

Deel/Volume 51 Nr/No 2
Lente/Spring 2009

THE DIE **ANGORA**

Bok- en Sybokhaarblad | Goat & Mohair Journal



Vir almal in die sybokhaarbedryf
For everyone in the mohair industry



INTERNATIONAL
MOHAIR
SUMMIT

A word *from the Editor*

'n Woord *van die Redakteur*

I write this address with mixed feelings. On the one hand I'm extremely excited about the opportunities that the International Mohair Summit will present to all industry roleplayers to communicate on a meaningful level.

While we are very pleased about welcoming international visitors to our production area, it is the opportunity to engage on a personal level with roleplayers beyond our borders, who add value to our mohair that should be utilised constructively. Producers seldom get the opportunity to engage meaningfully with the rest of the mohair chain, since most of the processors, manufactures and designers who touch their raw product and ultimately add value to it, live in the northern hemisphere.

While each step in the mohair production chain has its own set of unique challenges, there are many misconceptions regarding the process that starts with the goat and ends in the final product, mohair. The Mohair Summit offers the ideal opportunity to engage with industry roleplayers to iron out any misunderstandings. Perhaps producers should grab this opportunity to move from being *price getters* to becoming *price setters*.

Aan die ander kant is ek ook geweldig bekommerd oor die uitmergelende droogte in die oostelike deel van die produksie gebied. Produsente word reeds swaar geteister deur produksie-uitdagings en sommige wil al tou opgooi. Hoe hierdie situasie die sybokhaarbedryf gaan beïnvloed, kan ongelukkig nie voorspel word nie.

Moet dus nie hierdie gulde geleentheid, wat deel van die pad vorentoe gaan wees, misloop nie.

We appeal to all roleplayers in the industry to join hands at the Summit to determine the way forward for mohair. It is in our collective interest to be part of the future.

Hope to see you all there!

Ek hoop ons sien mekaar in Graaff-Reinet.

Linda Henderson

Editor

Redakteur

Contact the editor at hendersonproperties@axemail.co.za

Dear Linda

We have recently experienced two very serious incidences of polypropylene contamination in Japan. Both incidences were identified by the same very influential spinner in Japan using mohair tops made from Cape mohair.

In the first instance the problem was discovered only after the yarn had been spun resulting in a significant claim having to be settled. Fortunately the second incident was identified in the routine pre-spinning inspection allowing for remedial action to be taken. However the result is an "unsaleable" lot which will result in further significant costs.

As pointed out by our Japanese friends a significant amount of contamination likely originates from the farm. We would urge you to distribute the attached example to your members, try to identify the root causes of the contamination and urge all growers to take the necessary precautions to protect the excellent name that Cape mohair still enjoys. It takes only a few incidents like this to destroy a reputation that was built up over the years.

Thanks you for your assistance.

Anthony Kirsten
STUCKEN and Co.Pty Ltd



It was felt that this letter, which was drafted to the Manager of the Mohair Growers Association, should be published in the Journal with the hope that it will reach a wider readership since contamination may happen in other areas of the industry as well. (Editor)

Beste Linda

In die lente-uitgawe van 2008 van die Blad het ek my besorgdheid oor die teelbeleid van die Angora Ramtelersvereniging oor die afgelope dekade of twee en die uitwerking daarvan op die Suid-Afrikaanse skeersel uitgespreek. Ek het die brief geskryf omdat die bedryf my baie na aan die hart lê en nie om te kritiseer nie. Dit was bedoel om telers attent te maak op 'n tendens wat reeds te ver gegaan het en hulle te oortuig dat daar dringend stappe gedoen moet word om die probleem reg te stel.

Op die 2009 Kongres van die SA Sybokhaarkwekersvereniging het Wayne Porter van Tarkastad dieselfde menings uitgespreek en ek kan u verseker dat daar talle produsente is wat baie besorgd is oor die huidige situasie.

In sy reaksie in die herfsuitgawe van 2009 van die Blad het Ray Hobson, voorsitter van die Angora Ramtelersvereniging, nie op die uiters belangrike standpunte wat ek in my brief genoem het, gereageer nie, maar verkies om 'n teelbeleid wat die bedryf al baie skade berokken het, te verdedig.

Dit mag in 'n stoetery waar diere te veel haar op gehad het so wees dat hulle oor die algemeen nou groter is en dus beter moedereienskappe het.. Dit is egter beslis nie die geval by die kommersiële boer nie – intendeel, die teenoorgestelde is waar. Verder word daar gevind dat die "nuwe" tipe dier minder gehard is, veral teen koue en reën.

Ek pleit nie noodwendig vir 'n terugkeer na diere wat te veel haar op het nie, maar dat daar groter realisme sal wees ten opsigte van die huidige teelbeleid.

Daar is ook op sekondêre vlak negatiewe gevolge vir die bedryf. In gesprek met die grootste kambolmakers – en albei is in Suid-Afrika – het dit aan die lig gekom dat die Suid-Afrikaanse skeersel lengte verloor en dat dit 'n probleem is om kambol van goeie lengte te produseer.

Rowan Swinnerton het in 2007 reeds gewaarsku teen wat hy "micron mania" genoem het en dit duidelik gestel dat daar te veel klem gelê word op fynheid en genoem dat 26,0 tot 26,5 mikron die mees gesogte graad van fynheid is.

Is dit die verskeie internasionale kompetisies wat gelei het tot die najaag van fynheid ten alle koste, of speel die invloed van veldbeampies 'n oorheersende rol? Ek weet nie, maar wat dit ook al is, dié tendens laat gevaarligte in ons bedryf flikker.

Die produksiegemiddeld het tot dusver van 4,0 kg per dier na 3,0 kg per dier gedaal. In in sekere gevalle is die gemiddeld selfs laer, soos deur studiegroepresultate bewys word.

Ek vra dus weer vir die Angora Ramtelersvereniging om 'n slag deeglik selfondersoek te doen en nie skaam te wees om te erken dat die huidige teelbeleid te ver gegaan het en ons bedryf op verskeie terreine skade berokken nie. Dis 'n ernstige saak wat dringend aandag moet kry.

Die uwe

GIELIE GROBLER

Inhoud / Contents

- 1 A word from the Editor
- 2 Briewe aan die Redakteur
- 4 Redaksioneel
- 5 Editorial
- 6 International Mohair Summit 2009

Pre-Gate Matters

- 12 From the SAMGA President's Desk
- 14 Mohair Industry Sustainable Practice Guidelines

Financial

- 17 2009 Summer Season Review
- 18 Ekonomiese realiteite en is hulle bestuurbaar?
- 20 Wat het die afgelope 4 jaar met die profiel van die SA sybokhaarskeersel gebeur?
- 22 Clive van Hasselt: A South African producer who was sold on the viability of the mohair industry
- 26 BEE at grassroots level
- 28 Toyota Jong Boer van die jaar 2009: Oos-Kaap
- 32 Rietbron: Teaching youngsters about goats & games
- 36 Beaufort-West Mohair Promotion Day
- 39 Ermenegildo Zenga Mohair Trophy 2009
- 40 The Daidoh Trophy
- 41 Miyuki Trophy Finalists
- 45 SAMGA Congress / SSKV Kongres 2009
- 46 Presidentsrede: SASKV Voorsitter
- 49 MSA Chairman's Annual Report 2008
- 52 Annual Report: Angora Ram Breeders
- 53 Mohair Trust Report to Congress, 2009
- 54 Beskrywingspunte: Sybokhaarkongres / Resolutions: Mohair Congress

Post-Gate Matters

- 57 CEE wraps Proteas in Mohair
- 60 Mohair Today: A buyers' perspective
- 64 MSA delegation visits the UK
- 66 Lochcarron of Scotland on Mohair
- 70 New Signature Mohair Collection
- 74 Pure Cape Textiles - setting the benchmark for excellence
- 78 Mohair Spinners South Africa
- 82 mohair on the Italian Catwalks
- 84 The rise and rise of mohair
- 88 Mohair in Pastoral Mood / Mohair in City Mood
- 90 Some rare Karoo joys on the Mohair Meander
- 95 Twist - A magazine for the fibre industry

News Flashes

- 97 Snippets

- 103 Mohair Management 2009
- 104 South African Mohair Growers' Association
- 105 Angora Ram Breeders Society

- 106 Accommodation and Product Guide
- 108 Map of Production Area

Front Cover

Snyberg Angora goats enjoying the beautiful Little Karoo scenery

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 verantwoordelikhed 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.

redaksioneel

Die Sybokhaar-spitsberaad wat baie tyd en moeite geverg het om te beplan word binne 'n paar weke 'n werklikheid. Daar word gehoop dat alle rolspelers binne die Suid-Afrikaanse Sybokhaarbedryf die datum 3-8 November in hul dagboeke afgemerk het en die nodige besprekings vir funksies en verblyf in Graaff-Reinet gedoen het.

Van die top sybokhaarmense in die wêreld het aangedui dat hulle die geleentheid gaan bywoon en ons verwelkom hulle in Suid-Afrika. Dit gaan 'n wonderlike geleentheid wees om ons kennis van Angorabokke en sybokhaar met almal in die Suid-Afrikaanse sybokhaarnetwerk te deel. Daar sal ook genoegsame geleentheid wees vir pret, en vir kuier saam met ou vriende en kennisse.

Die middel van 'n resessie lyk miskien na die verkeerde tyd om so 'n geleentheid aan te bied, maar was moontlik danksy die ondersteuning van die plaaslike regering. Sybokhaarprysvlakke het dieselfde gebly en selfs toegeneem in 'n tyd waarin ander kommoditeite die druk van die resessie sterk ervaar. Dit is al genoeg rede om 'n bohaai oor Angorabokke en sybokhaar te maak, sodat produsente en verbruikers weer van die eienskappe van die ras kan bewus raak.

