the old look. "Hairy mohair" will have a certain appeal for a short while, but we have to have something else waiting in line to replace it. If we don't, we will fall into the price spike cycle influenced by fashion trends again. It is extremely easy to copy the brushed yarn look associated with mohair, i.e. when the hairy look returns, it will be mimicked by low quality synthetics to the detriment of mohair.
- "Scratchy" is a legacy of the 1980s when poor quality mohair was applied for fashion and when quantity rather than quality inspired production. We are paying a very dear price for that short-sightedness today. Consumers who had a bad experience with poor quality products that either scratched or shed hair, are difficult to lure back, because they fear having another bad experience.
- Finally, every country has a different retail character, and what

sells well in one will not necessarily do well in another. In the USA, for example, hand-knitting and DIY projects are big industries where the knitting yarn will find a happy home. The dry crisp feel of worsted mohair cloth is preferred in Spain, but the same material will not be successful in Korea, where a softer cool wool feel is preferred for men's suiting. With a thorough understanding of one's market, a promotion strategy and budget can be tailor-made for each market segment and thus managed more effectively.

New Innovations and Trends on the Trade Floor

One of the age-old gripes about mohair is that it is slow to change its appearance – even the fine worsted suit materials have come under suspicion. For some consumers it became an old fibre with a classic look, and the term "classic" had a decidedly derogatory connotation.

Although there have been various blends with other fibres (including natural and synthetics) and the weight per metre has been reduced, these seem to lack a cutting-edge newness. What was so inspiring to see at the recent trade shows was how technology had changed the face of these fabrics and given the old fibre a new look.

There has been an increasing awareness of the need to create an interest in mohair among the youth, since they are the consumers of the future, and it was inspiring to see this awareness reflected in the products available on the trade floor.

Spotted at Milano Unica and Première Vision in worsted cloth were:

- Mohair-blend stretch fabric suitable for slim-fitted tailoring
- Several different coloured denim fabrics in mohair blends from Savile Clifford
- Distressed worsted fabric for a more casual look
- The Travel Range from Lanificio Cerrutti, which is crease resistant and perfect for packing into suitcases
- Techmo-mohair from Colombo. This 23 micron mohair is interlaced with 16 micron wool that causes a reaction in damp weather that resists creasing while intensifying the lightness and exceptional wearability.

Fashion and fibre form part of a hugely competitive, cutting-edge industry. Mohair is constantly challenged by various fibres and it is imperative that the industry stay in touch with market demands. Given the overwhelmingly positive response to MSA's recent forays onto the international stage, mohair is well positioned to make inroads into new markets and to establish itself as one of the most sought after fibres. ■

Patagonian Mohair:

Angora goat production in a really harsh environment

S. Debenedetti, M Acebal, M Abad, H Rosso, A Suarez

Globalisation policies affect small farmers economically

Globalisation, adjustments to the economy and deregulation have affected Argentina for decades now, especially in the 1990s and in terms of agriculture (i.e. the structure and functioning of markets for agricultural raw materials and food). As a result of a combination of factors, primary production has lost its specificity and traditional production has become more complex; smallholder production is on its way out; and geographic regions, unable to establish links with capital flows and global consumer markets, are doomed to backwardness, subsistence production, social unrest and the deterioration of the environment.

Angora goat production

Angora goat growers are almost all small farmers, or smallholders, and peasants are sometimes migratory, with aboriginal roots. An estimated 6,000 families live mainly off goats combined with mixed produce (sheep, cattle, horses or mules (Lanari et al. 2009)). Goats are part of the culture and the basis of the subsistence economy. Grazing consists of shrubs or natural grassland in the drier of the Patagonian provinces (Figure 1).

Farmers have tenure problems, and use much of what they produce for home consumption. The low income group usually have unmet basic needs and are unable to save and invest. Specifically in Patagonia, production has been stagnant for years – currently 825,000 Kg p.a., now 4th place worldwide (Van der Westhuysen 2005). There are 550,000 animals in production (Lanari et al. 2009).

Angora goat breeding started in 1920 (Scaraffia 1994), replacing Creole goats (Moldes 2003). The breed adapted quickly to the harsh cold, humid winters (Figure 2), hot and dry summers, low forage supply, temperatures from -30°C to +40°C and rainfall of 130 to 800 mm p.a.

There are on average 150 head of Angora goats per production system (Figure 3). Individual fleece weight is low (1.5 Kg), with around 24 µm fineness in the first production year (Cardellino & Mueller 2008). Contamination was at between 7 - 10% (medullated fibres) and depreciation at 9 - 26% (Abad et al. 2002). As a result, animal loads were increased, causing overgrazing, further deterioration of grazing, more erosion and desertification (Ciblis & Borrelli 2005). The entire production area is essentially pastoral. Growers farm almost exclusively with family labour.

Production is seasonal, starting from late April to May. Late September to October are for shearing and early kidding, and late November to December for the informal sale of meat (*chivitos*), which makes up 40 to 50% of income (Villagra 2005).

Shearing places are unsuitable and packaging inadequate; fleeces are often contaminated, and marketing middlemen or agents (*barraqueros*) share in the income of the growers, who exchange clip for clothing and food, while the *barraqueros* resell it to the top mohair mill. Meat, milk and dairy, hides, manure and offal have much potential, but

value chain development is poor.

Technologies for artisanal meat processing – including refrigeration plants, tanneries, textile enterprises et cetera – are lacking, so that many products are consumed at home or wasted. For these reasons, among others, smallholders should be helped to transform subsistence activity into economically sustainable processes; incorporate modern tools of farming, grazing, slaughter and sale; and effectively monitor health activity.

Mohair Programme

In 1998, INTA Bariloche involved the producers and marketers of mohair and identified the following production limitations:

- grower isolation
- organisational problems
- too little participation in decision-making
- too few discussion forums

Table 1. Productive and commercial activity

PRODUCTIVE	COMMERCIAL
Flocks with a high proportion of Creole blood	Individual sale of small lots, no real information on prices, little opportunity for negotiation
Low individual productivity and low quality of mohair	Need for quick sale or committed prior product
Shearing – high contamination	Only one buyer
Little preparation, lack of proper classification	Inadequate baling facilities and lack of quality analysis

Based on the above, an assistance programme was presented to the Ministry of Agriculture, Livestock, Fisheries and Food for funding. The Mohair Programme (SAGPyA 2000) was created to encourage those promoting Angora goat production. The programme involves provincial, state, municipal, university, grower and industry partners and aimed at identifying short-comings in the socio-organisational and productive system and proposing strategies and actions for their resolution (SAGPyA 2005). Programme objectives are –

- improved quality and quantity of mohair
- effective, profitable Angora production
- market transparency for benefit of growers
- more participation by organisations and growers
- improved business (incorporating growers organisations)
- training growers
- joint selling of mohair
- better technology (shearing techniques, classing and sorting, dissemination of animal genetics, animal selection)

Growers' organisations

Growers' organisations (co-operatives, village development associations, federations of co-operatives, rural organisations) and regional mohair collection centres were founded and strengthened, creating provincial and regional networks.

Mohair programme structure

Here, *provincial committees*, organisations and state institutions are involved in local planning strategies and programme-identified activities. Provincial committee delegates

Due to genetic improvement and increased production, shearing changed from annual to six-monthly events, and classing improved as clips were sorted according to quality and type of fibre.

formed *regional committees*, which discuss programme progress, and evaluate activities and decisions that impact the whole (sales, classification systems, use of animal genetics).

Training

Data came from growers, aided by technical staff from government agencies and NGOs. Two or three growers per organisation were chosen to handle technical aspects such as visual animal selection, breeding management, shearing, classing, sorting and packaging.

Shearing and classing

Shearing surfaces were cleaned up (shearing and pre-classing of clips had traditionally taken place in the fields), to prevent contamination. Due to genetic improvement and increased production, shearing changed from annual to six-monthly events, and classing improved as clips were sorted according to quality and type of fibre. Specially trained classers differentiated between fleece qualities and parts, focussing on staple length, fineness, kemp levels, et cetera, assessing the product in terms of objective IWTO criteria and using clean 200 µm polyethylene bags.

Table 2. Mohair Programme: Chronological evolution

Year	Growers involved	Dams/genetic improvement	Total Kgs
1998	9	315	2 500
1999	19	503	4 200
2000	93	1 292	6 990
2001	150	1700	30 000
2002	416	1 930	37 914
2003	419	1 980	41 966
2004	427	2 200	55 673
2005	614	2 500	64 000
2006	658	2 800	85 545
2007	835	3 000	85 970

Joint selling

The collection of large quantities of mohair allows classification into substantial quantities of different qualities. This is accomplished by paying growers an amount of pre-financing for future sales, and by local buyers offering higher prices. However, prices still did not match the international reference price. From 2007, South African grower organisations directed exports, leading to significantly higher prices. Mohair Programme growers marketed 10% of national mohair production, with prices on average 153% higher than those of growers not participating in the program.

Table 3. Mohair programme development over ten years

1998	2008
1,2 kg mohair/animal	2,5 kg mohair/animal
7-10% kemp	0-2% kemp
Contamination	Clean shearing
Selling without classing	Five classes and twenty subclasses
Forced sales	Pre-financing
Individual selling	Joint selling
Sale without objective information on the product	IWTO-certified laboratory analysis
Sale without reference	National and international reference prices
Local marketing	Domestic and international sales
One associated organisation	Fourteen network organisations

Genetic improvement programme

In order to increase efficiency and generate sustainable production over time, a breeding programme (INTA Pilcaniyeu Angora Stud) was developed (Mueller 1988), resulting in breeding males and frozen semen being imported from New Zealand and Australia (Abad *et al.* 2002). This decentralised scheme, genetically connected through reference males, helped disseminate evaluated genetic material. At the same time, facilities were upgraded, incorporating shelters (Figure 5) to increase birth and kidding rates. However, shortly after, growers discontinued genetic evaluation, sticking to visual selection and the synchronisation of oestrus, vaginal insemination with fresh semen and laparoscopic artificial insemination with frozen semen.

Figure 5. Angora ewes with 2,5kg fleece growth (INTA Pilcaniyeu Stud)



This scheme changes the quantity and quality of mohair produced in flocks that incorporate visually selected rams. Kidding rates increased to more than 90%, and individual fleece weights were between 2,5 - 4 kg (Figure 6) and fibre fineness below 29 microns during the first 18 months. Contamination by medullated fibres was less than 1%. The stocking rates of growers who incorporated breeding males also declined.

Figure 6. Angoras with five months fleece. Ingeniero Jacobacci, Rio Negro



However, the massive introduction of genetics resulted in a gradual loss of hardiness, fertility and body size. The growers themselves recognised a decrease in size in their animals, causing them to set more store by genetic evaluation.

Specific projects

Agreements were entered into with the following institutions, in order to strengthen competitive advantages:

Ministry of Labour

- Technical assistance
- Incorporation of breeding males and females
- Investing property taxes
- Training

CFI (Federal Council of Investments)

- Australian expertise
- Training for Rio Negro growers
- Technical/economical feasibility study for a mohair mill
- Developing a business plan
- International business acumen

GTZ (Deutsche Gesellschaft für Technische Zusammenarbeit – German Technical Co-operation in Argentina)

- Artificial Insemination Centre in Ingeniero Jacobacci, Rio Negro

Fundación Fortalecer (Federación Agraria Argentina)

Business plan development

The ongoing development of the *Strengthening of mohair production in northern Patagonia, Argentina* programme, financed

by the Italian Co-operation, the CARIPLO Foundation and CIPSI- Coordinamento di Iniziative Popolari di Solidarietà Internazionale, ran the project with INTA Bariloche, focusing on inter alia the following –

- strengthening the organisation
- technical assistance
- incorporating new growers
- improving marketing channels
- adding value
- genetic improvement
- investing in growers' infrastructure

The above initiative (started in March 2008) trained 1 310 mohair growers in three provinces (Chubut, Neuquén and Rio Negro); developed training during 138 conferences; guaranteed 107 technical agricultural assistant posts; launched three publications ("Export Protocol", "Shearing and Classification" and "Reproductive Management"); supplied construction materials for 23 shelters (Figure 6); provided 19 water drinking facilities for 28 beneficiary families; developed business strategies; instituted collaboration between international experts and growers; implemented a genetic improvement programme (3036 ewes for controlled breeding, 1013 artificial inseminated ewes); recorded data on-line through a genealogical productive database; and increased the pre-financing fund, to be owned by growers organisations, by 66%.