Die winde van verandering wat deur die bedryf waai was onmiskenbaar by hierdie jaar se SASKV-kongres. Die organiseerders moet gelukkig gewens word met dié puik aanbieding, waar die klem op die verstreking van inligting aan afgevaardigdes en 'n gees van samewerking was. Dit is jammer dat Barries Snijman, wat die taak so goed begin het, nie as president kon voortgaan nie, maar ons wens Gerhard Grobler alle heil toe met sy taak.

Die *Volhoubare Sybokhaar Bedryfsriglyne* wat by die Spitsberaad bekendgestel gaan word, beklemtoon die rol wat ons as leiers in die internasionale sybokhaar bedryf moet speel. Die riglyne moenie as 'n dreigement gesien word nie, maar moet bloot dien as 'n maatstaf waaraan individue en die Suid-Afrikaanse Sybokhaar bedryf in die geheel aan te meet.

Ek wil graag medelye met die produsente van Texas betuig vir die veeverliese wat hulle vroeër hierdie jaar gely het. Talle van hulle was deurwinterde sybokhaarprodusente en die verliese gaan gewis 'n negatiewe uitwerking op sybokhaarproduksie hê.

Daar word gehoop dat die navorsing oor klimaatsvoorspelling, jassies vir winterbeskerming en genetiese gehardheid sal help om groot veeverliese hok te slaan.

Ons is baie trots dat die Protea-krieketspan deesdae sybokhaarpakke dra ... ons vertrou dat ons net so trots op hulle sal kan wees as wat ons op ons Angorabokke is!

Die Joernaal gaan steeds van krag tot krag en hierdie uitgawe sal beslis nie teleurstel nie. Ons vra ons Afrikaanse lesers om verskoning dat daar in hierdie uitgawe meer Engels as Afrikaans is ... ons moes dit so doen om internasionale besoekers aan die Spitsberaad tegemoet te kom.

Ons sien daarna uit om julle almal in November in Graaff-Reinet raak te loop en hoop dat die droogte wat produsente in die oostelike gebied teister teen daardie tyd iets van die verlede is. ■

editorial

The Mohair Summit, which has taken much time and effort to plan, is now only a few weeks away from becoming a reality. It is hoped that by now everyone in the South African mohair industry has the dates 3-8 November 2009 marked in their diaries and has made the necessary bookings for the function and accommodation in Graaff-Reinet.

Some of the top mohair people in the world will be attending and we welcome them to South Africa. It will be a wonderful opportunity to share our knowledge of Angora goats and mohair with our local and international visitors, as well as everyone in the South African mohair production chain. There will be plenty of time for fun and for fellowship with old friends.

The middle of a recession does not seem like the ideal time for an event of this nature but it has been made possible by the generous support of local government. At the same time mohair has maintained and even improved some of its price levels while other industries are feeling the squeeze of the recession. Is this not a good reason to make a noise about Angora goats and mohair so that both farmers and users of mohair become more aware of their qualities?

The wind of change that has been stirring in the local mohair industry was clearly evident at this year's SAMGA Congress. The organisers must be congratulated on a congress where the emphasis was on supplying as much information as possible to delegates and creating an atmosphere of co-operation. It was unfortunate that Barries Snijman was unable to continue as President, a task which he had started so well. However, we wish Gerhard Grobler well as he takes over the baton.

The *Sustainable Mohair Industry Guidelines* will be launched at the summit and will emphasise the role which we need to play as leaders in the international mohair industry. The guidelines should not be seen as a threat to anyone, but as a benchmark against which to measure ourselves as individuals and against which the world can measure the South African mohair industry.

I would like to express sympathy to the Texan producers who suffered severe goat losses earlier this year. Many of them were die-hard producers who kept the industry going, and their losses will impact negatively on the world-wide production of mohair. At the same time, it is hoped that the research into weather forecasting, protective jackets and Thermoskin will begin to help prevent major losses.

We are proud to see our Proteas wearing mohair suits and we trust that they will continue to be make us as proud of them as we are of our goats!

The Journal continues to reach new heights and I'm sure this bumper edition will not disappoint. We apologise to our Afrikaans readers that the balance of articles slants more towards English, but this was done to accommodate the international visitors to the Summit. ■

From the SAMGA President's Desk



What a privilege and honour to serve the Mohair Grower's Association. The first task at hand is of course the final implementation of the structural changes presented to Congress. It entails business principles and aligning SAMGA and MSA with a portfolio system within the executive to serve the producers better.

It is a mouth full but with the assistance of the very able Philip Vosloo, the manager in the Jansenville office, it will be attainable.

The Mohair Growers Association was instrumental in constitutionalising the *Sustainable Practise Guidelines*. This proactive measure was needed to guide the mohair industry through the minefields created by green activists who focus tremendous attention on the industry. This set of guidelines should be seen as a yardstick to measure your and the industry's compliance with particular pride that we are launching the document at the Summit.

The main focus of SAMGA is to be of service to the producers, and we need active participation from all our members to be effective. Our request is for growers to become involved by sending e-mails and making other positive contributions to enable the executive to respond to your concerns.

The mohair growers, and I include the ram breeders, have a huge challenge on their hands – sustainable mohair production. There

may be several contributing factors, but I shall comment only on two.

Firstly, damage causing animals are a livestock industry problem and as a producer association, SAMGA forms part of the national structures that have to address this challenge. We have united our support to lobby for the farmers. We will also continue with our own campaign to demonstrate the destruction of our livelihood.

The second problem involves lower mohair production per animal. It would seem that the number of goats has not dropped as significantly as the production per animal has! There are buyers who also maintain that while the quality has improved the clip has lost length. Where does the problem lie?

I hope that other issues will be addressed in due course but it can only be done through co-operation from all roleplayers. The Executive needs your participation and assistance to drive the industry to new heights and a successful sustainable mohair industry.

Gerhard Grobler
President



Mohair grows on Angora goats. While this celebration of the truth sounds like music to environmentalists, who are always calling for renewable and sustainable products in the market place, it pressurises mohair growers, brokers, processors and manufacturers to be environmentally compliant, since their products are derived from animals that utilise natural resources to produce their fibre.

MOHAIR INDUSTRY Sustainable Practice Guidelines

by Linda Henderson

Pre-Gate Guidelines

*"Where
industry
meets
nature"*

Both the Angora goats and their natural environment are topics that can cause emotions to run high.

Although the mohair industry already adheres to sound principles of conservation and animal rights, it was decided that a formal set of principles adopted by the industry was needed to demonstrate the industry's commitment to sound and responsible eco-compliant production and manufacturing practices.

The guidelines describe sustainable best practise standards and serve as a foundation upon which audit and certification systems for mohair producers, brokers, processors and manufacturers can be based. They also take into consideration the effects of climate change; the ever-changing national and international market; and the development of economic, environmental and cultural issues ... and are based on extensive and ongoing research.

Compliance with the integrated standards will add to the credibility of the South African mohair industry as world leaders in the field of ethical and sustainable mohair production.

Known as the *SUSTAINABLE MOHAIR INDUSTRY GUIDELINES*, the document has two sections – one pertaining to mohair production on farms, called the **Pre-Gate** section and dealing with environmental, human and animal rights issues on the farm. The other, the **Post-Gate** section, deals with the processing and manufacturing of mohair, and encourages producers, brokers, processors and manufacturers to voluntarily measure their own compliance standards against the guidelines and hopefully draw inspiration to become wholly compliant with them.

PRE-GATE GUIDELINES

These guidelines for producers effectively deal with five major disciplines:

- Legal principles
- Economic principles
- Environmental and biodiversity principles
- Animal health and well-being principles
- Social principles

Each discipline focuses on the social responsibility of growers to protect and conserve their resources in an accountable way, in order for the industry to remain sustainable. Much of what is advocated is already in practise on the majority of farms and in many instances the guidelines can be seen as a mere checklist.

Legal principles

Here producers are reminded that agriculture has social, cultural, political and economic dimensions. The policy on sustainable

development specifically emphasises the need to protect natural resources, conserve biodiversity and ensure the safe and humane supply of high quality agricultural products that also safeguard the livelihood and well-being of farm workers and their families.

Economic principles

Financial control is a pre-requisite for sustainable Angora goat farming, and financial planning and record-keeping – in terms of production information, production, profits, losses, income and expenses – are of the utmost importance.

Environmental and biodiversity principles

Protecting biodiversity is discussed at length, including topics such as veld management and stocking rate principles to protect the various eco-systems. Fire and water management are also covered in this section. Invading alien plant management, waste removal and predator management are important for the protection of natural resources and are discussed at length.

Animal health and well-being principles

A large number of husbandry/management practises are required in any goat farming enterprise in order to prevent disease and production losses. Some procedures can cause a short period of distress, but the consequence of not performing them may result in far more pain and distress to the animal than the procedure itself, provided it is performed at the right time and competently.

- Suitable facilities are advisable.
- Practises that cause pain should be applied in such a way as to minimise pain and should not be carried out if practical alternatives can be used to achieve the same results.
- Management procedures carried out on goats should be performed by competent persons or under the supervision of an experienced operator and relevant hygiene precautions should be taken.
- Goats must be protected against fear, distress, predation, extreme weather conditions and other life threatening conditions.

This chapter deals with protection measures in terms of goats and includes guidelines on shelter, handling facilities, shearing facilities, castration, general animal husbandry and predation.