Figure 7. Shelter near foothills of Chubut



The Recovery, Promotion and Development of Goat Activity Act (HCNA 2006) encourages small goat grower communities to execute a development strategy, also involving municipalities, government, industrialists, traders and professionals, NGOs, with a view to extending the mohair industry and increasing income and quality of life. ■

The full-length version of this article, the organisations involved in this research, and the sources referred to is available in English on our website www.mohair.co.za/files/journals/English52_1.pdf

Boertjie takes *mohair message* to the Big Apple!

Andries (Boertjie) Oelofse

It all started in January 2008 when I met Linda Cortright in Jansenville. Linda, the owner-editor of *Wild Fibres*, a specialist natural fibres magazine, had stayed at my sister's guesthouse in town. She was researching an article on mohair growing in South Africa and we fell into serious mohair talk when she noticed the Angora rams that I had purchased at the Graaff-Reinet ram sale on the back of my truck.

Wild Fibres fulfils America's need for wonderful, weird, environmentally friendly and fascinating stories regarding natural fibres from around the world. Linda has certainly found her niche and her magazine is extremely popular in a country where hand-knitting and natural fibres are much bigger business than most of us realise! Linda's article on mohair growing in South Africa was published in the *Wild Fibres* edition of spring 2008 and was extremely informative and entertaining. The history of how Angoras found their way to South Africa, entitled "Baby on board: An unexpected kid becomes the father of the mohair nation", was so popular with American readers that I could not source any back issues of the edition!

The invitation

You can imagine my delight and surprise when I received an invitation from Linda to attend the Sheep and Wool Festival in upstate New York in October 2009, with a request to give a presentation on the conditions and challenges of growing mohair in South Africa. The festival was to celebrate the United Nations Year of Natural Fibres, and I would be one of five speakers from around the globe doing presentations on natural fibres. What an honour and what a unique way of spreading the mohair message!

My costs would be covered and all I would have to do was answer questions on Angora goats and mohair while manning my mohair booth for the two days of the festival.

It was not a good time to go away. All hands were needed on deck for the impending International Mohair Summit at Graaff-Reinet, it was shearing-time on the farm, and we were rushing to try and finish the mohair museum in time, but arrangements were put in place and I left for America on 11 October.

Planning

"Fools rush in where angels fear to tread." I began my preparations for the trip by dividing the venture into three parts. This would allow me to visit New York to experience the Big Apple for a few days before setting off for Rhinebeck on the Hudson River to attend the

Sheep and Wool Festival. Afterwards I would travel to Texas at my own cost to renew acquaintances with mohair producers, industry leaders and old friends.

The focus and most important part of my visit would be the presentation at the Rhinebeck festival, and quite a few hours went into preparing my presentation.

New York City

The Big Apple did its name justice. Nothing in New York is done on a small scale and the adjectives that spring to mind when I recall this city include overwhelming, over the top, expensive, loud, brash, vibrant, extremely interesting and vastly entertaining. I saw all the obvious tourist attractions, including the Empire State Building, the Statue of Liberty and Ground Zero (where the Twin Towers once stood) and a show on Broadway. I walked through Central Park, visited art museums and wandered down Fifth Avenue, pretending to be shopping in the busiest Zegna outlet in the world! I even browsed through the Trump Towers shops, but all the money, glitz and opulence jaded after a while and the words of well-known Afrikaans songwriter, Koos du Plessis – enjoining city-dwellers to follow the rainbow to a clear starry night where they would find peace and contentment – started making sense to me. I had had enough of the big city and was looking forward to the much-acclaimed Rhinebeck Festival. I boarded the train at Port Authority in Manhattan after meeting up with Ray Lerwill (a Kiwi rearing guanacos in Wales!) who would also be one of the presenters at the festival.

The NY Sheep and Wool festival

What a different world I was transported to within an hour of the big city! It was autumn and the vibrant colours of the trees, the huge Hudson River and the small towns en route were just incredible. Having said this, I must explain that small towns in the US are something we as a developing country cannot really imagine. There is no shortage of anything – public transport and

services, restaurants, shops, industries ... all abound even in the tiniest hamlets ... the average American citizen would find it impossible to grasp the vast open spaces of the Karoo or the Australian outback!

Arriving at the fairgrounds the next morning was daunting. Streams of cars and buses were packing the parking area. The turnout was excellent and Linda was very optimistic about the attendance and the success of the International Tent that *Wild Fibres* magazine had at the festival.

The fairgrounds were really impressive and participants immediately felt welcome. Food and drink stalls abounded, toilet facilities were clean and there was lots of entertainment and music with live animal shows and competitions being judged continuously. The variety of species was staggering! There were lamas, alpacas, Angora goats, cashmere goats, sheep ... in short, almost every kind of animal that can be shorn!

The core of the festival was the natural fibre exhibition, housed in huge halls, each with a double row of stalls filled to capacity with exhibitors, producers and processors of natural fibre. One could walk for the entire day and not see any exhibition twice. The knitwear, spinning, weaving and cottage industries in the US are huge and very well-organised, and mohair could certainly benefit from becoming involved in them.

What is clear is that handmade, natural, earthy products and the American philanthropist attitude towards the rest of the world are pushing the natural fibre knitting-yarn market to new heights.

Charity knitting, which involves knitting garments for free distribution (which originated from knitting for service men on active duty), is very trendy. Knitting helmet liners for soldiers in Afghanistan from 100% worsted weight wool is popular. Another popular project involves knitting chemo-caps and head-huggers for cancer patients. Yarn companies offer free patterns for such projects, on condition that the products are fully machine washable and natural.

Another well-supported charity is WUA (Warm Up America). This drive started in 1991 in a small town in Wisconsin when neighbours started a project to knit for those in need. The concept is that some volunteers knit small sections or squares while others join them up to create warm Afghans. Today WUA helps "warm up" thousands of needy Americans, thanks to people who are willing to put time into creating a personal item instead of just donating money to a charity, thus creating a culture of true giving, which luckily also gives impetus to the natural fibre industry!

The International Tent

The presentation in the international tent was what the trip was about. I gave an overview of mohair farming and the South African mohair industry and hope that I elevated mohair to the International Year of Natural Fibre podium as one of the global fibres of choice. The photos I showed were very well received. I covered the following topics:

- Introduction and my role in the mohair industry
- Why breed Angora goats (income potential et cetera)
- Diversification and reasons for diversification
- Challenges facing a mohair grower
- Code of conduct and best practice document
- Green mohair – Organic, low carbon footprint, natural product etc.
- Qualities of mohair in finished products
- Fashion trends and uses of mohair
- Industry evolution and history
- Future prospects and projects

I delivered the presentation to a full audience on the first day, but unfortunately the second day, due to inclement weather, was not as well attended. I am satisfied, however, that I represented the South African mohair industry in such a manner that we will gain positive benefits in terms of mohair awareness and increased usage of mohair in the United States. I also had positive feedback from mohair vendors at the

What is clear is that handmade, natural, earthy products and the American philanthropist attitude to the rest of the world are pushing the natural fibres knitting yarn market to new heights.

Another common problem experienced by the Texans is the meteoric rise of game farms with the subsequent loss of mohair production.

show and requests for the generic promotion of the products they are marketing.

A significant number of fashion designers and fashion houses from New York attended the show and expressed interest in mohair as a fashion fibre and in MSA's working relationship with Li Edelkoort.

Other speakers included:

Dr Tsering Phuntsog, who spoke about cashmere production in the Indian Himalayas;

Ray Lerwill about raising guanacos – a member of the camelid family – in Wales;

Linda Ligon, the founder of the Interweave Press and leading authority on the evolution of the domestic fibre industry; and

Fernando Alvares, from the Canadian Arctic, who spoke about farming with musk oxen in the Arctic.

It was both fascinating and edifying to listen to the various speakers and realising that mohair is in a strong position in respect to both industry organisation and end consumption. It was also interesting to compare the prices of the raw products. One hundred grams of musk ox hair, known as *quivet*, sells for \$50 and a cardigan made from quivet will retail at \$7500! The production figures put everything into perspective, though: A scarf manufactured from 14 micron guanaco wool sells for \$150, but this animal is only shorn every second year and yields less than one kilogram of wool per shearing! For this reason, these products truly belong in a niche market.

The cottage fibre industry is very strong in the USA and the top making and spinning plant was a very popular exhibit. Such a plant is something to consider in rural South Africa, where small-scale industries that will stimulate job creation are possible.

The visit to the fair was a truly wholesome experience and it was with a note of sadness that we bade our new friends goodbye.

The Texas Leg

After experiencing the security nightmare of flying in the States, it was such a pleasure being met by Mike Hobson, an expatriate South African mohair grower now living in Texas. Mike has taken root very successfully as a property developer and is living the American dream. Following a very relaxed and happy stay with him, we travelled to Kerrville, a good two hours' drive from Austin, to meet Dr Fred Speck, one of the great forces behind the genetic improvement programme with regard to Angora goats in the USA.

Fred is not a big rancher and his goats run in small paddocks, some privately owned and others leased, all over the town of

Kerrville. Supervising such an enterprise demands skilful time management and this Fred does with great enthusiasm.

Fred has been instrumental in improving the genetics of Texan Angora goats by importing South African embryos via Australia (the kids are born in Australia then sent to Texas, where they are used in mating programmes that suit Fred's specific genetic improvement requirements). Fred runs small groups of animals together for specific results and he is very successful at what he is doing. It was inspiring to see a group of 280 two-tooth ewes that look like peas in a pod. Fred is a very committed stockman, has a great eye for detail and is remarkably skilled at selecting ewes and rams for corrective mating. He uses a well designed computer programme to support his ideals, and is so committed to quality that it is no wonder that his goats are regarded as equal to the best in South Africa.

From Kerrville, I made my way to Sonora and Jimmy Holman, an extensive Angora goat rancher who also keeps Dorpers and Boer goats. Like me, Jimmy also has hunting concessions on his farm. I felt quite at home, as the territory and the circumstances were very familiar to me. What impressed me most about Jimmy's goats was their robustness. The yearling rams had legs like fence posts and strong heads, and were of a good size. The thought occurred to me that this might be what we lost in our industry while chasing fine microns. I was impressed with the superior quality of Jimmy's animals; he had no room for a second set of "commercial" animals.

On the way back we stopped in a small town, Rocksprings, to visit a mohair brokerage (or "warehouse" as they call it there) to have a look at the quality of fibre on offer. Steve Haynes of **Priour-Varga Wool & Mohair, Inc** welcomed me and showed me some mohair and explained their sales system. As we all know, most of their mohair is exported to South Africa for processing and the declining production is a huge problem for them as well. Unfortunately they had a cold spell with rain a few months prior to my visit, and a large percentage of animals was lost, which affected their mohair production. We extend our sympathy to them with this great loss at a time when the global mohair industry can ill afford it.

Another common problem experienced by the Texan ranchers is the meteoric expansion of game farms with the subsequent loss of mohair production. We all need to make a united effort to stop the decline in mohair production!

Every journey has a final destination and it was with a sense of deep gratitude to my hosts that I packed my bags to head back to South Africa. It was inspiring to witness the common mohair bond that keeps us connected across oceans. ■

Jakkalsperspektief

deur Kruger Lötter

Daar kom deesdae al hoe meer verliese wat aan jakkalse toegeskryf kan word in die grootste gedeelte van die sybokhaar-produksiegebied voor. Op kongresse bespreek georganiseerde landbou en bedryfsorganisasies hierdie probleem tot vervelens toe. Verder word daar baie disinformasie deur diereregte-aktiviste versprei, wat vir die publiek en regering misleidend is.

Navorsing deur Rob Harrison White, gesteun deur Landmark Foundation, berus op die vestiging van territoriale jakkalspare. Dié teorie word wyd en syd verkondig. 'n Territoriale jakkalspaar sal glo ander jakkalse uit hulle territoriale gebied uit hou, en dus die plaas skoon hou van ander jakkalse. Die gevolg is dat daar slegs twee territoriale jakkalse is wat kos nodig het; dit is dus baie goedkoper en 'n beter bestuursmetode om jakkalse te vestig as om 'n vakuum te skep deur jakkalse dood te maak. Volgens Harrison White sal territoriale jakkalse deur die sosiale struktuur sorg dat ander jakkalse minder aanteel.

Harrison White doen tans navorsing in Madikwe, 'n 'groot vyf'-reservaat van 75 000 ha wat aan Botswana grens. Die toestande in Madikwe verskil drasties van ons produksiegebied, dus is daar verskeie probleme met die toepassing van hierdie teorie, waarvan die belangrikstes hier onder genoem word:

In Madikwe wissel die territoriale gebiede van jakkalse van 800 tot 1000 hektaar. Ander studies het aan die lig gebring dat territoriale gebiede wissel van 1820 hektaar in die Drakensberge (Rowe & Rowe 1982) en 430 hektaar in die suid-wes Kalahari (Ferguson) tot so klein as 30 hektaar in dele van Zimbabwe (Loveridge & Mac Donald 2001). *Daar is beslis 'n verband tussen die hoeveelheid kos wat beskikbaar is, die grootte van die territoriale gebied en hoe aggressief die territoriale gebied beskerm word. In gebiede met baie kos, soos by sekere robkolonies aan die Namibiese kus, verdwyn aggressie, en is daar geen sosiale struktuur of territoriale gebiede nie: "... at the Cape Cross Seal Reserve (read abundance of food) on the Namibian coast ... (the animals) ... did not defend their ranges and were not territorial"* (Hiscocks & Perrin 1988). Plaaslik, in die Jansenville-distrik, is daar drie jakkalsneste binne 1400 hektaar gekry – dit wil sê 400 tot 500 hektaar per jakkals as 'n mens sou aanneem word dat geen buffer tussen die gebiede voorkom nie.

Daar is dus ses jakkalspare op 'n plaas van 3000 hektaar nodig om die hele gebied te dek. Jakkalse hou soms tot twee van die vorige werpsel se kleintjies om die volgende werpsel te help grootmaak (Moehlman 1978). Dit veroorsaak dat vretende jakkalse, soos deur Harrison White voorgestel word, se getalle in die territoriale gebied kan verdubbel, want daar is nou 'n alfa-reun, 'n teef én twee helpers per territoriale gebied. As elke territoriale jakkals slegs een prooidier per week vang, is daar 624 vangste per jaar. As daar nog helpers ook is, kan dié getal tot 1248 vangste per jaar styg (bereken op 3000 hektaar). Dit is nie volhoubaar nie, en onaanvaarbaar vir 'n kommersiële boer.

Harrison White beweer dat territoriale jakkalse in Madikwe ander jakkalse uit hulle gebied uit hou. Tog sê hy dat paaië oop

areas is en dat enige merkende jakkals, dit wil sê nie deel van territoriale jakkalse nie, ongestoord tot so ver as 40 km per nag padlangs kan beweeg, selfs deur die territoriale gebied van ander jakkalse. Sulke jakkalse word egter aangeval en verdryf as hulle die pad verlaat, en word nie toegelaat om te jag nie. Ander studies bevind egter die teendeel: *"Territories are defended and trespassing adult pairs are chased away by the mated pair, with most aggression occurring between members of the same sex (Ferguson et al. 1983; Moehlman 1987; en Wyman 1967). However, young immature C. mesomelas are tolerated and may hunt unmolested"* (Ferguson et al. 1983; Loveridge & Macdonald 2001).

Harrison White beweer dat Madikwe net soveel jakkalskos lewer as kleinveeplase. Ongeveer 12% van die aanteel op die gemiddelde wildplaas is klein genoeg vir jakkals om te vang. Die res is grootwild, totaal wat geheel en al buite gevaar is wat jakkalsaanvalle betref. Wild teel aan teen ongeveer 30% per jaar, dus is die potensiële jakkalskos 30% van 12%, oftewel 3,6% van die totale potensiële opbrengs. Op kleinveeplase beloop die aanteel tot soveel as 100%, dus lewer kleinveeplase ongeveer 25 keer soveel kos. Om dié rede kan ons situasie nie met dié van Madikwe vergelyk word nie.

Die kleinveeplase se voedselbron vergelyk baie goed met dié van robkolonies. Dieselfde situasie geld dus met betrekking tot "nieterritoriaal", "geen sosiale struktuur" ensovoorts vir plase ook. Dit maak die Landmark Foundation (Harrison White en Dr Bool Smuts) se model om territoriale jakkalse te vestig, totaal ondoeltreffend. By die Van Reenen robkolonie word daar 1770 robwelpies per jaar doodgemaak. Die totale aanteel wissel van 3000 tot 6000 per jaar. Ons het minder as 6000 hektaar nodig om dieselfde hoeveelheid bokkie-aanteel te kry. Daar word vir lampraktyke meestal kleiner kampe verkies, dus is die aanteel ten opsigte van 6 000 hektaar inderwaarheid eintlik in die lamtyd beperk tot 'n paar honderd hektaar waarop daar 'n hoë konsentrasie diere is, soos ook met robbe die geval is.

Harrison White beweer dat die meeste robbe wat gevreet word, dooie welpies is. Studies toon egter dat daar gedurende 'n waarnemingstydperk van 240 uur 41 welpies doodgemaak is, en jakkalse het net een van hulle geas – hulle verkies om elke keer 'n ander welpie dood te maak, selfs al is daar baie dooie welpies: " ... it is surprising that these opportunistic feeders kill prey even if a lot of carrion is available". Soortgelyke situasies is al op kleinveeplase ook waargeneem.

Harrison White beweer verder dat plantmateriaal 'n beduidende deel van 'n jakkals se dieet uit, maar dat plantmateriaalbronne op

Daar word dus van disinformasie gebruik gemaak om die oningeligte publiek en regeringsamptenare te beïnvloed

plase vernietig is, wat jakkalse dwing om hulle tot ander bronne te wend: "Plant material have been found to be as low as 0,6% (wild fruit) and 0,4% (bark of shrubs and trees)" (Bothma 1966) en "*Jackals will also eat snakes, beetles, crickets, spiders and fruit when food is scarce*". Jakkalse sal dus nie op kleinveeplase – waar daar 'n oorvloed kos is – goed soos krieke of spinnekoppe vreet nie!

Harrison White voer aan dat territoriale jakkalse sal verhoed dat ander jakkalse aanteel. Wanneer 'n territoriale paar doodgemaak word veroorsaak dit egter dat die ander jong jakkalse op 'n baie vroeër ouderdom begin teel, wat hulle getalle buite beheer laat raak. Harrison White se raad is: "Los die jakkalse uit en hulle sal self hul getalle beheer, op natuurlike wyse." As 'n mens egter na 'n studie in 'n robkolonie kyk ("Reaching a maximum of 16-32/km² along the centre of the seal rookery" (J.A.J. Nel *et al.*), besef jy dat Harrison White se raad nie werk nie. Die robkolonie wat in die studie beskryf word lê in die diamantspergebied – niemand het dus nog ooit daar jakkalse doodgemaak nie, en die territoriale struktuur is dus nie omvergewerp nie. Nietemin het die jakkalse daar aangeteel tot digthede van tot 32 jakkalse per 100 hektaar. Daar is egter 'n oorvloed kos beskikbaar, net soos op kleinveeplase. Die oorvloed kos het daartoe gelei dat sosiale strukture afgebreek is, dat daar geen territoriale gebiede is nie, en dat die aantelvlakke geweldig hoog is. Dit beteken dat as produsente jakkalse op kleinveeplase toelaat om ongestoord aan te teel kan dieselfde waarskynlik op plase ook gebeur.

Daar word dus van disinformasie gebruik gemaak om die oningeligte publiek en regeringsamptenare te beïnvloed om diereregte-organisasies te ondersteun. Dié organisasies beywer hulle vir verskeie "groen" beheermetodes soos krae (*collars*), klokkiess, alarms, die beskerming van diere, skaapwagters in die nag en dies meer as oplossings aan die hand te doen. Daar word beweer dat dié metodes op groot skaal gebruik word, maar produsente weet dat hulle nie 'n oplossing bied nie. Meeste van hulle werk net vir 'n seisoen of 'n paar dae. Die jakkalse leer ook vinnig om hulle te omseil. Dit is nie volhoubaar om hierdie metodes te gebruik om ons kuddes te beskerm nie.

Dit is dus duidelik dat produsente dringend hulp nodig het om ander meer permanente beskermingsmetodes of oplossings te vind. Navorsing wys duidelik dat die misleiding van die publiek en die regering katastrofiese wette tot gevolg kan hê – soos inderdaad in die Weskaap gebeur het.

Daar was vir bykans 50 jaar die minimum probleme met jakkalse, en kommersiële boere het groot suksesse met hulle speenpersentasies behaal. Die seleksie van die beste diere het daartoe bygedra om die sybokhaarskeersel te verbeter. Ongelukkig is daar egter tans produsente in die oostelike gedeeltes van ons produksiegebied wat jaarliks vervangingsooie moet inkoop. Dit is nie hoe 'n volhoubare sybokhaarbedryf lyk nie – sybokhaarprodusente het drasties hulp en ondersteuning nodig om produsente – of eintlik alle kleinveeboere – se voortbestaan te verseker. Lede van die wild- en grootveebedryf kan ook getuig dat hul voortbestaan reeds deur jakkalse bedreig word. As bogenoemde uittreksels uit navorsingstudies nie vir u 'n duidelike teken is dat ons hierdie probleem saam moet aanpak en 'n oplossing moet vind nie, dan bestaan daar geen perspektief ten opsigte van jakkalse nie. ■

TO OUR ENGLISH READERS: This article entitled, A perspective on Jackals, is available in English on our website www.mohair.co.za/files/journals/English52_1.pdf

The Zegna educational tour

as seen through the eyes of a first-timer

Charles Fitzhenry

“Your bale of summer kid mohair has been selected among the top ten for the 2009 season, and as a result you have been invited to go on an educational tour to Italy”, Deon told me.

I was sure a mistake had been made!

The next six weeks was a rollercoaster ride trying to organise a passport, planning goat-kidding and sheep-shearing and getting prepared for the tour – all this while suffering the worst drought in years.

My dad’s advice to me was: “Son, this is the chance of a lifetime. Grab it with both hands.”

The day of departure was approaching fast. The kidding had gone well, the sheep were shorn, but still the rain stayed away. I was leaving home with mixed feelings. However, all the arrangements were in place and Italy lay ahead, so bailing out now was definitely not an option.

Excitement was rife as the group gathered. There was a wonderful mix of young and not so young fellows going on the tour. For four of us, it was our first overseas trip. This was my first flight on an official airline and airport terminals were uncharted territory for me. Deon had his work cut out trying to shepherd me along, making sure that I did not stray from the rest.

Flying from Munich over the Alps to Milan and seeing the snow-tipped mountains with my own eyes was awesome. Hannibal was a brave lad! The countryside, the villages and the lush green landscapes were a magnificent sight. I could not help but wonder why our ancestors chose South Africa instead. I guess their reasons are clearer in winter.

Landing at Malpenza Airport brought relief from our cramped economy-class seats. This was our fourth airport, and by now I was an old hand. We glided effortlessly through customs and collected our baggage and were on the bus and on our way to making memories in no time.

Every tour to Milan includes a visit to La Duomo, a Gothic cathedral, and this trip was not going to be any different. Subway travel was another first for me, so again I was thankful for the shepherds. How grateful I was for having a camera to capture so much of what there was to see! The list is endless, but La Duomo Cathedral is too spectacular not to mention. This construction, in all its glory, is an absolute masterpiece. Strolling through the Milan Galleria shopping mall was breathtaking, and the thought occurred to me that much “moola” would be needed to shop here! Fortunately for those who dared, the Banca Commerciale Italiana is right there.

The business side of the tour started with a visit to the Milano Unico fabric trade fair. Here we saw hundreds of stalls under one roof, displaying thousands of fabric samples. Our appointment with the Zegna Group was scheduled for later in the day, so we were allowed to meander through the stalls freely. We are mohair growers, on a mohair tour, so we wanted to see mohair! We finally found mohair samples at the William Halstead and the Dormeuil stands. And we saw people *wearing* mohair, which was fantastic!

We moved on to the Ermenegildo Zegna stall and what an honour it was to meet big names in the Zegna group such as Paolo Zegna, Franco Ferraris, Bruno Landi and Matteo Loro. Unfortunately they had not used mohair in their winter collection ... and it was disappointing not to see any mohair samples.