Predation is a very touchy subject and guidelines leaning towards responsible, animal-friendly predator control are encouraged. Mohair producers are encouraged to use a combination of farm management techniques and deterrents for protecting goats.

This will enable the industry to defend its position
in the face of environmental pressure groups.

The use of traps and illegal poisons is not encouraged, because of concerns about toxic substances finding their way into the food chain. As a result, there is renewed interest in more traditional ways of guarding livestock. Should there be a need to use legally approved control methods, these activities should be executed by competent and professional people. This chapter sets out broad guidelines on the use of alternative predator control methods including deterrents such as collars, electric fencing, guarding animals, et cetera.

The chapter also addresses guidelines on transporting goats and goat nutrition, including drought management and water supply facilities.

Animal health takes up a major portion of the chapter, which also addresses the issues of disease and pest control, since chemicals (in the form of residual pesticides on greasy mohair) are a threat to the environment and even more so to the image of the South African mohair industry.

Social Principles

Angora goat farming and mohair production is an economic activity which does not take place in a social or ethical vacuum and must be seen to be compliant with acceptable social and ethical norms and standards. Farm-based business must also be socially

sustainable and must show a commitment to a safe and enjoyable workplace for partners, employees and family members.

This section deals with human rights as spelt out in the Bill of Rights of our Constitution as well as the core rights embodied in the International Labour Organisation and the Basic Conditions of Employment Act. It also deals with labour relations, skills development, occupational health and safety, contract labour and social and security benefits.

There is also a fact sheet with guidelines on the suggested examples or measures discussed in each chapter, so that producers have a guideline against which to test their own compliance.

In essence this document is a pro-active step by the mohair industry to get their house in order as far as compliance with environmental issues is concerned. It is a sound set of guidelines focused on roleplayer awareness regarding the responsibilities of all concerned in terms of the mohair chain from farm gate to shop floor. This will enable the industry to defend its position in the face of environmental pressure groups.

The guidelines will be launched at the International Mohair Summit in Graaff-Reinet in November 2009.

Once it has been adopted by the industry, all roleplayers will be asked to commit to its principles by signing the *Code for Sustainable Production*. ■

2009 Summer

Season Review

Deon Saayman

The 2009 Summer Season was characterized by contrasting performance between kid and adult mohair prices.

The season started at very similar levels as that of 2008, with kids' prices peaking on the 4th sale at R162,71, a 32% increase from the first sale, followed by a 20% decrease towards the end of the season, closing on R129,99. However, the economic downturn has finally impacted on the kids segment of the market, as the operators in this high-end segment of the market are finding it more and more of a challenge to get credit insurance.

The adult market experienced a surge in prices during the season, with a 40% increase on fine adult hair and a 44% increase on strong adult hair since the start of the season. These increases also spilled over to young goat's hair, which increased by 28% from the first sale. The strong demand from Europe and subsequent increased demand from China had a very positive effect on the strong end of the clip.

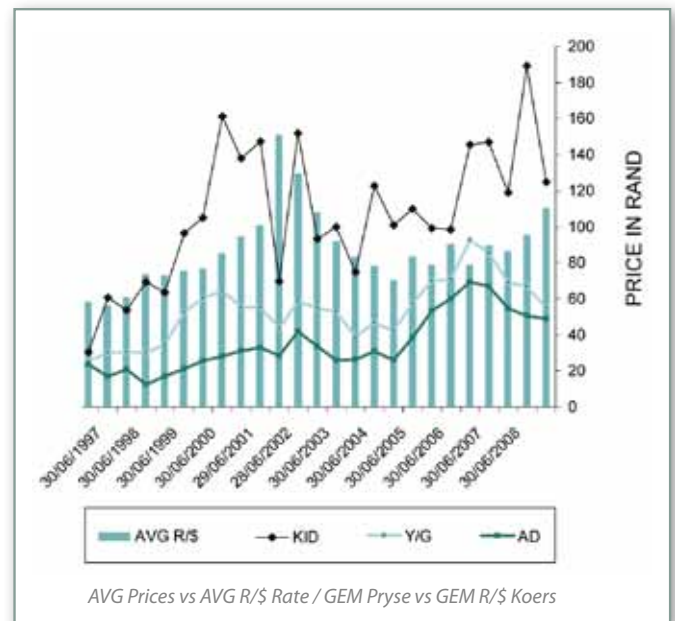
Due to the continuing drought in some parts of the production area, length was still a problem during the past summer season, resulting in premium prices for hair with good length.

Although exports have picked up considerably over the past few months, overall exports year to date are still approximately 10% below 2008 levels. At this stage, Italy is still the major export destination, with China in close second place.

The average market indicators for the summer season are outlined below, with the corresponding prices for 2008 in brackets:

Kids	R142,89	(R169,06)
Young goats	R 65,75	(R 64,32)
Fine adults	R 62,43	(R 53,29)
Strong adults	R 62,31	(R 52,28)
Average	R 76,59	(R 72,84)

The price levels for the 2009 summer season, especially for adult mohair, should serve as an encouragement for the winter season, as they were achieved in trying economic times. Kid's prices are likely to remain under pressure, but news from abroad describes the present demand for adult mohair as stable. ■



The adult market experienced a surge in prices during the season, with a 40% increase on fine adult hair and a 44% increase on strong adult hair.

Ekonomiese realiteite

en is hulle bestuurbaar?

Prof Johan Willemse

Die feit is, dat die wêreld ekonomie tans in sy diepste resessie is sedert die vorige groot depressie. Dit beteken dat vir die meeste van ons wat tans besigheid doen, dit 'n nuwe ervaring is. Dit geld ook vir die beleidmakers in die VSA en die EU, asook Asië-lande. Eweneens geld dit ook vir die ANC regering, wat aan die stuur was van 'n ekonomie wat voortdurend gegroei het oor die laaste 14 jaar. Daar is reeds gewaarsku dat die staat se inkomste uit belasting in Suid-Afrika aansienlik minder gaan wees as wat aanvanklik begroot is. Die nuwe Minister van Finansies het reeds waarskuwings gerig, dat die regering sy bestedings sal moet herprioriseer.

As boere en landboubesighede moet ons besef dat ons deel van die makro-ekonomie is en dat die geld wat ons met ons produkte verdien uiteindelik uit die verbruiker se sak kom. Die negatiewe gevolge van die wêreldwye resessie op die vraag en prys van ons produkte in die volgende jaar of twee moet nie onderskat word nie.

In die geval van die Angorabedryf moet mens toegee dat die produk nie meer 'n kommoditeit is nie en dat dit met suksesvolle bemarking eerder as 'n nismark en handelsmerkprodukt in die hoër-inkomste mark van die wêreld geïmporteer kan word. Dit juis hier waar ons die vraag moet vra: Hoe gaan die ekonomiese insinking en die armoede wat in die Westerse ekonomieë verwag word die sybokhaar-produktmark beïnvloed?

Ekonomiese herrangskikking

Die verwagting is dat die ekonomieë van die VSA en Europa in die volgende paar jaar gaan swaarkry en dat die verbruikerswelvaart van die afgelope dekade iets van die verlede is. Daarom vind ons ook dat die rand neig om sterker te word teen die ander geldeenheede, omdat dié lande se geldeenheede – net soos hul ekonomieë – aan die verswak is en dat dié tendens h wyle gaan voortduur.

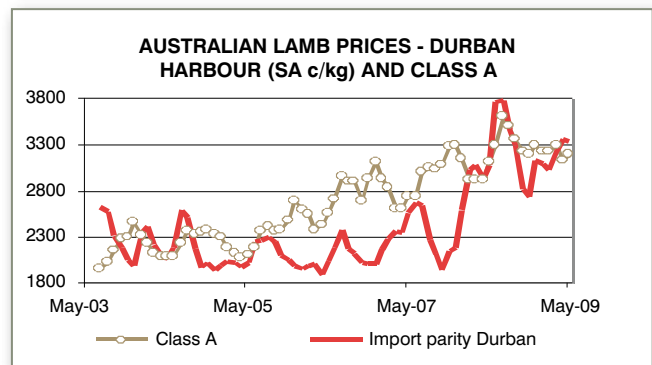
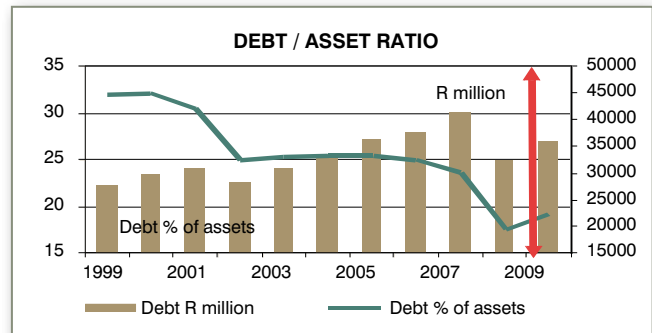
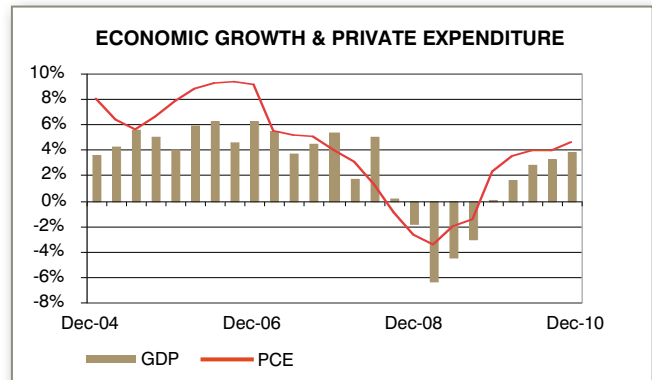
Hierteenoor is die groei-ekonomieë van die wêreld steeds in Asië en is die verwagting dat veral die sogenaamde BRIC lande (Brasilië, Rusland, Indië en China) die groeimarkte van die volgende dekade gaan wees. Die lande het nog steeds positiewe ekonomiese groei koerse en indien ons hul bevolkings se per capita inkomste met die van Westerse lande vergelyk word daar verwag dat hulle ekonomieë nog heelwat opvangwerk gaan doen. Daarmee saam gaan hul in die komende dekade wat h hele aantal kommoditeite en landbouprodukte betref die markdrywers wees. Dit is dus waar uitvoerprodukte hulle sal moet posisioneer. Die ander kant van die munt is dan ook die Suid-Afrikaanse mark. Suid-Afrika het toenemend die inkopies-mekka van Afrika se elite en middelklas geword ... gaan kyk maar in Johannesburg. Dit is waar ons ons mark moet ontgin en produkte moet posisioneer wat handelsmerk- en nismarkprodukte is. Vergeet van die VSA en die Europese markte as groeimarkte – die markte sal daar wees, maar dit is nie waar die groei plaasvind nie.