The day’s proceedings ended with a fashion show, showcasing the winter collection for 2011, which sparked much excitement, especially among the youth. The cameraman was frequently nudged to take photos and I wondered if it was because of the garments or the models. There certainly were plenty of both.

Italian cuisine was needed after a long first day of business, and this came from a little

restaurant called "Sunrise". We clustered some chairs and tables together so that the group could be together. Sadly, our designated waitress, Samantha, was not very charmed with this party of foreigners, but Frans very quickly set about changing her mind. What a guru! With wiggles and squeaks and a few pecks on her cheeks, Samantha had no option but to enjoy the ride. We were well entertained for the rest of the evening, and by the end of it, Frans and Samantha seemed quite in love with each other.

The next day had us travelling to Trivero, where our first stop was the Zegna mill. This destination has been well described and illustrated in previous journals (the Angora Goat and Mohair Journal – Autumn 2008); I will therefore dwell more on the experience. This was my first association with the processing of raw wool and mohair into worsted cloth, and I was astounded. Matteo Loro was the guide who took us through the whole process from the archives to the final rolls of fabric.

For the first time ever, I saw the other side of the fibre process, and what an impressive journey it was!

The constant humming of all the machinery, the attempts to capture the sights on camera and the careful listening to the accent of Matteo, made it difficult to follow and understand everything, so I have to admit that as a first-timer, I was a little lost.

Our afternoon visit was to Vitale Barberis Canonico, a top end weaver, where we were met and guided by Gianni Tonella. In his humorous way, he conveyed a message to us that contamination is a problem which needs to be dealt with seriously. We followed him through a spotless, state of the art, ultra modern, computer controlled production line which had me battling to believe my eyes. Up to date office equipment, shining machinery ... every step rang with one desire: This is the type of facility I would like to see my mohair being processed in!

We spent our last night in Italy in the magnificent Agora Palace Hotel in Biella. After checking in, most of the party ventured into the shops to buy presents for the folks at home. We then met with Matteo, who led us into town for some gourmet Italian cooking. Seafood dishes, pasta with cheese and red sauce, stick bread, wine and mineral water were the order of the night. The evening was enjoyed by all and after a serious dent to our Euros it was time to turn in.

The final day saw us pack up and head off to one more mill in Biella. Here we visited a spinner and again we were reminded of how much of a problem contamination is. From what we saw, it was evident that growers aren't the only ones to blame. Rather, it is important to acknowledge that there is a problem

with contamination, and no matter how large or small it may be, every possible effort must be made to prevent it. The other area of concern is the alleged presence of kemp in the Cape mohair clip. This again may be possible, but it cannot be denied that hair from other sources can also be blended into the Cape mohair clip.

"The Place" was our introduction to the Ermenegildo Zegna retail sector, which sells the finest of wares. Surrounded by classic designs in men's suiting, shirts, ties and hosiery, one had the feeling that this is where the finest top end customers shop.

We realised how little the Rand is worth when we tried to buy something to take home!

Looking back on this experience, I realise that I was very privileged to have been invited to be a part of such a wonderful tour, and to have been able to share ideas with other knowledgeable and passionate people. It was impressive to witness the value-adding process of our diamond fibre. I gained much understanding and respect for what takes place after the sales floor; the process, machinery and capital required to convert our fibre into the magnificent fabrics of today; and the different uses for the different fibres, which will influence breeding and selection in future.

My perspective on mohair production and attitude to the economic importance and potential of our goats has changed:

I acknowledge the need for good animal husbandry, to improve conception especially in the maiden ewe flock, to improve the kidding and weaning percentages and eventually, to increase the profit per animal.

We must strive to improve our return per animal while cutting back on animals per hectare, thereby conserving our natural resources with a view to sustainability.

What I learnt from this experience inspires me to improve the quality of my flock, with the emphasis on the length and relative fineness which suits my farm and its growing conditions, reducing the kemp in my flock, and preventing the contamination of my product.

My message to those involved in organising this tour is firstly one of gratitude for making it possible. We should make every effort to keep creating opportunities for future tours, as well as incentives for growers to maintain the high standards of selection and classing, in terms of both goats and mohair, to be able to compete for the privilege of participating in such events.

In closing, it is my hope that this description of my experience will recreate the joy others experienced on their first tours, and will be an incentive to those who have not been yet and an inspiration to those who would like to go again. ■

Gourmet Goats - waardetoevoeging tot angorabokke

deur Linda Henderson

Angorabokke is tot dusver hoofsaaklik vir hul vesel geproduseer, terwyl hul waarde as 'n bron van vleis redelik beperk was, maar die sukkelende ekonomie het waardetoevoeging tot sekere produkte nou weer sterk onder die vergrootglas geplaas.

Elna van den Bergh, 'n plaaslike sybokhaarprodusent van Jansenville, het dié uitdaging behoorlik aan die strot gegryp en met die ondersteuning van drie vennote begin om te eksperimenteer met angorabokvleis.

“Ek moes by kongres ná kongres luister hoe boere sukkel om hulle ou ooie en groot kapers van die hand te sit en hoe hulle pleit dat daar 'n mark vir angorabokvleis gevind moet word. Met die aansporing van my drie vennote en die hulp van Fransie Kleinhans, wat kommersiële ervaring van wildsvleis het, het ek toe begin eksperimenteer met angorabokvleis.”

Elna se opleiding as baaskok by Silwood Kitchens in die Kaap en haar blootstelling aan die spysenieringswêreld het handig te pas gekom. Sy het die Spitsberaad gebruik om haar produkte op die proef te stel, en te oordeel aan die belangstelling van die verbygangers, wat met lus aan die salami, wors, pasteie en *patties* geproe het, was dit 'n groot sukses.

“Angorabokvleis is laag aan diervette en die gesondheidsvoordeel moenie onderskat word nie. Teen R10 per kg lewendige gewig is dit ook baie meer bekostigbaar as boerbokvleis, sy naaste teenstander in die varsvleisemark. Hoewel die karkasse kleiner as boerbokke s'n is en hulle minder as 40% uitslag, is hulle 'n baie belangrike bron van proteïene en verg dit net goeie navorsing om die regte mark te kry”, sê Elna. En sy het beslis die regte benadering ten opsigte van die mark wat sy teiken!

“Dit sal moeilik gaan om mense te oorreed om angoras as kompetisie vir skaapvleis op die varsvleisemark te aanvaar. Mense wat met bokvleis grootgeword het, sal getuig dat die smaak ongeëwenaar is, maar verbruikers staan maar skepties. Een manier om hierdie vooroordeel te omseil is om dit in verwerkte vorm in deli-formaat aan te bied.”

Gourmet Goats kan dié uitdaging die hoof bied.

“Ek wil soveel moontlik waarde aan die bok toevoeg en wil elke deel van die karkas benut. Ons doen ook tans navorsing oor die gebruik van die harslag, afval en bloed as kos vir troeteldiere”, voeg sy by.

Haar reeks deli-produkte sluit salami, pasteie, sult, wors en lewerpattee in, en sy beoog ook om carpaccio op die proef te stel.

Elna stuit vir geen uitdaging nie en sy was ten tyde van hierdie onderhoud hard aan die werk aan die afsetpunt vir haar produkte in Jansenville. Gourmet Goats-produkte sal in die hoofstraat van Jansenville net langs die *Mohair Experience*-gebou in haar deli te koop wees.

“Vir eers gaan ons ons op die plaaslike mark toespits en in die proses ons produkte verder verfyn. Daar is sekere uitdagings met hierdie inisiatief en een daarvan is die wisselvallige beskikbaarheid van die bron. Daar is op 'n sekere tyd van die jaar 'n ooraanbod van bokke en ander kere is dit weer moeilik om bokke te kry. Ons is besig om hierdie probleme te ondersoek en oplossings te probeer vind.”

Daar moet net gewaak word teen die versoeking om swak gehalte karkasse te bemark. Ou, maer ooie met taai vleis sal die mark skade doen. Hierdie tendens was al klaar te bespeur in die Nelson Mandela Metropool, waar angorabokvleis eens 'n heenkome gevind het. Dit blyk dat die verbruikers in hierdie spesifieke mark se koopkrag onlangs taamlik versterk het en dat hulle nou skaapvleis verkies.

As 'n verbruiker eers eenkeer 'n slegte ondervinding gehad het, is dit moeilik om hom weer terug te lok. Daar moet dus met omsigtigheid te werk gegaan word as 'n mens die potensiaal van angorabokvleis wil verwesenlik. ■

TO OUR ENGLISH READERS: This article pertaining to the processing of Angora goat meat is available in English on our website www.mohair.co.za/files/journals/English52_1.pdf

by Andrea Cavallari

Garments become more sophisticated as the search for excellence turns to mohair.

Andrea Cavallari, our fashion correspondent, shares his thoughts on the men's fashion for winter 2010 from the catwalks of Milan and Paris.

"The new creations on the catwalks at the recent fashion shows in Milan, almost made it seem as if the fashion industry has escaped the worst onslaught of the global economic crisis.

This situation was particularly noticeable in the men's wear section, where one can see more luxurious developments", says Andrea.

Mohair features in International Men's Wear Trends in 2010

Even the shipping company RIVA, famous for their luxury yachts, launched a new clothing collection called Aquarama. This range was developed specifically around cruising needs, and included a mohair-blend jacket selected for the natural water-resistant properties and high lustre of mohair. A special waterproof leather bag with some mohair in the inner lining, named Anita after a very glamorous actress from the fifties, was included in the range.

Matching accessories are becoming popular among men's wear designers but, in my opinion, certain combinations appear a bit feminine.

One newly-evolved trend is the use of yarns and fibres that were traditionally used for ladies' wear and are now found in garments for men.

Fortunately the colour spectrum has not undergone major changes and the traditional dark chocolate, black, grey and navy hues typically associated with men's wear are still very popular. Only a few prêt-à-porter designers dared to present colour in tones of lilac and violet, but these touches were only observed on shirts, ties and socks.

Generally, the "big" designers seem to be searching for a strong identity, which is why the Dolce & Gabbana fashion show was dedicated to a new Italian movie, "Baaria" (from Bagheria, a Sicilian village once ruled by the mafia), where a muscular accent on traditional but renewed macho items such as thick jerseys and Melton fabrics was seen. Mohair played a role in some of these garments.

Talking about the movies, another designer, Pignatelli, seemed to have re-interpreted the Russian nuance of Doctor Zhivago with thick mohair-blend overcoats and false Astrakhan caps, made with fancy yarn mohair fabric, which are perfect partners with must-have Kalashnikov-like umbrellas.

Strangely, this time around, our friend Zegna didn't make use of mohair in his collection, probably because this company focuses on mohair as a fine quality summer worsted cloth.

Anyway, the finest mohair fibres always find their home through a series of high end designer specialists. Jackets, waistcoats and trousers from Brioni, who dresses actors playing secret agents in the new 007-movies, is a perfect example of how it's possible to combine a super traditional look with trendy luxury and tailor-made detailing.

Emerging designers like Massimo Rebecchi uses only the best fabrics available for his unique creations, with only precious-fibre content – including mohair – regardless of the cost.

To me it is remarkable how versatile mohair is, even for fashion items. It could easily create a new sensation in the global market. What is needed is a concerted marketing and education campaign to promote the qualities of this very versatile fibre to the consumer, the designers and the general public, who are still somewhat ignorant of the true values of this noble fibre.

Personally, I would like to see "local" designers making a bigger effort to promote and use the local fibre, mohair, in different forms and to transform it into masterpieces to show to the world. ■

SAMUEL TWEED

Fabrics

John Harrison

The name Samuel Tweed has been synonymous with luxury mohair for over fifty years and the Yorkshire mill with its iconic mill-pond and black swans was a familiar destination for the world's fashion houses.

In 2005 Samuel Tweed's parent company announced that they were going to concentrate exclusively on home textiles and that the Samuel Tweed division would not continue. John Harrison, the creative inspiration behind the marque, who had designed and marketed the Samuel Tweed fabric range for more than twenty years, saw an opportunity to acquire the brand and set about the task of re-introducing this wonderful fabric with its unique styling back into the market place.

Renowned for their creative use of design and colour the new Samuel Tweed collection includes a striking range of deep, darks in inky and bewitching tones. These are complimented by a range of caustic brights in fuchsia, crimson, gold, turquoise and citrine that appear to emerge from the darkness. A further key colour story is the smoky faded tones created by using mélange greys to subdue and shroud the brighter shades for a hazy and mystical look.

Fabric weights range from 350-459 gm per metre and include traditional checks and stripes, and non traditional looks coloured in a unique and quirky style. Mélanges, gradations and engineered repast give a stunning and unique look to the collection. A stock supported collection of plain dyes is available in more than 40 classic and fashion colours.

For the new season (Autumn/Winter 2010/2011) Samuel Tweed has introduced a new ultra lightweight quality, transparent and web like in its structure. Created for its fluidity and drape this fabric appears to radiate a luminous halo.

Experimental finishing has resulted in ruffled and mistreated surfaces, milled and partly burst loop effects and a polished raised finish with an exaggerated shine.

The range is then taken to a new level of creative flair with tie dye effects and overprinted plains, checks, stripes and tartans. ■

To see the full collection contact Samuel.tweed@lochcarron.com or see details of the representative in your market at www.samuel tweed.co.uk

Mohair - perfect fibre for aviation technology

by Linda Henderson

Joyce Dalton has been growing mohair in the picturesque English countryside near Macclesfield in the UK for more than thirty years. Her passion for mohair has been most inspiring and her perseverance and dedication to products of superior excellence, which added value to her mohair-income, is to be greatly admired.

Despite her advancing years, the nimble-minded Joyce has not lost her passion for Angora goats, but the passing away of her partner in the mohair business, Tim Owen earlier this year made Joyce decide that the time had come to scale down on both farming operation and mohair initiative.

Tim and Joyce were a formidable team, who, despite many serious challenges, were able to produce a unique mohair product with tremendous potential. Working in conjunction with top specialists in the aviation field, they were instrumental in developing a mohair aviation safety blanket that adheres to the most stringent of aviation safety requirements in the world.

Mohair is the most suitable fibre for insulating the space between the outer aluminium hull of an aircraft and the inner passenger capsule, which is crammed full of kilometres of electrical cabling that allows for the normal operation of the aircraft and requires extreme measures of anti-combustion security. The Dalton and Owen mohair aviation safety blanket had been keenly anticipated in the industry, but unfortunately Tim's demise precluded the final marketing stage of this unique product.

It is hoped that the expertise in respect of the groundbreaking technology that went into the development of this strategic product will not go to waste and that a buyer to continue it will be found. This will have a major impact on the mohair industry

Joyce shared her inspiring story with Linda Henderson.

"It was in the mid-eighties that I met my first Angora. He was a Tasmanian gentleman called Evers Jansky. It was love at first sight and I have been besotted with Angoras ever since. At that time, I bred dairy goats for milk and cheese and we used Jansky on our dairy goats to produce cashmere. It became a totally fascinating venture and we worked with Dawson International on testing the fibres for their various microns. We had our cashmere spun and crafted into hand-made shawls, scarves and fabrics. That was the start of our interest in textiles.

"Macclesfield is a silk town and in the 1700s there were numerous mills in the town for the production of silk and silk fabrics. One of the local mills was interested in weaving our mohair on their fine silk warps. They were jacquard weavers and the result was superb. By then, I had been involved with angora importations from

Tasmania, New Zealand and Canada and had built up quite a nice little herd. One goat that I imported from Canada has always stuck in my mind. I was viewing goats in a wooded paddock to choose for my next importation. Standing on a little rock was a small ram. As I approached, he jumped off the rock and his long ringlets lifted up and shone like silver in the sunlight and I knew I had to have him! That sheen was what I wanted on my fabrics. The owner said, 'You don't want him, he's a meat ram!', but I bought him and he grew to be magnificent and sired many lovely kids with fleeces like him ...

"In 1993, I met Tim Owen and we started a fabric company - Dalton Lucerne Rare Fabrics Limited - together.

We put our fabrics in hotels, private homes of the rich and famous in America, super yachts and then aircrafts. We even put some of our fabric in the business jet of the President of South Africa!

"At this time, in order to meet the very strict rules of aviation regarding fire safety, we obtained a Government grant for research over a number of years from Bolton University. We were invited to join the Federal Aviation International Fire Safety Group. We learnt a great deal at their meetings. After some time and lots of expensive testing, our fabric met the criteria for use in aircraft.

"During one of their seminars we saw the tragic loss on video of the Swissair plane that set on fire and crashed into the sea off Canada in 1997. Seemingly it had had new wiring for the sound system just a few weeks previously. Arcing electricity from the wiring had set fire to the fire blanket in the overhead ducts and started a massive fire. Seemingly, the Fire Blanket wasn't as fireproof as it was first thought!

"This tragedy set off a train of thought in my mind. I kid my Angoras in winter here in the UK and they need the lamps to keep them warm. The mothers will stand directly under the lamps, but

the fleeces never burn, they only char. No smoke, no flames!

"I said to Tim, 'I bet we could make a fire blanket that wouldn't set on fire!'

"We obtained another Government grant and started more research with Bolton University. It has been a long five-year slog.

A fire blanket is the protective material between the outer aluminium shell of an aircraft and the inner panelling. It also lines the overhead ducts that carry all the miles and miles of wiring needed for the operation of the plane, so it is a very important material indeed. If a plane crashes or lands badly, it takes three minutes to burn through the plane using the current fire blanket material. We have perfected a material using mohair plus another component that takes more than twenty minutes to burn through. All this has been appropriately tested with the correct authorities.

"I have always believed that mohair is not only a fashion fibre, but also has an industrial use. It has been a wonderfully exciting time doing this research and there is only a short way to go as far as marketing the product is concerned. Unfortunately, Tim died of brain cancer in February 2009. I am now looking for a client who is interested in buying the technology to prevent all the time-consuming research from going to waste. I feel that doing it on my own would be difficult, and it would be a tragedy to see this opportunity for mohair being lost.

"I have had the satisfaction of seeing what versatile fibre mohair is and it would give me great satisfaction to see it being taken to the next level." ■

Joyce's contact details:

Joyce Dalton, 2 Pott Mill Cottages, Pott Shrigley, Macclesfield, Cheshire, SK 105 RU, Tel.: +441625572381

Speenstres by angora boklammers

Dr Chris Landman

Aangesien die angorabokbedryf my na aan die hart lê, het my PhD - navorsing gegaan oor voedingstres indikatore as maatstaf van voedingspeil in bokke (*capra hircus hircus*). As voedingkundige kom speenstres van boklammers gereeld onder my aandag.

Voor speen word melk - laktose, wat 'n maklik verteerbare suiker is, as energiebron gebruik. Met speentyd word moedersmelk met 'n ideale vet - samestelling, vir vlugtige vetsure wat, vanaf plant sellulose vertering afkomstig is, as energiebron verruil. Hoewel rumen - fermentasie tydens speen reeds in werking is, sal swak weidings toestande agv. te veel vesel in die dieet of te lae voedsel inname, optimale vlugtige vetsuur produksie kortwiek.

Met geboorte is die 2x4 onderste, tydelike snytande asook die bo en onder 2x3 tydelike voorste kiestande reeds in die kaste en besig om deur die tandvleis te sny. Na drie maande kom die eerste permanente tande nl. 2x1 permanente kiestande bo en onder deur die tandvleis, terwyl die tweede paar permanente kiestande op ongeveer nege maande ouderdom verskyn. Tussen drie en nege maande ouderdom kom verskeie permanente tande in die kaste, wat soos by die mens, pyn en koors kan veroorsaak. Dit lei tot ongemak, veroorsaak voedingstres en kan gespeende boklammers se optimal groeipatrone benadeel. Tandontwikkeling het 'n negatiewe invloed op die afbyt, kou en herkou van droë en harde plantmateriaal.

Sorgvuldige bestuur is noodsaaklik. Met die regte bestuur in plek, kan tegniese voeding tydens speentyd as eerste beperkende faktor tot suksesvolle groei beskou word. Landman Premix is saamgestel om hierdie kritieke tydperk in die angorabok se lewe ekonomies te help oorbrug.

Tegniese voeding beteken om met tegniek, alle voeding hulpmiddels te gebruik om sukses te behaal.

Met 'n tegniese benadering kan:

- Die hoeveelheid mikrobies wat sellulose verteer, vermeerder word.
- Absorpsie van voedingstowwe uit die spysverteringskanaal na die bloedstroom verhoog word.
- Die benutting van energie, minerale en vitamien, wat 'n verlaging in stres tot gevolg het, deur die weefsel bevorder word.
- Energie wat spesifiek vir hitte - produksie bestem is, verhoog of verlaag word, wat op sy beurt speenskok kan verlig.
- Sagte en hoë digtheid diëte wat vir kleiner rumen - volume voordelig is, met sukses gebruik word

Die gebruik van voeding, om speenstres te verlig, oorskadu verskeie oorsake tot die probleem. Geneties is sekere diere beter



voeromsetters of is beter bestand teen ongunstige omstandighede as ander diere. Voorbeelde hiervan is diere wat spesifiek vir hoër haar- of melkproduksie geteel is. Meer voedingstowwe ten koste van basiese onderhoud word in produkte, waaruit dit nie weer onttrek kan word nie, gestoor. Tydens energie tekorte, sal sulke diere eerder aborteer as om self te vrek. Normale liggaamstemperatuur het 'n invloed op die optimale ensiem werking en optimale hormoon afskeiding. 'n Paar grade verskil in liggaamstemperatuur kan diere dus fisiologies verskillend laat reageer. Een dier spesie kan agv. verskeie redes meer as 'n ander t.o.v. speenstres reageer, maar strategiese voeding kan hierdie probleem in 'n ekonomiese sukses omskep.

Die volgende beproefde kragvoer - lekke en volledige rantsoene kan met sukses vir gespeende Angorabokke, hetsy op veld, lande of in 'n voerkraal, aanbeveel word.

Ekonomiese energie lek: Meng 4 sakke (200kg) gemaalde mielies (straight run), 2 sakke (80kg) melassemeel, 1 sak (50kg) sout en 4 sakke (34.2kg) Landman Premix. Sout volgens gewenste inname van 250g per bok per dag.

Kragvoer: Meng 4 sakke (160kg) melassemeel, 4 sakke (120kg) semels, 2 sakke (100kg) gemaalde mielies, 1 sak (50kg) katoensaad, 1 sak (50kg) sout en 3 sakke (25.5kg) Landman Premix. Deur die sout uit te haal, en die kragvoer met 30% lusernmeel te meng, word 'n volledige rantsoen verkry.

Volvoer: Meng 550kg lusernmeel, 8 sakke (400kg) gemaalde mielies, 1 sak (40kg) melassemeel en 1 sak (8.55kg) Landman Premix.

As die weiding voldoende is, is speenstres by angoraboklammers minimaal. Daarenteen, as die weiding onvoldoende is, kan byvoeding speenstres beperk of totaal verhoed. Dit is die moeite werd om daarvoor te besin en voorgestelde resepte self uit te toets. Dit kan boer in 'n ekonomiese avontuur verander... ■

Steytlerville vereer sy plaaswerkers



op 'n besondere manier

deur Linda Henderson

Steytlerville is 'n klein neo-Viktoriaanse Karoodorpie en baie vreemdelinge sou tot onlangs deur die dorp ry sonder om 'n tweede gedagte and sy boorlinge te gee.

Dinge het egter na 2003 verander en nou sal dit onmoontlik wees om die inwoners van Steytlerville te ignoreer!

Die dorp se toerismevereniging het besluit dat die verering van sy burgers iets unieks is wat die gemeenskap tot 'n hegte eenheid sal snoer en trots sal aanwakker. Daar is dus besluit om die families wat Steytlerville hulle heimat gemaak het se familiewapens teen die pale in die breë hoofstraat op te hang. Vir blanke families wat met hierdie soort kultuur grootgeword het was die uitdaging om die familiewapens te bekom nie so groot nie, maar vir die Xhosa- en Kleurling-families, wat die groter deel van die bevolking verteenwoordig, was die uitdaging redelik groot. Die trots en die plesier waarmee al die inwoners egter saamgewerk het, het die projek werklik die moeite werd gemaak en vandag word daar gespog met die familiegeskiedenis van 'n sekere deel van die bevolking wat nie anders bekend sou gewees het nie en 'n dorp wat uit sy nate bars van trots oor hierdie seldsame gebaar! Die plaaslike munisipaliteit en die Departement van Sport en Kultuur gee hulle volle ondersteuning vir hierdie projek, wat Steytlerville ook onder die aandag van toeriste van heinde en verre bring.