Gegewe die veranderende aard van die mark en wêreldmarkte is die feit dat in die geval van 'n nismark-/handelsmerkprodukt inligting toenemend daarop dui dat so 'n produk in 'n sogenaamde waardeketting saam met vennote bemark moet word. Dit is nie 'n kommoditeit wat op veiling verkoop "moet" word nie, maar waar daar in die waardeketting nader aan mekaar beweeg word. Dit beteken dat ons hoe ons ons produk produseer ook moet aanpas by die behoefte van die waardeketting en dat ons markinligting en ordentlike prysvorming moet verseker.

SA ekonomie redelik sterk ... en landbougeleenthede

Die SA ekonomie is ook tans in 'n resessiefase, maar rentekoerse is redelik aggressief verlaag, wat na verwagting sal beteken dat die ekonomie teen die begin van 2010 'n nuwe groeisyklus sal betree. Verbruikers se besteevermoë is tans onder druk, maar soos die grafiek toon word daar in 2010 'n ekonomiese opswaarfase verwag.

In die geval van die landbou, raak die resessie ons eintlik nog min. In die geval van skaapvleispryse, bly pryse hoog – byvoorbeeld R30-R33/kg vir lamsvleis – en by beesvleis het pryse ook redelik stewig gebly, veral die B en C grade. In die vorige ekonomiese insinking het vleispryse in SA met 15-20% gedaal in SA. Dit het tans nog nie gebeur nie, wat daarop dui dat ons binnelandse voedsel vraag redelik sterk is en nog groei. Die feit dat daar ook sowat 13-14 miljoen mense is



wat maatskaplike staatstoelaes van die regering ontvang (tans altesaam sowat R80 miljard) gee beslis 'n groot hupstoot aan die voedselmark en is dus tot voordeel van kommersiële boere in SA. Die regering beoog om die maatskaplike en werkloosheidstoelaes uit te brei, wat die voedselvraag verder sal stimuleer. Onthou, sowat 50% van 'n arm mens se inkomste word op voedsel bestee en daar is nog baie mense in SA wat onder die broodlyn leef.

Vleispryse sal dus na verwagting stewig bly, veral wat skaapvleis en die B en C grade beesvleis betref. Die voordeel van skaapvleis op dié stadium is dat skaapvleis nie goedkoper ingevoer kan word nie, want skaapvleispryse in Australië het in Mei nuwe rekordpryse behaal. Dit is die resultaat van 'n sterk vraag in die Asië-markte (ten spyte van die wêreldresessie). Daar word verwag dat vleispryse met die volgende ekonomiese opswaai in 2010 sal styg. Die risiko is dat indien die rand bly versterk dit invoerpryse mededingend gaan hou.

Hiermee saam is rentekoerse tans op 'n laagtepunt in die siklus, wat ook sekere beleggingsgeleenthede bied. Landbou se bate-/lasteposisie het die afgelope paar jaar heelwat verstewig, aangesien landbouskuld in verhouding met bates afgeneem het. Die landbou se bate-/lasteverhouding is gesond, soos die grafiek hieronder aantoon. Daarom is finansiële instellings nog bereid om die landbou te finansier, want anders as in ander sektore is die landbou se skuldverhouding redelik gesond. Dié feit is hoofsaaklik aan goeie stygings in grondpryse te danke.

Die belangrikste is dat 'n gesonde kontantvloeï gehandhaaf moet word, want landboubesighede kom nie regtig in die moeilikheid weens die bate-/lasteverhouding nie maar eerder weens kontantvloeïknelpunte. Daarom bly konserwatiewe kontantvloeï belangrik en moet ons verwag dat sake tydens die resessiefase moeiliker sal wees. Ten spyte hiervan is die landbou-/voedselbedryf in 'n relatief gesonde finansiële posisie ... baie beter as die meeste ander ekonomiese sektore. Dit beteken ook dat ons in 'n beter posisie as baie ander besighede is om die volgende ekonomiese opswaaisiklus te benut. ■

TO OUR ENGLISH READERS: This article about the current world recession and its effect on the South African agricultural economy is available in English on our website: www.mohair.co.za/files/journals/English51_2.pdf

Wat het die afgelope 4 jaar met die profiel van die *SA sybokhaarskeersel gebeur?*

Pierre van der Vyver

Daar is die afgelope tyd baie gespekuleer en selfs stellings gemaak oor hoe die profiel van die Suid-Afrikaanse skeersel verander het, ten goede en/of ten kwade! Klink stellings soos, "Nou is die skeersel darem te fyn" of "Ons het te veel lengte verloor" bekend?

Kom ons gaan kyk na die feite. Die inligting vir hierdie artikel is gebaseer op die haar wat van die winter 2005 tot die somer 2009 (laaste somer veiling se data uitgesluit) deur CMW op veilings bemark is. Aangesien dié data 65% tot 70% van die land se veilingsbokhaar verteenwoordig, kan ons aanvaar dat die inligting redelik verteenwoordigend van die Suid-Afrikaanse sybokhaarskeersel is. Die oorspronklike toetse, soos getoets deur die WTB, is onveranderd gelaat vir die ontleding.

SKEERSELSAMESTELLING - GRAFIEK 1

Verwysend na grafiek 1, kan duidelik gesien word dat die kleinbökkiekomponent van die skeersel in die somer met gemiddeld 2% toegeneem het, maar in die winter was dit bykans onveranderd rondom 19%. Verlede jaar (winter 2008) se droogte het 'n duidelike effek gehad met slegs 17,09% kleinbökkies. Die jongbokkomponent het egter in die somer met 3,68% gekrimp, maar in die winter weer amper onveranderd gebly rondom 16% van die skeersel.

Beteken dit dat die skeersel met fynheid en tegnologie so verander het dat daar nie meer kleinbökkies is nie, maar meer jongbokke in die somer is wat as kleinbökkies verkoop? Is dit waarom daar in die somer 'n afname aan jongbokhaar is, maar nie in die winter, soos die afgelope somer (2009) bewys is, toe daar enkele bale jongbokhaar van so fyn as 23 mikron teen kleinbökkiepryse (+R300/kg) verkoop is?

Fyn grootbokke het met 5% en 7% onderskeidelik toegeneem, ongeag winter of somer, met 'n gepaargaande afname in sterk grootbokhaar[L1]. Dit is 'n dramatiese verandering vir net 4 jaar! Die afleiding is dus dat die skeersel fyner word (sien ook grafiek 2), maar die aantal diere in die verskillende ouderdomsgroepe die afgelope 4 jaar baie stabiel was. Die uitskotpersentasie bly onveranderd.

SKEERSELFYNHEID - Grafiek 2

Verwysend na grafiek 2, kan daar gesien word dat in die mikrongroep fyner as 25 mikron daar in die somer 'n geringe toename was, maar in die winter 'n baie groter toename. Dit kan moontlik toegeskryf word aan die feit dat daar in die winter baie meer boere van tegnologie (EGT) gebruik maak om fyn kleinbökkies korrek te identifiseer. Daar was ook 'n klein toename in beide die somer en winter vir 25 tot 27 mikron haar. In die 31/2 mikron groep was daar ook min beweging. In die 30 mikron en 33/34 mikron groep was daar egter groot toenames, met ooreenkomstige

afnames in die groep 37 mikron en sterker en in die somer ook in die 35/6 mikron groep. Die groot verfyning het dus meer in die sterker komponent van die skeersel plaasgevind.

SKEERSEL LENGTES - Grafiek 3

Verwysend na grafiek 3, kan daar gemerk word dat daar in die somer slegs 'n geringe afname in B-lengtes en 'n geringe vermeerdering in C-lengtes was. In die winter was daar egter 'n beduidende afname van bykans 2% in B-lengtes met die gepaardgaande toename in C-lengtes. Ook vir D-lengtes geld dieselfde beginsel, met min verandering in die somer maar 'n skerp toename in die winter van om en by 3%. Daar is dus 'n toename in korter lengtes, maar hoofsaaklik in die winter, wat kan dui op 'n omgewingsimpak op lengtes eerder as 'n genetiese impak.

KWALITEIT (styl en karakter) - Grafiek 4

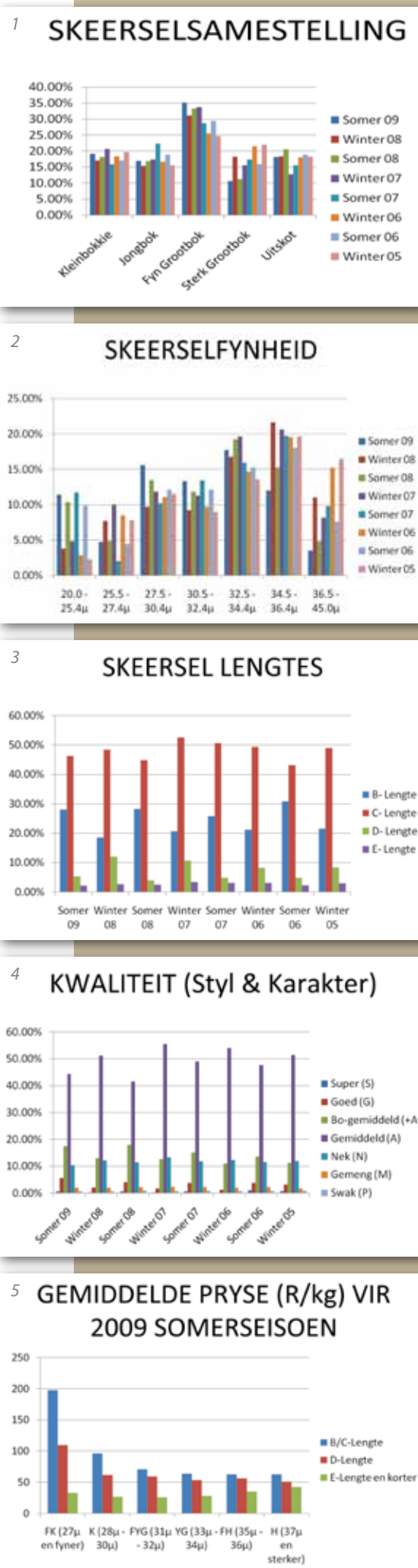
Verwysend na grafiek 4 sien ons dat daar die afgelope 4 jaar in die algemeen maar klein bewegings in kwaliteit (styl en karakter) was. Die grootste toename was in die kolom met die bogemiddelde kwaliteitssyfer in beide die winter en somer, maar veral in die somer (+3,35%), wat baie positief is. Dit was ten koste van 'n geringe afname in die kolom vir die gemiddelde kwaliteit en in die kolom vir nekke, ook positief, alhoewel die afname in die neksyfer meer dramaties was in die tydperk net voor die gemete vier jaar.

HOE BEÏNVLOED HIERDIE EIENSKAPPE ONS SKEERSELINKOMSTE? - Grafiek 5

Alhoewel die bostaande grafiek 5 net die somer 2009 se gemiddelde pryse weerspieël, is die tendense presies dieselfde as die afgelope paar jaar. Fynheid en lengte bly maar die twee groot prysbepalers.

1. Fynheid: Fynheid se hoof prysbepalende rol is slegs by lang bokhaar (B/C-lengte), met die groot waterskeiding tussen 28 mikron en sterker en 27 mikron en fyner, waar daar gemiddeld R101,61/kg verskil is! Dit is 'n enorme verskil, en dus die rede waarom bokhaarboere veral in die winter doodseker moet maak hy identifiseer sy fyner (27 μ en fyner) gedeelte van die skeersel akkuraat, al moet hy van tegnologie (EGT) gebruik maak om hom te help. Hou in gedagte dat lang winter-kleinbökkiehaar gewoonlik gemiddeld 28 μ toets. Daar is ook nog steeds gemiddeld 'n R25,40/kg sprong tussen fyn jongbokhaar en sterker kleinbökkiehaar. Sterk kleinbökkiehaar is in die meeste gevalle net baie fyn jongbokhaar – wat nog meer rede is om dit akkuraat te identifiseer. Tussen sterk en fyn jongbokhaar is daar gemiddeld R7,15/kg verskil. Gewoonlik is die verskil nader aan R10/kg en meer, maar die prys van jongbokhaar was onder druk. Vanaf 33 μ en sterker is daar letterlik slegs sente/kg prysverskil. Dit is grootliks veroorsaak deur die feit dat grootbokhaar so fyn geraak het dat hierdie hele groepering nou as grootbokhaar verkoop, omdat daar net eenvoudig nie meer genoeg sterk grootbokhaar beskikbaar is om 'n prysverskil tussen die mikrongroepe te regverdig nie.
2. Lengte: Daar is oor die algemeen baie groot prysverskille tussen veral C-lengte en D-lengtes in alle mikrongroepe, so wees bedag daarop dat lengtes korrek geklas word. E-lengtes se prys is gewoonlik vir alle mikrongroepe dieselfde. Daar moet egter ook in aanmerking geneem word dat die grootste deel van die groep se lengtes korter is as 'n volle E-lengte, met ander woorde, die gebruik van die haar is maar dieselfde.

TO OUR ENGLISH READERS: This article pertaining to the profile of the South African mohair clip during the past four years is available in English on the website: www.mohair.co.za/files/journals/English51_2.pdf



Clive van Hasselt: A South African producer who was sold on the viability of the mohair industry

by Colleen Schreiber

Despite several requests from the Mohair Journal, Clive van Hasselt was reluctant to express his personal views on ram breeding. He was of the opinion that he was too close to the industry to be completely candid. As a tribute to his independent thinking and homage to his views, we take pleasure in the opportunity to publish his interview with Colleen Schreiber of *Livestock Weekly*, an American publication. We thank the author for the permission to use her article. Due to a lack of space the article was shortened – Editor.

Clive van Hasselt was passionate and bullish about mohair and Angora goats and was recognised as one of the top Angora goat ram breeders in South Africa.

About 25 years ago he and his wife, Gay, bought a small farm on the outskirts of Prince Albert and at the same time procured remnants of the Cawood Gannahoek Stud, one of the oldest registered Angora stud operations in South Africa. Today their farming includes two studs, Gannahoek Angora Stud and the Zwartberg Angora Stud.

Part of what made Clive unique was that unlike many of the Angora breeders in South Africa, he did not come from a long line of breeders. In fact, he was not even of the land, both his parents having been medical doctors – she in plastic surgery and he in anaesthetics.

Clive and his siblings grew up in Johannesburg. Despite the parents' challenging careers, they made plenty of time for their four children and their father spent much of his free time in the country-side with them, fishing and hiking.

It was that upbringing that instilled in Clive a desire to go into stock farming although he freely admitted later to having had a pretty romantic idea of the lifestyle without any comprehension of what it was really about.

Rather than ask for help from his parents to get him set up in business, Clive built his farming enterprise on his own, from start to finish. Beginning in 1978, he literally criss-crossed the country as a farm assistant, learning the trade as he went.

The first farm he worked on was a fine wool sheep operation at Graaff-Reinet. At that time he was most interested in Merino sheep. In his meanderings, however, he became exposed to other disciplines, and in time took a real interest in Angora goats and the mohair industry.

After a while, he was employed by one of the wool and mohair brokers. He was based in Grahamstown, which then was in the heart of the sheep and goat country. He was still a bachelor, so he often assisted some of the local farmers when they were away over weekends. He preferred to receive remuneration in animals rather than money and in time had so many animals scattered on several different farms that he was finally prodded into renting some land of his own.

He continued in this fashion for several years, until he met his wife to be, Gay, a school teacher. In Clive's own words, "She brought with her this wonderful capacity to work."

The family settled in Prince Albert in 1997.

Clive worked over the years to breed the kind of goat that was best suited a harsh, often extreme environment, where annual rainfall averages only 125mm. They run 1000 registered Angora ewes on three farms in the Prince Albert district. In years when there was surplus grazing, they also had kaptaters and or other small stock such as Dorper sheep and Boer goats.

Then came six particularly dry years, and by the spring of the seventh year it had become so bad that they were forced to cut numbers significantly and move animals to other leased country. By the summer, there were only about 1800 goats on the three farms where there

should have been about 3000.

Clive believed that under average conditions the desert rangeland in that area offered a wonderful bite for whatever animal one chose to raise there and make a living off – his choice was the Angora goat.

Clive felt that in the past South African breeders had focused almost exclusively on the mohair side of the equation and had done little in terms of breeding for the kind of animal adapted to a given environment. Because of this, farmers had to rely on expensive supplementary feed.

Clive believed that this was entirely the wrong approach and that native rangeland was the cheapest source of protein and energy available. With the astronomically high cost of supplemental feed, having an animal adapted to performing under such conditions had therefore never been more critical.

Clive spent years focusing on breeding a big, robust, easy-care kind of animal that grows a slightly less dense fleece but one that is still quite fine. In fact, his clips are finer than many in South Africa.

“I want an animal that is adapted to the rangeland that will shear as much as possible without this becoming a counterproductive aspect. I like fineness,” he explained, “But I’m not going to select rams based on micron diameter. The way I maintain a fine clip is by shearing lots of kids and lots of young goats every year.”

Some South African producers now go through a much more detailed selection process whereby they test every individual animal. Clive, however, made his selection decisions based on the average performance of the entire flock in a given year. He took into consideration the environmental conditions of that year, and coupled those with the information he got back on every clip of hair.

“I don’t care if one animal is two kilos bigger than another at a certain age”, he commented. “I don’t even go down that route. I don’t have the time or the interest. I like to look after flocks of goats.”

There are lots of easily identifiable reasons for Clive’s success, but the key reason, perhaps, is that with him fertility was always number one, and from that perspective he spent just as much time, perhaps more, focusing on the female side of the equation.

“The ewes are the ones with the most vital aspects, because they are the animals I’m left with,” he said. “I sell the rams; I keep a few of the best, but it is the sisters of those rams that I choose to keep that I have to work with for the next few years.”