Die navorsing oor die Xhosa-families het met die samewerking van die Kultuurmuseum in Grahamstad geskied, maar die geskiedenis van die Kleurling-families kom oorspronklik en direk van die families self, omdat soortgelyke data nie elders beskikbaar is nie. Hieruit het 'n ryk Karoogeskiedenis van mense wat help bou het aan 'n samelewing met 'n trotse bestaan, die lewe gesien.

TO OUR ENGLISH READERS: This article pertaining to Steytlerville and the capturing of family crests is available in English on our website www.mohair.co.za/files/journals/English52_1.pdf

Waar anders op aarde sal 'n mens die simboliek wat so kleurvol op die borde in die warm Karooson hang, sien? Daar word getuig van families wat op angoraprase gewerk het, wat skeerders was, wat hul geldjies met bouwerk en draadwerk verdien het. Tolletjies gare en plaatkoekies en rugbypale en Angorabokke en winkelrollies vorm almal deel van hierdie ryk, kleurvolle geskiedenis. Vir almal wat kan sien word die verhale vertel van mense wat óf hier gebore is en hulle bydrae tot die gemeenskap gemaak het, óf oor die water en agter-om berge na Steytlerville gekom het om hulle deel hier te doen.

So kon die drie-en-tagtigjarige Jan Philander wat in 1956 na Steytlerville verhuis het en meer as vyftig jaar by die Kirkmans diens gedoen het, ook sy ryk geskiedenis ter tafel lê. Tydens sy diens by twee geslagte Kirkmans, wat nog steeds met angoras boer, was Jan verantwoordelik vir al die trekkerwerk en kon hy na sy aftrede in die dorp nog enkelhandig vyftig bale lusern op 'n slag op die lusernwa laai! Jan was ook 'n kranige rugbyspeler en was vir jare die president van die Spartans Rugbyklub op die dorp. Hy is 'n toegewyde Christen en ten spyte van sy besige program het Jan, wat langer as vyftig jaar met Sarie Uithaler getroud was, 'n leidende rol in die Rosedale-kerk gespeel. Ten spyte van sy gevorderde ouderdom het Jan nog 'n speelse huppel in sy stap en lag hy uit sy bors as jy vra wat sy geheim is.

“Ek het maar die voggies gelos en liewer hard gewerk. Lyk my dit het gehelp,” lag Jan, wat onlangs sy geliefde Sarie aan die dood afgestaan het. Jan Philander se ryk en trotse familiegeskiedenis word op sy naambord in die strate van Steytlerville aan die wêreld vertoon.

Angus Wood, wat tans die plaaswerkers op die Sybokhaartrust verteenwoordig, is ook 'n boorling van Steytlerville. Angus se oupa, John Wood, het as sewentienjarige seun met 'n ossewa uit die destydse Rhodesië sy pad na Steytlerville gevind. In 1870 is hy met Annie Witbooi van Nashvale getroud. Angus se oom het tydens die tweede wêreldoorlog by die Suid-Afrikaanse vloot aangesluit. Angus het as jong man 'n draai by die Edworksskoenfabriek in Port Elizabeth gemaak, maar het weer sy weg na Nashvale gevind, waar hy deel van die Angorabestuursprogram geword het. Angus is ook 'n geordende leraar by die Apostoliese Kerk op die dorp en doen baie voorligting vir die jeug.

Pieter Witbooi het ook eers vir die Kirkmans op Rooiklip gewerk nadat hy in die Sandkraal plaasskool by meester Williams 'n kort draai gemaak het. In standard een moes hy egter sy skoolloopbaan kortknip om 'n ekstra geldjie te verdien. Na 'n ruk het hy die skone Maria Damons ontmoet en ses kinders is uit die huwelik gebore. Pieter en Maria het ses-en-dertig jaar lank vir Charlie Nortjé op die plaas Brighton gewerk en hy sê dat hy in dié tyd baie van windpompe en bokke geleer het!

“Ek moes maar mooi na die plaas kyk, want dit was so droog in die jare sewentig dat Mnr Charlie in Graaff-Reinet gaan werk het en ek moes maar soms alleen die leisels vashou, maar dit was ook goeie dae daardie,” sê Pieter met 'n glimlag wat 'n ysbeer se hart sal smelt.

Steytlerville moet die enigste plek op aarde wees waar angorabokke, winkelrollies, plaatkoekies, rugbypale en kerke trots hulle plek langs die formidabele heraldiese simboliek van die Europese geskiedenis inneem! Maak dit saak? Nee, want ons is 'n reënboognasie en elkeen behoort trots te wees op sy of haar herkoms. Hoe sal ons weet waarheen ons op pad is as ons nie weet waar ons vandaan kom nie? Wat belangrik is, is dat ons moet weet dat ons 'n geskiedenis het waarop ons trots behoort te wees. ■



Tartans 4 Africa uses *South African Mohair*



With the support of Mohair South Africa, textile producers Tartans 4 Africa have introduced a new and exclusive range of handmade ladies' handbags and unisex luggage.

Tailor-made for the fashionable yet environmentally-conscious consumer, these uniquely crafted pieces are made from the highest quality South African calf leather and South African mohair.

"This project is a wonderful example of what can be achieved when local producers and manufacturers collaborate and combine their expertise and resources", says Jackie Gant, marketing and promotions manager of Mohair South Africa. "After all, we are the world leaders in mohair production. We now have a mohair product for the South African market, and it is perfectly timed for the FIFA World Cup event!"

Other exciting news is that this fabric has also been accepted by the State Herald and is being considered as a possible 'National Cloth', something that South Africa has never had before.

The range was produced in partnership with leather craft company Dilucio of Cape Town under the guidance of Nicky Mahoney, Dilucio's marketing manager. Mahoney's design team created five original styles for the Tartans 4 Africa brand, and manufactured the different pieces in various combinations.

"While remaining proudly South African, only our top quality leather was good enough to combine with this new and iconic tartan", Mahoney explains. "The highest level of attention has gone into the design details and we are extremely proud to be involved in this project."

In addition to the five newly created pieces, a specially designed clutch bag was made purely from South African mohair. The bag was commissioned by Tartans 4 Africa to complement a new outfit designed for Western Cape Premier Helen Zille. Zille wore the outfit for the evening event of the State Opening of Parliament on 11 February, and her husband was also sporting the fabric in the South African Tartan Dickey Bowtie. In addition, a winter coat is currently being designed for Zille, and the young designer on the books of Tartans 4 Africa, De Villiers Royal Couture, has been busy preparing exclusive gowns for other interested parties. Tartans 4 Africa's chief designer, Craig Native, is eager to export the new luggage range, but the producers are adamant that South Africans will be the first in line to see and purchase what is truly a homegrown South African product.

"We are thrilled with the outcome of what has been a remarkable collaboration of local resources", says James A McGowan, joint CEO of Tartans 4 Africa. "And naturally, we want South Africans to be the first to share and appreciate what has essentially been created from South African soil!" ■

For further details, please contact Tartans 4 Africa at www.tartans4africa.co.za or call Ina on 082 850 4559.

News from the Mohair Fraternity

Samil World Record Price

The second sale of the 2010 mohair summer selling season was highlighted by the extremely good competition for adult mohair from all international and local buyers. The highest ever average indicator for adults was registered at R83,37/kg at the auction. Staff from Samil (Pty) Ltd, one of two local processors that participated in the auction, are pictured with the bale of BSFFH of David and Richard Herold of Graaff-Reinet, who attained a new world record price of R98,50/kg for adults as offered on the auction by the renowned mohair broker, Cape Mohair & Wool (CMW).

Samil (Pty) Ltd is a South African company and, showing their commitment to the industry, they are also involved with local industry development programs, donating Angora goats to BEE training projects. They are also involved with a project where existing young South African Angora goat farmers can benefit and become mohair farmers in the long term.

On the photo from left to right: Andrew Laing (Samil); Jared Shear (Samil); Rowan Swinnerton (Samil); Pierre van der Vyver (CMW)



Ray Hobson brings mohair magic to happy weaver.

At the recent summit Ingrid Gauge, a member of the Johannesburg Weavers' Guild, was desperate to acquire some kid mohair for spinning. This seemingly difficult task at that stage was easily resolved

by Ray Hobson. Ray had brought some young goats for the shearing demonstration and luckily for Ingrid the demonstration had just been completed so Ray was able to hand over 4kg of freshly shorn mohair to a very appreciative lady. Thanks Ray for bringing some mohair sunshine into Ingrid's life!

Murraysburg-tak van die SASKV hou jaarvergadering



Op 24 November 2010 het die Murraysburg Sybokhaar-kwekersvereniging op die plaas Kareebosch jaarvergadering gehou.

By hierdie geleentheid is mnr Louw en Frans Retief gelukkig met hulle goeie vertoning in beide die Zegna- en Miyuki-kompetisies.

Die sprekers was dr Jaco Pienaar (Staatsveearts), James de Jager (CMW), Pieter Erasmus (Direkteur: CMW/OVK), Pierre van der Vyver (Uitvoerende Direkteur: CMW), Gerhard Grobler (President: SASKV) en Ben Vrey (Afrivet). Die nuwe bestuur vir 2010 is ook verkies, met Theronnie van der Merwe as voorsitter en Louw Retief as ondervoorsitter.

Die boere kon aan verskillende kompetisies soos onder meer mikron-skatting, tipering van bokhaarmonsters en die plasing van ramme deelneem. Daar was selfs 'n ram waarvan die gewig en mikronne geskat moes word!

Die plaaswerkers het skitterend gevaar met hulle plasing van jong ootjies. Na 'n besige dag is almal op tipiese Karoo-gasvryheid getraakteer.

News from the Mohair Fraternity



Jan Paul Barnard and Ricca Turgel recently attended the Heimtex Trade Fair in Germany. Their beautiful products received rave reviews and they had a successful exhibition. Jan Paul is working very hard to complete a range of non-stretch mohair curtains. We await the launch with great enthusiasm.

Natalie Creed

Natalie Creed, winner of the mohair design competition at the Nelson Mandela University in 2008, has been creating some mohair magic of her own. These lovely designs were spotted at the Mohair Summit at Graaff-Reinet.

Natalie started working for Momentoes of Africa in Port Elizabeth at the end of April 2010. Mohair inspires her and she loves the luxury of the fibre.

"It has the unique ability to create comfort and dazzle with style at the same time."



News from the Mohair Fraternity



Huldeblyk aan Mnr Nico Dorfling deur C J Pietersen: President Agri-Ooskaap

Om erkenning aan mnr. Nico Dorfling, 'n boorling van hierdie omgewing (Uitenhage Bosveld), vanuit 'n georganiseerde landbouerspektief te gee, is om 'n leeftyd in diens van sy mede-landbouers op te som.

Dis 'n wonderlike voorreg om in my hoedanigheid as President

van Agri-Ooskaap en as 'n besondere vriend, wat hom seker die beste geken het, hierdie huldeblyk te bring.

Oom Nico het 15 jaar ononderbroke as voorsitter van die Winterhoek Bosveld Landbouvereniging gedien, waarvoor hy met lewenslange erevoorsitterskap vereer is. Hy was ook verskeie termynne voorsitter van die Uitenhage Distriks landbou-unie en die Streeks grondbewaringskomitee wat by die bewaring van hulpbronne betrokke was, en waarvoor hy 'n besondere passie gehad het. Sy uitnemende kennis van die veld en weidingsbestuurskundigheid was van onskatbare waarde en hy is in 1988 die Oos-Kaap Boer van die Jaar vereer.

Oom Nico het ook hierdie gemeenskap met groot agting op die Suid-Afrikaanse Sybokhaarkwekersvereniging bestuur asook die Ooskaap landbou-unie se Algemene Raad onder die voormalige President, mnr Tobie Meyer, later Minister van Landbou, verteenwoordig, ook in die rooivleisbedryf het hy sy kant op die Nasionale Skapekomitee gebring.

Hy het vir etlike jare met groot onderskeiding die groter landbougemeenskap op die direksie van onderskeidelik Boland

Bank, die Humansdorpse Koöperasie, asook die plaaslike Landboukredietkomitee verteenwoordig. In hierdie hoedanighede was sy landboukennis tot groot voordeel van al sy mede-boere, wat baie dank aan hom verskuldig was.