The testing of his ewes is done subjectively before the two-tooth age stage and thereafter on fertility and fertility only.

“In our part of the world, as soon as you get an imbalance – too big, or too small or too fine – conception drops”, he stressed.

“It’s not that the Angora goat is a sub-fertile breed like you read about; it’s just that we’ve lost focus over the years. We’ve focused too much time on the hair and not enough on the animal. We still have a heck of a long way to go to improve on conformation and fertility.”

Clive was pleased, though, with the progress made in their operation. In the beginning, only about 20 percent of the ewe kids were good enough by his standards to keep. Now at least 40 percent is and because of Clive’s breeder reputation they are able to sell the rest to other breeders or commercial producers.

Mating begins in March and rather than breed maiden ewes to experienced, proven rams, he believed in breeding maiden ewes to yearling rams as in that way, most progress was made over the shortest period of time. In addition, as he had bred so much size into his herd, his mature rams were too big for his maiden ewes.

For the last 16 years, Clive’s ewes consistently weaned over 100 percent. He was quick to point out, however, that it has as much to do with management as with genetics.

“The shepherds are very good at their jobs as long as you don’t overload them and as long as you keep things simple. All the shepherd does is tag the ewe with a number, and when the kid is born it’s given the same number as its mother. It’s quick and easy, and something the shepherd can do completely by himself.”

All of the ewes are scanned and those with twins or triplets are sorted off from those carrying singles. On one of the three farms, kidding is done on an irrigated alfalfa field. A couple of weeks after the kids have been numbered and marked and they’ve mothered up well, they’re moved out onto the range.

On the other two farms, kidding is done out on the range. Shortly after being born the kid is tagged and then moved to the corral. For the first couple of days, kids are kept in the corral during the morning while the mothers go out to graze, and then in the afternoon they’re turned out to be with their mothers. They tend to stay mothered up better, he explained, because by then the mother’s belly is full and the kid is hungry enough that it stays close by. As the kids get bigger and stronger, they spend more and more time outside the corral with their mothers, and after a couple of weeks they’re essentially on their own.

Clive worked over the years to breed the kind of goat that was best suited to a harsh, often extreme environment, where annual rainfall averages only 125mm.

Selling rams was how Clive earned his keep. Sales are 250 to 300 per year and only a handful of the very best are kept. Currently, the Van Hasselts have the top selling rams in the country and they breed for a big, masculine kind of ram with a strong head and thick horns.

Clive was a firm believer in testing his rams on the open range through the "veld club system" rather than in an artificial setting, through the age-old "fed ram program", though he did admit participating in both systems.

The veld rams are run on veld at three different venues, with no artificial pampering, and go through a series of evaluations over a six-month period. Only those that perform and are deemed the better rams are offered at auction. Clive typically entered 120 rams in the veld projects and a large percentage of these made it to the sale.

"The veld ram project makes a hugely valuable contribution because it allows us to learn what kind of animal performs well under natural conditions. The increase in the number of veld tested ram sales and the decline in fed ram sales is evidence that the importance of this kind of testing is catching on."

Clive regarded the fed ram sales as fickle and artificial with a lot of associated showmanship or propaganda. However, he admitted that if one intends to play the game and stay in the game in as far as the competition goes, at least some preparation is required. Thus, about two months or so before sale day the rams are dipped in a water bath every 10 days to keep the hair loose and give it a bit of brightness for a better display. He doesn't use a conditioner in the water bath because with his "rustic" facilities the dust causes the fleece to get a bit "jammy", which defeats the purpose because then the fleece no longer has a nice handle.

Because he doesn't have a clean surface for his goats to stand around on while their fleeces dry, his young shepherds take the goats for a walk on the paved streets down through the middle of town. That gives the goats a chance to shake out and dry out a bit before they go back to the paddocks where they're kept.

In addition to the rams sold on the national sales, they also offer 150 rams for sale on the farm on one specific day. The customer who has been buying from him the longest, gets first pick. He has half an hour to make his selection before the next buyer comes. The starting price for these rams is R1 500.

Jon Sareos has been working with mohair since he was 17 years old, first as a shearer and today as one of the top classers in the country. He has been classing the Van Hasselt clip since 1997. In fact, Sareos does most of the classing in the district and in the extended district and Clive acknowledged him as the best of the best.

Clive acknowledged the challenges facing the mohair industry worldwide, but he did not let the challenges defy his spirit and his optimism for the future of the industry.

"We are making money today with Angora goats in South Africa. Remember where we were 20 years ago. We had an artificial marketing system, and as a result of that system we had stockpiles both here and in America. In those days the average kid price was R28 a kilo and adult was R20 rand a kilo, so there was no reason to produce a quality product. In those days many people farmed with kapers (wethers) and it took any creativity in terms of breeding out of the system, because volume was what we were paid for", he explained.

That has changed. Now the entire supply of mohair worldwide is being taken up and used. Clive believed the supply of mohair can be increased if countries like Argentina and Australia – both of which he calls 'ideal goat producing countries' – would increase their production.

He felt however, that the only way mohair production could increase in South Africa and abroad was through long, sustained periods of profitability, and the way to profitability was to continue to stimulate demand for the end product.

In his view, the wealthy don't want suits made out of artificial fibres, while the high dollar price of oil has benefited producers of natural fibres by pushing up the price of acrylics. He also felt that more attention needed to be given to the fact that the Angora goat is a dual purpose animal.

He had strong views on those who looked for excuses not to farm with Angora goats.

"When sheep and goats were brought here there were leopards and lions, elephants and hostile indigenous African people, and now people are complaining about a few jackals and the fact that the fence is a bit expensive. I mean, come on! I imagine that our production capabilities are so much better today than they were 50 years ago, and yet we look for reasons and we're told reasons why not to do it. We have to focus on raising productive animals suited to the environment that will raise a kid or two and still shear a good clip of mohair."

Although his time was cut short, Clive van Hasselt was in the game for good and he is counting on his fellow Angora goat producers worldwide to follow suit.

"I don't know how long it will take", he used to say, "But the industry will come back at some stage".

Clive left deep footprints on the industry in a particularly short space of time. May his independent thinking and keen stockmanship be a source of inspiration for those who follow. ■

Clive spent years focusing on breeding a big, robust, easy-care kind of animal that grows a slightly less dense fleece but one that is still quite fine.

BEE *at grassroots level*

Gielie Grobler

Black Economic Empowerment (BEE) is a government initiative aimed at introducing previously disadvantaged individuals (PDI's) to the mainstream economy of South Africa. The South African Mohair industry fully supports this initiative and has in fact been implementing various strategies in this regard. It is our firm belief that people are only set free once they become economically empowered.

In pursuance of this ideal, the South African Mohair Growers' Association, the body which looks after the interest of all mohair producers in the country, some time ago initiated a concept which is aimed at empowering PDI's through training. This involves practical training over a three year period on property which belongs to a local authority.

The part-time course includes training in animal husbandry, mating practices, kidding, animal health, shearing, classing of mohair, marketing options, financial management and everything pertaining thereto as well as grazing management. This is done by a senior person in the industry while experts on specific matters also assist in the training.

The students do not receive a salary, but all the mohair produced, as well as surplus stock is sold for their account. This serves as an encouragement to apply themselves to the task at hand and prepares them for the day that they will farm on their own. They are taught to plan ahead for every activity so that all the tasks are done in good time.

The students are also exposed to the entire industry, including the secondary industry and are most interested in what happens to their mohair once it leaves the farm.

The ultimate purpose of the project is to assist the students to acquire their own farm(s) and for them to become commercial mohair producers. If we are successful in assisting them in this regard, it will have a marked effect on the community in which they operate. Not only will they generate income, but it will also lead to job creation and greater stability in the area where they farm.

The first such project started in July 2007 at the farm Hardwood which belongs to the Ikwezi Municipality. The property was planned by the Department of Agriculture and the necessary infrastructure such as fencing, stock waters, kraals and sheds were erected. In the first financial year almost R1 million was allocated for this. Subsequently new kraals were erected at the homestead, while the shearing shed was also upgraded.

The international firm of mohair buyers and top makers, SAMIL, made 210 Angora ewes and 3 rams available for the project, while the Angora Ram Breeders' Society donated 5 rams. Support for the project was also received from the veterinary firm, Virbac.

The Hardwood students will complete their course on 31 July 2010 when they will hopefully be helped to buy their own land.

In April 2008 a second project was launched in the Prince Albert district in the Western Cape. The local authority made 2183 ha of land available, while the Department of Agriculture once again lent financial support for stock water and fencing. During the past few months a new shearing shed, dip tank and a set of kraals were also erected. Funds were made available by the Mohair Trust to buy 200 Angora ewes and 8 rams. The students are dedicated and will most certainly make a success of the task at hand.

A third project in the Pearston area is currently in the process of being developed. Although the Eastern Cape Department of Agriculture made R500 000 available for infrastructure, this is not nearly enough and more funding will be required to fully develop the land. Nevertheless it is planned to move stock onto the property by February/March 2010 when the project will commence in earnest.

At this point in time the greatest stumbling block is to obtain sufficient funds to buy enough land which can support the students. The funds that are currently made available by the state are totally insufficient, and unless Government is prepared to make a special allocation to the students, donor funds will have to be sought. It is a most credible project and it would be sad if the students can not obtain their own land because of a lack of funds.

Settling PDI's successfully in rural areas will undoubtedly bring greater stability to such areas and will also enhance mohair production.