Ek het hom in baie opsigte respekteer as my persoonlike leermeester, en as sy sekretaris in die Winterhoek Bosveld Landbouvereniging en Uitenhage Boere-unie, was sy voorbeeld vir my 'n groot bron van inspirasie. Ek was ook in dié try nou betrokke by sy boerdery op Kleinplaas, Sleutelpoort en Marais Hoop.

As mens laat hy baie herinneringe na met betrekking tot sy besondere bestuurstyl en menseverhoudinge. Vir sy vriendelikheid, pligsbesef, sin vir verantwoordelikheid, hardwerkendheid en gewilligheid om sy ingeligte kennis op sy eiesoortige manier met sy medemens te deel, sal ons hom altyd eer.

Oom Nico het 'n voorbeeld gestel met sy goeie rekordstelsels en uitstekende finansiële dissipline en bestuur. Inkomstebelasting en ander verwante verpligtinge moes met met akkuraatheid en stiptelikheid nagekom word en onder geen omstandighede moes enige wetgewing van watter aard ook al oortree word nie.

Sy algemene beplanning, netheid en onwrikbare geloof in sy Skepper was ook eienskappe wat van hom 'n suksesvolle veeboer gemaak het.

As gemeenskap betreur ons sy dood saam met sy vrou, Marie, wat die laaste paar jaar onder baie moeilike omstandighede hom so mooi versorg en bygestaan het.

As laaste eerbetoon sou dit van pas wees om van Nico Dorfling te sê: "Wees stil...daar gaan 'n mán verby."



Obituary Pat Henderson

Patrick John Weyer Henderson – 'Pat' to his many friends (1/2/1944 – 25/2/2010)
by Peter Cawood

A son of the land and a dedicated Angora goat farmer has passed through this earthly life.

Pat, a chip off the old block, son of Uncle Bert and Aunt Betty Henderson of Toekomst at Lake Mentz (now Darlington Dam), continued his father's legacy of

breeding top quality Angora rams in the original Toekomst Angora Stud No 120, as well as serving the mohair industry at producer level from his farm, Kuikendieffontein, in the Somerset East district.

He is survived by his wife, Brenda (née Bailey), and children, Lindie, Nicky and Bertram (Boyttjie), now farming at Kuikendieffontein, and six grandchildren.

Pat served on the Mohair Growers Executive from 1984 to 2002 and on the Ram Breeders Executive from 1987 to 1991.

He was a forthright and decisive Angora judge and inspector

and had a uniquely descriptive and efficient way of speaking when addressing mohair matters or Angora goat qualities. In fact, if you heard Pat's few simple but well-chosen words and still did not understand, it was unlikely that you ever would!

This clarity and no-nonsense approach applied to all Pat's activities and was also very much in evidence in his sporting career – he was an accomplished cricketer, rugby player, fisherman and later golfer.

After attending Woodridge, he completed his schooling at Grey High School in Port Elizabeth where he was a member of the first Grey-team to win the first men's cricket league in the 1959-60 season. He also played in Grey's first rugby team for two years.

We will all miss Pat's colourful presence at the Somerset East Angora Ram Sales, which he attended for forty odd years, even after he had stopped bringing his own rams to the sale.

We extend our condolences to his immediate and extended family and record his service to the Angora Growers Association and mohair industry with gratitude and great appreciation.

3 Ladies appointed to top Mohair Management Positions in 2010



Sarah Louw

Sarah Louw is a student of the Hardwood Mohair Training Scheme and was appointed by the Minister of Agriculture to serve on the Mohair Trust.



Elna van den Bergh

Elna van den Bergh, a mohair producer from Jansenville, was elected onto the South African Mohair Growers Association's Executive Committee. Elna is the first lady to be appointed in this position.



Linda Henderson

Linda Henderson was appointed as a director of Mohair South Africa in January this year as a representative of SAMGA. Linda is also the editor of the Mohair Journal and has had a long association with the mohair industry.



The SAMGA Committee for 2010

*Back L – R: Coligny Stegman, Rothner Bekker, David Hobson, Ray Hobson.
Middle L – R: Louw Retief, Anton Nel, Elna vd Bergh, Jaco Oelofse, Roland du Toit.
Front L – R: Philip Vosloo (Manager), Kobus de Klerk (Vice President),
Gerhard Grobler (President).*

Mohair Management 2010



Sybokhaar Suid-Afrika | Mohair South Africa:

Voorsitter/Chairman:	R du Randt (SAMGA)
Vice-Chairman/Ondervoorsitter:	MH Claasen (SAWAMPA)
Lede/Members:	F Alberts (SA Mohair Farm Workers Association), P vd Vyver (SA Wool and Mohair Brokers Association), F Michau (SAMGA), DR Nel (SAWAMBA), A Oelofse (SAMGA), L Henderson (SAMGA), AR Hobson (ARBS), I Smith (SAWAMBA)
Marketing and Promotional Manager:	J Gant
Hoofbestuurder/General Manager:	D Saayman

South African Mohair Growers' Association | Suid-Afrikaanse Sybokhaarkwekersvereniging

President:	GJ Grobler
Vice-President/Visepresident:	JL de Klerk
Bestuurslede/Executive Members:	IR Bekker, R du Randt, R du Toit, AR Hobson, EDB Hobson, CA Nel, J Oelofse, JL Retief, C Stegmann, E van den Bergh
General Manager/Hoofbestuurder:	PT Vosloo

Angora Ramtelersgenootskap | Angora Ram Breeders Society

President:	A R Hobson
Vice-President /Visepresident:	M Shires
Bestuurslede/Executive Members:	AB Hobson, R du Toit, H Greef, G Hope, W Jordaan, D Short
General Manager/Hoofbestuurder:	PT Vosloo

Angorabok- en Sybokhaarblad | Angora Goat And Mohair Journal

Voorsitter/Chairman:	A M Short
Vice-Chairman/Visevoorsitter:	G J Grobler
Redakteur/Editor:	L Henderson
Members/Lede:	G Fourie, J Gant, AB Hobson, EDB Hobson, JL Retief, P vd Vyver
Hoofbestuurder/General Manager:	PT Vosloo

SA Sybokhaarplaaswerkersvereniging | SA Mohair Farm Workers' Association

Chairman/Voorsitter:	F Alberts
Onder-voorsitter/Vice-Chairman:	J Maartins
General Manager/Hoofbestuurder:	PT Vosloo

Sybokhaar Trust | Mohair Trust

Voorsitter/Chairman:	EDB Hobson
Vice-Chairman/Visevoorsitter:	DW Herold
Members/Lede:	SJ Lee, AHL Masters, JL Retief, A Wood, JJW Cornelius, S Louw

Kontakbesonderhede | Contact Details

ARBS / Angora Goat And Mohair Journal / SAMGA / SA Mohair Farm Workers Association

Adres/Address: Posbus/P O Box 50
Jansenville
6250

Tel: 049 836 0140

Faks/Fax: 049 836 0329 / 086 588 1568

E-mail/E-pos: samga@xsinet.co.za

Hoofbestuurder/General Manager: Philip Vosloo

MSA and Trust

Adres/Address: Posbus/P O Box 2243
North End
Port Elizabeth
6056

Tel: 041 487 1386

Faks/Fax: 041 487 1336

E-mail/E-pos: info@mohair.co.za

Hoofbestuurder/General Manager: Deon Saayman



South African Mohair Growers Association Suid-Afrikaanse Sybokhaarkwekersvereniging

Please contact the SAMGA office to update your details, please supply your telephone, cell and email address.

List of branches together with the names and contact details of the chairman and secretaries respectively.
Lys van takke tesame met die name en adresse van die voorsitters en sekretarisse respektiewelik.

ABERDEEN:

Chairman: L van Niekerk, Posbus 167, Graaff-Reinet 6280, (Tel 049-846 9025 / 082 774 3849)
Secretary: E van Niekerk, Posbus 167, Graaff-Reinet 6280, (Tel 049-846 9025 / 079 863 5527)

ADELAIDE:

Chairman: BA Ballentyne, PO Box 83, Adelaide 5760 (Tel 046-684 1095)
Secretary: E A van de Vyver, PO Box 117, Adelaide 5760, (Tel 046-645 3016)

ALBANIE/ALBANY:

Chairman: P Webber, PO Box 584, Grahamstown, 6140, (Tel 046-622 2363)
Secretary: Joanne Palmer, PO Box 174, Grahamstown 6140, (Tel 0832750227)

BEAUFORT-WES/WEST:

Chairman: R du Toit, Posbus 1281, Beaufort-Wes 6970, (Tel 023-416 1674)
Secretary: Vacant

BEDFORD:

Chairman: BET White, PO Box 75, Glenclyffe, Bedford 5780, (Tel 046-685 0658)
Secretary: SA King, PO Box 110, Bedford 5780 (Tel 046-685 0645)

COCKSCOMB:

Chairman: JG Müller, Akasia, Wolwefontein 6287 (Tel 049-838 0063)
Secretary: R Pietersen, Posbus 6049, Uitenhage 6232, (Tel 049-8370007)

CRADOCK:

Chairman: B van Zyl, Posbus 367, Cradock 5880 (Tel 048-881 2761)
Secretary: A de Klerk, Posbus 7, Mortimer 5870 (Tel 048-886 0859)

DRAKENSBERG:

Chairman: Vuyo Mtiya, Box 1354, Matatiele 4730, (Tel 0839409359)
Secretary: Temba Mavuso, PO Box 1354, Matatiele 4730, (Tel 0720270006)

FORT BEAUFORT:

Chairman: B J Mildenhall, Bath Farm, Fort Beaufort 5720
Secretary: Me R van Coller, Posbus 63, Fort Beaufort 5720, (Tel 046-645 1771)

GEORGIDA:

Chairman: W Ferreira, Posbus 73, De Rust 6650 (Tel 044-771 1060)
Secretary: Vakant

GLENCONNOR:

Chairman: D Dorfling, PO Box, 583, Uitenhage 6230 (Tel 042-2320180/0845052010)
Secretary: F Rudman, PO Box 583, Uitenhage 6230 (Tel 041-966 1441 / 083 280 1337)

GRAAFF-REINET:

Chairman: G Harris, 105 Caledon Street, Graaff-Reinet 6280
Secretary: P F de Klerk, Posbus 299, Graaff-Reinet 6280, (Tel 049-891 8108)

JANSEVILLE:

Chairman: F A Fourie, Posbus 168, Jansenville 6265, (Tel 049-838 0101)
Secretary: E van den Berg, Posbus 168, Jansenville 6265, (Tel 049-836 0720)

KLEIN-KAROO:

Chairman: W Truter, Posbus 5, Herold 6615 (Tel 044-888 1722)
Secretary: P van der Westhuysen, Posbus 2091, George 6530, (Tel 083 635 6884)

KLIPLAAT:

Chairman: C Lee, Claremont, Klipplaat 6255 (Tel 049-834 9038)
Secretary: N Outram, Posbus 8, Klipplaat 6255 (Tel 049-834 9065 / 082 332 5380)

MIDDELBURG KP/CP:

Chairman: J H Moolman, Rusoord, Middelburg 5900
Secretary: M Moolman, Posbus 46, Middelburg 5900

MORTIMER:

Chairman: K van den Heever, Posbus 616, Cradock 5880
Secretary: A de Klerk, Posbus 7, Mortimer 5870 (Tel 048-886 0859)

MURRAYSBURG:

Chairman: CT van der Merwe, Posbus 434, Murraysburg 6995, (Tel 049-852 9113)
Secretary: F J Retief, Posbus 415, Murraysburg 6995 (Tel 049-851 9411)

PEARSTON:

Chairman: J F Froelich, Posbus 33, Pearston 5860 (Tel 042-246 1520)
Secretary: ASE Lombard, Hudsonstraat 42, Pearston 5860, (Tel 042-246 1312)

POST RETIEF:

Chairman: G Pagel, PO Box, Adelaide 5760 (Tel 046-684 0494)
Secretary: AE Moorcroft, PO Box 326, Adelaide 5760 (Tel 046-684 0739)

PRINS/PRINCE ALBERT

Chairman: CWJ Marincowitz, Posbus 50, Klaarstroom 6932, (Tel 023-541 1487)
Secretary: Vacant

RICHMOND KP/CP:

Chairman: O D Hugo, Posbus 30, Richmond 7090 (Tel 0536912-2004)
Secretary: F Theron, Posbus 22, Richmond 7090 (Tel 0536912-2531)

RIETBRON:

Chairman: Barries D C Snijman, Posbus 137, Willowmore 6445, (Tel 044-934 1037)
Secretary: W Scheün, Posbus 324, Beaufort-Wes 6970, (Tel 044-934 1165)

SOMERSET-OOS / EAST:

Chairman: R P Gouws, Posbus 53, Jansenville 6265 (Tel 042-243 3706)
Secretary: B Henderson, Posbus 14, Somerset-Oos 5850, (Tel 042-243 3645)

STEYTLERVILLE:

Chairman: H C Dorfling, Posbus 51, Steytlerville 6250, (Tel 049-835 9045)
Secretary: R Strydom, Posbus, 93, Steytlerville 6250 (Tel 049-833 0006)

SWAERSHOEK:

Chairman: Tollie Jordaan, Grootvlakte, Somerset-Oos 5850, (Tel 042-243 2157)
Secretary: D F Erasmus, Loskop, Somerset-Oos 5850, (Tel 042-243 3567)

TARKASTAD:

Chairman: E A M Porter, PO Box 26, Tarkastad 5370 (Tel 045-846 9260)
Secretary: W Porter, PO Box 26, Tarkastad 5370 (Tel 045-846 9259)

UNIONDALE:

Chairman: DJ van Rensburg, Posbus 100, Uniondale 6460, (Tel 044-745 1353)
Secretary: N Fourie, Posbus 189, Uniondale 6460 (Tel 044-771 1070)

VICTORIA-WESIWEST:

Chairman: W Viljoen, Posbus 130, Victoria-Wes 7070 (Tel 0536912-3630)
Secretary: Henk Marais, Posbus 181, Victoria-Wes 7070

WATERFORD:

Chairman: G J Grobler, Posbus 4, Jansenville 6265 (Tel 049-838 0001)
Secretary: R Smith, Posbus 134, Jansenville 6265 (Tel 049-836 9001/083 738 0769)

WILLOWMORE:

Chairman: AAP Greeff, Posbus 34, Willowmore 6445, (Tel 044-923 1887)
Secretary: SJB Schoeman

WINTERHOEK-BOSVELD:

Chairman: C J Pietersen, Posbus 232, Uitenhage 6230, (Tel 041-964 1006)
Secretary: L Pietersen, Posbus 34889, Newton Park 6055

ZUURBERG:

Chairman: J J Moolman, Posbus 15, Kommadagga 5800, (Tel 042-235 1568)
Secretary: C Gowar, Posbus 92, Paterson 6130 (Tel 042-235 1574)

Angora Ram Breeders Society Angora Ramtelersgenootskap



Please contact the ARBS office to update your details, please supply your telephone, cell and email address.

Onderstaande is 'n volledige lys van lede van die bogenoemde vereniging. Ten einde die hoë standaard van die angorabok in Suid-Afrika te handhaaf en te verbeter, word op aansoek om lidmaatskap die geskiedenis van enige stoet ondersoek en aanbevelings gemaak.

The following is a list of the above society. In order to improve and maintain a high standard of the Angora goat in South Africa, all studs are inspected and flock histories investigated upon receipt of application for membership.

Lede / Members

Stoet Nr. Stud No.	Eienaar/Owner	Stoet Nr. Stud No.	Eienaar/Owner
214	Baakensrug Angoras, Posbus 1281, Beaufort-Wes 6970	200	Loch Dale Angoras, Hobson D A and Sons, Box 114, Jansenville 6265
248	Barkhuizen Trust, Posbus 193, Uniondale 6460	196	Lötter, G J L, Doornpoort, Willowmore 6445
148	Biggs, R G & Sons, Droëkloof, PO Box 106, Jansenville 6265	318	Maasdorp, D C, Box 75, Pearston 5860
312	Botha, Andries P R, Kareekrans Boerdery, Posbus 440, Somerset-Oos 5850	270	Michau, F, Box 237, Cradock 5880
187	Cawood, P L, Cawoodholme, P/Bag, Klipplaat 6255	323	Mohair South Africa - Grootfontein Studente, Privaat Sak X529 Middelburg, Oos-Kaap 5900
153	Colborne, F E & Sons, Kilborne, PO Box 161, Willowmore 6680	133	Moolman & Seuns, C A J, Trelawney Angoras, Posbus 1, Mortimer 5870
315	Colborne, N, Box 165, Willowmore 6680	191	Nortje, J E R, Posbus 153, Willowmore 6680
322	Cornelius, C W, Posbus 6, Pearston 5860	320	Oelofse, A, Rietgat, Posbus 153, Jansenville 6250
212	Dodds, N M, Box 30, Klipplaat 6255	313	Retief, J L, Driehoeksfontein, Posbus 425, Murraysburg 6995
169	Du Preez, O M, Posbus 100, Cradock 5880	188	Retief Willem, De Bad, Posbus 65, Hanover 7005
230	Du Randt, Reinhold, Schoongezicht, Posbus 63, Pearston 5860	242	Schoeman & van Hasselt, Swartberg Angoras, Box 137, Prince Albert 6930
299	Ferreira, G T & Seuns, Snyberg Angoras, Posbus 73, De Rust 6650	117	Shires, M "The Angora Stud", Mount Stewart, Private Bag Klipplaat 6250
244	Ferreira, G T & Seuns, Snyberg Angoras, Posbus 73, De Rust 6650	116	Shirlands Angora Stud, Box 325, Graaff-Reinet 6280
286	Ferreira, G T & Seuns, Snyberg Angoras, Posbus 73, De Rust 6650	217	Short and Sons, A M, Box 325, Graaff Reinet 6280
266	Ferreira, G T & Seuns, Snyberg Angoras, Posbus 73, De Rust 6650	178	Slabbert, L A F, Posbus 23, Aberdeen 6270
306	Ferreira, G T & Seuns, Snyberg Angoras, Posbus 73, De Rust 6650	262	Slater & Nel, Drie-Kuilen, Posbus 90, Steytlerville 6250
321	Fitzhenry, C, Posbus 31, Aberdeen 6270	175	Terblanche, J T, Driekopsvlei-Wes, Jansenville 6265
152	Gowar, A, Stonefountain, Kommadagga 5800	317	Thorn Berg Angoras, Box 47, Steytlerville 6250
120	Henderson, P J W, Box 14, Somerset East 5850	142	Thorn Park Angoras, Box 47, Steytlerville 6250
155	Herold (Pty) Ltd, David, Ordonantie, Posbus 196, Graaff-Reinet 6280	192	Troskie, Johan C, Middelburgplaas, Posbus 177, Cookhouse 5820
295	Hobson Pastoral, Box 482, Eppingdust 7475	301	Van der Westhuyzen, B, Posbus 53, Adelaide 5760
105	Hobson, A B, Box 129, Jansenville 6265	101	Van Hasselt Farming, C van Hasselt, PO Box 137, Prince Albert 6930
118	Hobson, David, Redcliffe, Box 16, Pearston 5860	233	Vermaak, S V E, Brakfontein, Posbus 163, Jansenville 6265
215	Hobson, G & A, Box 47, Steytlerville 6250	185	Viljoen, P H, De Hannesrust, Kleinpoort 6236
106	Hobson, G A, Box 82, Graaff- Reinet 6280	302	Viljoen, P P, De Hannesrust, Kleinpoort 6236
195	Jordaan, Willie, Posbus 68, Cradock 5880		
102	Kirkman, J D & Son, Nashvale, Steytlerville 6250		
159	Lategan, J P, Midlands, Posbus 66, Aberdeen 6270		
267	Lategan, J H, Fairview, Aberdeen 6270		
174	Lee, S J, Claremont, Klipplaat 6255		
109	Loch Dale Angoras, Hobson D A and Sons, Box 114, Jansenville 6265		

Mohair Meander

takes shape

by Mohair SA

Raising the international profile of South African mohair: Eastern Cape's first agri-tourism route

In the new age of ethical consumerism, people are becoming increasingly conscious of where their purchases originate from and how they are created. As a result, agricultural 'routes' and agri-tourism projects, which give consumers the chance to see firsthand how and where resources and products come from, have become popular the world over. This trend has presented a remarkable opportunity for the South African mohair industry to showcase itself in the form of the Mohair Meander.

Over the past 30 years, the mohair industry has been taking local and overseas visitors through the mohair-producing region. They have, in effect, been conducting a mohair tour in an informal and unstructured manner. This process was jokingly referred to as "being mohairised". Mohair Route signs were erected along the R75 in the Eastern Cape about ten years ago, but no 'product' was attached to the route and it was never officially launched. The time is now ripe to formally create and market a Mohair Meander which includes the entire South African mohair-producing region, and which will be the first agri-tourism route in the Eastern Cape.

By instituting a meander dedicated to mohair, the industry will not only promote itself in a meaningful way, but also raise awareness of important agricultural processes and the principles of sustainability. Visitors will be able to experience the joy of touching a young Angora kid; watch a goat being shorn; sleep under a mohair duvet or blanket; browse through countryside coffee-shops and quaint 'padstalle'; buying locally manufactured mohair products; enjoying the legendary rural Karoo hospitality; learning about the little-known world of the Angora goat and mohair; and visiting two of the world's top combing plants, a mohair yarn spinning plant and a dye house.

A meander offers important benefits to those whose livelihoods depend on mohair. By increasing traffic through the mohair-producing region, new tourism-related employment opportunities will be created, and additional income-streams generated for local farmers and producers, allowing for both their income and their operations to grow. The meander will also link up with existing tourist routes, ensuring that it is not seen and experienced in isolation.



The creation of the Mohair Meander is a collaborative project, and anyone with a passion and appreciation for mohair and Angora goats is encouraged to get involved.

“Tourism is a large contributor to our GDP, and the South African mohair industry needs to harness it to grow and promote what is truly a national gem”, says Jackie Gant, Marketing Manager of Mohair South Africa (MSA). Producing 54% of the world’s mohair, South Africa is known for its top quality clip and breeding stock. Through the creation of the Mohair Meander, we can give tourists the opportunity to view and purchase some of the world’s highest quality mohair products from its area of origin. In addition, the meander will provide mohair farmers with the opportunity to see their products being validated and appreciated right on their doorsteps. It is crucial that those who are responsible for the creation of mohair are rewarded and acknowledged, and the meander is a wonderful way to achieve this.

We can also learn from how other countries showcase their unique textiles. In Peru, for example, all tourist hotspots and airports offer Alpaca products. One cannot leave Peru with any doubt in your mind that Alpaca is from Peru. Australia follows similar strategy with its wool, selling home-grown wool products at select stores, many of which are situated at airports. We should strive to raise awareness of mohair as a particularly valuable and unique South African product, and the Mohair Meander is a positive step towards this goal.

The creation of the Mohair Meander is a collaborative project, and anyone with a passion and appreciation for mohair and Angora goats is encouraged to get involved. Those who can benefit from the initiative directly or indirectly are likely to be Angora goat farmers, manufacturers of mohair products, coffee-shops, roadside stalls, accommodation providers who make use of mohair products in their establishments, local and district municipalities, regional and national tourism operators, craft centres, mohair processing plants, manufacturers of mohair products and generally all who add value to mohair in any way.

Those who are interested in becoming involved must either sell or make use of mohair products and will be required to advertise at the back of the Angora Journal. In addition, the participants must display Mohair Meander brochures and mohair information, ensuring that all visitors have the opportunity to learn more about the mohair industry.

Participants are also advised to sign up with the Eastern Cape Tourism Board (ECTB). Registering with the ECTB will guarantee eligibility for a range of important benefits. This includes being listed on the ECTB website, free training programmes, official tourism signage on roads near the place of business, and access to various international trade fairs via the ECTB’s traveling delegates.

Mohair South Africa

In conjunction with industry role players, MSA facilitated and officially launched the Mohair Meander at the International Mohair Summit in 2009, and sponsored the first round of brochures and additional advertising in SA Explore (a tourism product publication). MSA also secured the services of a brochure distribution company to distribute and monitor the Mohair Meander brochures that have been strategically placed at “hotspots” around the country. The Mohair Meander has also been listed on the MSA website under tourism.

Any mohair tourism participant can apply to be part of the Mohair Meander by sending their personal and product details to Jackie Gant at MSA (041 487 1386) or Jackie@mohair.co.za. ■