Toyota Jong Boer van die jaar 2009:

Oos-Kaap

Linda Henderson

Wat jou van Dirk van Schalkwyk (33) met die eerste ontmoeting opval, is sy kalm, rustige geaardheid ... 'n eienskap wat baie nodig is as jy met bokke boer, want daar is dae dat die ongediertes jou bloeddruk die hoogtes instuur en as jy nie kalm bly nie kom jy tweede. Maar dit lyk nie of Dirk van verloor hou nie!

Dirk van Schalkwyk, van die plaas Sarelsrivier in die Aberdeendistrik, is vroeër vanjaar deur sy Landbouvereniging (Aberdeen) vir die landwy "Toyota Jong Boer van die Jaar"-kompetisie benoem.

Dirk is onlangs op die Agri Oos-Kaap kongres aangewys as die wenner vir die Oos-Kaap. Dit was vir die sybokhaarbedryf en vir Dirk'n pluimpie omdat boere uit alle landbouvertakings deelneem en die kompetisieformaat gewoonlik meer in die guns van melk- of sitrusboere tel.

Dirk het in 1994 aan die Hoër Volksskool in Graaff-Reinet gematrikuleer en het eers vir 'n ruk in Engeland gewerk en later deur Europa getoer voordat hy in 1996 by die Worcester Tegniese Kollege vir 'n kursus in Boerderybestuur ingeskryf het. Daarna is hy vir nog vier jaar na die Verenigde State waar hy kontrakstroopwerk gedoen het en in die langafstandvervoerbedryf gewerk het. In 2002 het hy plaas toe gekom, en in 2004 die eiendom en die besigheid van sy pa begin huur.

Sy pa is in 2007 oorlede en sedertdien boer Dirk alleen op twee plase (Sarelsrivier en Tafelkop in die Aberdeen/Murraysburg-omgewing) wat altesaam nagenoeg agt-en-'n-half duisend hektaar beslaan. Hy boer met omtrent een duisend merino- en twaalf honderd angora-ooie, en produseer nagenoeg agt tot nege ton bokhaar per jaar.

"Ek was bevoorreg om vir 'n kort tydjie saam met my te pa te kon boer. Ek is baie dank verskuldig aan die wysheid wat hy gedurende hierdie tyd aan my oorgedra het. 'n Mens leer mos baie meer by jou pa as uit boeke. Ek is ook baie dank aan hom verskuldig vir die goeie fondasie waarop ek my boerdery kon begin bou."

Uitgangspunte

"Ek glo dat eerste indrukke die meeste tel en dat 'n mens met die eerste oogopslag 'n indruk maak", sê hy.

Dirk is 'n netjiese boer en dit sien jy as jy die draai na Sarelsrivier neem. Die ingangshek sê dit alles. Daar is twee hekke. Die een is geëlektrifiseer, met 'n sonpaneel wat die krag voorsien, en die tweede ('n gewone plaashek) hang sonder fout vir maklike oopmaak.

Daar is drie sulke hekke op pad na die opstal. Hierdie is 'n bedagsame man wat sy toekomstige vrou in gedagte hou, dink ek soos ek ry.

"As ek saans sonder hulp huis toe moet ry, maak hierdie stelsel die lewe baie makliker vir my. Ek kan dit met die afstandbeheer oopmaak. Besoekers moet maar deur die gewone hek ry, want hulle het mos gewoonlik hulp," skerts Dirk.

"Ek het drie jaar geneem om my drade heeltemal oor te doen en ek pluk nou die vrugte van my arbeid."

Die meeste drade is met sif gespan en is jakkalswerend. Elke draad is netjies met klip gepak en die jakkalse sal moet paalspring as hulle deur dié drade wil kom!

"Ongedierteverliese is die veeboer se grootste las en as die drade nie reg is nie, het jy geen hoop nie. Ek het geen groen weiding nie, dus

moet ek my veld optimaal benut. Ek kan nie bekostig om vee aan ongediertes af te staan nie.”

Dirk gebruik ook Alpakkas van Sally Kingwell om sy ongedierteprobleem aan te spreek.

“Hulle kan ’n kudde goed beskerm, maar dit sukkel maar om ooie wat lam ,wat afsondering soek, te beskerm.”

Rekord stelsels

“Ek is deel van die Konsortium Geelbekmerino-groepskema en ons maak van ’n puik rekenaarprogram gebruik. Boere kan aan die einde van elke maand hulle data en statistieke aan die ander groep deelnemers se syfers meet. So kan ’n mens sien of jy vorentoe boer of nie. Ek hou ook akkuraat rekord van my veegetalle, verliese en lam-en speenpersentasies. ’n Mens moet weet waar jou swakpunte is en hulle probeer aanspreek,” sê hy.

Teelbeleid vir angorabokke

“Ek koop ramme met ’n groot, sterk bouvorm met fyn genoeg bokhaar. Ek glo dat ’n dier met ’n groot liggaamsbou meer geskik is om ’n lam te produseer en om natuurlik in die veld aan te pas. Vir my is liggaamsbou besonder belangrik. Ek glo nie aan die najaag van lae mikrontellings tot nadeel van liggaamsbou nie,” sê Dirk.

“Vandat my draadheinings gerestoureer is en my diere voltallig is, is ek in ’n posisie om vir kwaliteit te selekteer. Ek glo nie daarin om vee onnodig te voer nie, dus moet my bokke aangepas wees vir hulle omgewing. Ek koop graag my ramme by twee plaaslike ramtelers, naamlik Roland du Toit en Louw Retief, omdat hulle diere aan my vereistes van kwaliteit en aanpasbaarheid voldoen.”

Raad vir ander jong boere

“Ek is baie positief oor die landbou in Suid-Afrika op die oomblik, maar ’n mens moet realisties wees en jy moet altyd jou insette in gedagte hou, want winsneming is op die ou end waarna ’n mens streef. Voedselversekering is nou in die kollig en hier kan ons ’n groot rol speel. My raad aan jong boere is om angorabokke aan te hou. Dit is ’n dier wat goed aanpas in ons omgewing en wat jou dubbel en dwars sal terugbetaal, maar jou bestuur moet reg wees en jy moet jou verliese probeer bekamp. Raak ook aktief betrokke by jou gemeenskap en georganiseerde landbou en omring jou met positiewe mense,” is Dirk se raad.

“Mens moet jou ook nie blind staar teen jou eie te tekortkominge nie en moet ontvanklik bly vir konstruktiewe kritiek, want so groei jy as mens en as boer ...

O, ja en net so terloops: My raad aan jong outjies wat nou saam met hulle pa’s moet begin boer is dat dit nie altyd maklik is om heeldag onder mekaar se voete te wees nie. Partykeer stamp die ou en die jong ramme maar koppe! Dis ’n goeie plan om jou eie plekkie op die plaas te hê waar jy alleen kan uitspan en kan kopkrap – miskien ’n tweede ou huis. ’n Mens wil nie die geleentheid verloor om by jou pa te leer nie, maar af en toe moet julle mekaar spasie gee.”

Die sybokhaarbedryf wens Dirk die beste toe wanneer hy in Oktober aan die nasionale kompetisie deelneem. ■

TO OUR ENGLISH READERS: This article about the Young Farmer of the year Competition is available in English on the website: www.mohair.co.za/files/journals/English51_2.pdf

Rietbron: Teaching youngsters about GOATS



Rietbron is a Lilliputian village with an attitude brawny enough to manage a metropole! In fact, it is so small that it is difficult to find on most maps. But like the tall church tower of the Dutch Reformed church that proudly displays its presence to visitors from a great distance, Rietbron is a town to be reckoned with.

Somewhere between Willowmore and Beaufort-West on that stretch of Karoo that resembles eternity, lives a community that knows how to work together. The town has fewer than ten permanent residential addresses, one tarred street, a police station, a massive church and a primary school with thirty learners. It is hard to understand the police presence since it must be the safest town on the African continent!

Rietbron is also the central hub of a farming community that earns its living by growing mohair.

Despite its the lack of numbers, the town has an active tennis club, a farmers' association, a lady's club, and above all a primary school where their children can still enjoy a decent, safe and carefree education – all proof of their energetic community spirit. Imagine a school where kids are encouraged to attend school barefoot in summer so that they can enjoy their physical freedom!

Once a year, the Rietbron community opens its hearts and doors to the rest of the world with an extremely well-organised sports weekend when more than twenty schools from as far afield as Paarl and Uitenhage are invited to attend a Karoo sports weekend. This event is the school's only fund-raising occasion and it allows the doors of the school to remain open year after year.

However, the Karoo sports weekend is a tournament with a difference. In the space of two days, approximately forty rugby and hockey games are played on the one rugby field of the town. The kids and their supportive parents are accommodated in the school hostel, the few town houses and on surrounding farms, and somewhere between the rugby, hockey and netball games, the farmers' association fits in a full mohair youth education programme as well.

After a hearty welcome and a ceremonial cup of coffee and some sustenance, the weekend starts early on the Friday morning, with the first primary school rugby game, played on one half of the field.

The excitement is tangible and enthusiasm is rife when the frost breakers (teams that have to play first) kick off in their barefoot games. Mothers tow the line to a point but when their teams look vulnerable, advice is given loudly and clearly as they coach from the sideline. Fathers at first take a more reserved stance, but assist with advice at half-time. The only difference as to how things were done forty years ago is that Energade has replaced oranges at half-time!

The whole town and all the surrounding farmers have turned up for the occasion. The police van is frantic. How do you maintain traffic order on such a day!

By mid-morning the braaivleis fires are roaring, because sport is a hungry business and heaven forbid that visitors go hungry or thirsty!

The hectic programme is watched from make-shift pavilions as farmers park their lorries next to the field and kit them out with tarpaulin shade structures and plastic chairs.

"This is far better than Newlands!" comments a visiting parent.

By mid morning the Angora goat programme starts from the marquis tent where the animals and the products are beautifully displayed. For most city youngsters this is their Course 101 on Angora goats.

A shearing demonstration is given by an experienced shearer, while a CMW field agent explains the characteristics of mohair. Eager little ears pick up lessons on microns and fingers that are more used to cell phone digits finger the magic white fibres for the first time.

They are told about ewes and rams instead of birds and bees and the stud ram on display, 'Houding', plays his part by demonstrating as much interest in the demure angora ewes that are on display in the next pen.

The best part of the programme is the goat counting. Kids from all ages are positioned in counting pens and a group of goats are sent past to be counted. There is much advantage in this exercise for the youngsters who are good at mental arithmetic. Those that get the totals wrong are encouraged to try again next year.

The day proceeds in an orderly fashion and while the matches continue, parents and old acquaintances catch up on news and 'skinder.' Towards mid afternoon there is a performance by South Africa's strongest men, who have been lured to enjoy the weekend with everyone.

Unceremoniously a space is cleared for their performance and they pick up and move gigantic cement balls as if they were ping

pong balls, and pull seven ton lorries as if they were giant ants.

'Yiss, he's past Tarzan. He's like that 'dozer on the road!' exclaims a local township resident, who is watching with interest.

All too soon the sun starts setting and the proceedings move to the marquis tent.

A lively auction of local produce, including springbuck carcasses and signed rugby paraphernalia, is held after supper. Prices, often exceeding the value of the products, are paid in support of the school-fund charity. The ambience is mellow and the stories become more daring as fathers reminisce about glory days gone by – often embellishing detail.

For a while the Karoo enfolds them with a warm blanket of friendship and cements memories.

The next day the programme continues with senior school rugby. The local tennis club plays against the Boys High' team from Paarl and by the evening parents and children can compare muscle aches and pains.

At four in the afternoon the strong team from Boys High' in Paarl takes on Volksskool from Graaff-einet in the main game, but the school from the big city is too strong for the one from the Karoo and the score is just a matter of academics.

As the shadows become longer and the last visitors disappear in a cloud of dust, the little hamlet resumes its sleepy attitude and the policeman gives a sigh of relief. His untainted crime-free record is in tact!

The sun sets on a glorious day in the Karoo and one is left with one lasting thought ... how lucky these children are to grow up in such an uncomplicated place.

Perhaps this is why they go on to bloom when they enter the bigger pool of life.

Perhaps, somewhere on this marvellous day, a seed of enthusiasm is sown and a great mohair producer or designer will rise to add value to a really noble natural miracle fibre from the dusty plains of the Karoo. ■

Beaufort-West

Mohair Promotion Day

24 June 2009 dawned as a particularly chilly day, but the warm reception at Montana, the gracious home of Ralph and Diana Koster, made it all worth while. Beaufort -West Angora Goat Association was hosting its annual flock competition and mohair promotion day and the excitement was tangible.

The Association's holistic approach of involving its entire mohair populace on this day is a rare, inspirational story, and it is about more than goats! It is about farm people, their environment, their living in harmony and sharing each other's joys while celebrating the product that provides them with a source of income. The Karoo has a way of shaping one ... and visitors from elsewhere were left with lasting impressions of wholesome hospitality and good labour relations.

On my arrival, coals are glowing under a multitude of mutton curry and venison pots beneath the pepper tree grove that has come to personify Montana. Chatting chefs are keeping a wakeful eye on the roosterkoek and the children. Several babies tied to their mother's backs are blissfully napping away another carefree day in the Karoo. The group of ladies, known as the 'Nellies', the wives of farm labourers in the area, are taking part in the potjieskos-competition. Each contestant has been supplied with venison, mutton and other ingredients from which to prepare a feast; the aromas of wholesome food and wood smoke warm the cockles of the heart.

After the adjudication and the prize-giving ceremony the contents of the pots will become the midday meal for the farm labourers, who are tending the goats and taking part in the day's activities at the same time.

"I've learnt to use green peppers and garlic. I never knew what these things were", said Angelina van Rheeder from Smokey Grove farm. "It is really nice to work together, and we learn a lot every year."

The farms – Bokvlei, Nelspoort, Baakensrug, Smokey Grove, Kamferskraal, Juriesfontein and others – are vying for top honours in all the activities of the day, all competing to be winners in the different events.

What makes the flock competition so exceptional is that groups of farm labourers entered their farm's team of kapers under their own names, while the farm owners entered the ewes under their names. This esprit de corps makes for a really exciting competition. In the farm vs. farm competitions, there are some very proud faces to be seen in the crowd as friends and neighbours compare results and cheer on their teams.

Before the competition, farm labourers had been trained to judge and to place animals, thereby learning a very valuable skill.

The day of the competition is also about learning and testing knowledge. Participants are asked several testing questions in the monkey puzzle section, such as:

- What is another name for the Enterohaemia vaccine?
- How many ml of Coglavax do you inoculate per goat?
- Name 5 kinds of roundworms
- What common features do kudu, eland, nyala and bushbuck share?

“Mens moet mooi dink voor jy antwoord”, Godfrey de Klerk from Baakensrug says.

The micron judging competition was also well-supported, though it was with some degree of difficulty that the worn farm fingers could distinguish the fine micron range.

There was something for everyone, and the youngsters were encouraged to make their own fires to cook something for themselves and their grannies. After much eye rubbing to clear the smoke, twig breaking and much blowing from puffing little cheeks, the fires were eventually good for baking stick breads. These were handed – with love – to the proud grannies with much aplomb, even though the hygiene of the grubby little fingers may have left a lot to be desired!

The goat counting exercise was well supported and ladies competed fiercely with their male counterparts to show their prowess.

Someone was heard to joke, “Ag, nee wat, daais te maklik. Tel net hulle se horings dan deel jy deur twee”. To which his friend answered, “Sê jy wat nie kan sê hoeveel eiers is ‘dosyn en ‘ half nie!”

For those who wanted to hone their hunting skills, there was the added attraction of skeet shooting. This activity is very popular and the kids soon learnt to augment their pocket money by selling the unbroken clays back to their fathers ... business training at a young age is always something to be encouraged!

At the prize-giving ceremony, the Mohair Growers Association gave Tiny Middleton a very fitting award for her unstinted dedication and service to the Beaufort -West Angora Goat Society ... a feat which only someone with her her energy and dedication to mohair could have achieved.

The day ended with a succulent lamb spit roast and much merrymaking. Some prominent mohair leaders were seen nursing sensitive temples the next day!

To experience the essence of the Karoo and be part of a proud farming tradition, where Angoras and people live in great harmony ... that is what the Beaufort-West Angora Goat Day is all about. ■

“I’ve learnt to use green peppers and garlic. I never knew what these things were”, said Angelina van Rheeder from Smokey Grove farm. “It is really nice to work together, and we learn a lot every year.”



MOHAIR TROPHY 2009

Congratulations to all the finalists on behalf of the Zegna Group. The group of finalists recently traveled to Italy on an educational tour, and were hosted by the Zegna Group.



Sitting in front: Frans Retief
1st row left to right: GT Ferreira, Paul Michau, Elna van den Bergh, Irene Colborne
2nd row left to right: Grant Marais, Lloyd Short, Gary Hobson, Deon Saayman, Russell Charles Fitzhenry

Mohair SA and the Zegna Group recently announced the finalists in terms of the 2009 Ermenegildo Zegna Mohair Trophy Competition in Port Elizabeth. The following prizes are awarded for the best bale of summer kid mohair.



Paolo Zegna, Chairman of Ermenegildo Zegna Group.

The finalists, in alphabetical order, are as follows:

- F E Colborne & Sons, Kilborne, Willowmore
- AC Fitzhenry & Son (Charles), Mountain View, Aberdeen
- AR Hobson (Ray), Baroe, Steytlerville
- Lovedale Family Trust (Grant Marais), Klipplaat
- PCL Michau, Limebank, Cradock
- JL Retief & Son, Driehoeksfontein, Murraysburg
- Rietgat Family Trust (A Oelofse), Jansenville
- AM Short, Wheatlands, Graaff-Reinet
- Snyberg Angoras (GT & Werner Ferreira), Snyberg, Uniondale
- P H Viljoen, De Hannes Rust, Kleinpoort

A prize-giving ceremony will be held at Graaff-Reinet during the Mohair Summit in November 2009 where Mr Paolo Zegna, President of Ermenegildo Zegna, will personally present the prizes.



From left to right: Neville Colborne, Deon Barkhuizen, Paul Michau, John Phillips, Billy Colborne, Grant Marais, GT Ferreira, Andre Oelofse, BK Webber, Sarel du Plessis, BK Webber Snr and JP Oelofse.

Photo: Theuns Botha

The DAIDOH TROPHY

The Daidoh Trophy is presented annually for the highest average price for the summer kid clip and aims at encouraging the production of superior quality summer kid mohair.

The award ceremony was held in Port Elizabeth recently and the results were as follows:

1. Snyberg Farming: GT and Werner Ferreira
2. Lovedale Family Trust: Grant Marais
3. Barkhuizen Trust: Deon Barkhuizen
4. FE Colborne and Sons: Billy Colborne
5. Neville Colborne
6. Andre Oelofse
Sarel du Plessis
BK Webber
John W Phillips
Paul C Michau



Address by Mr Tsumotu Murao

The presentation was done by Mr Nico Stucken, who delivered the opening address on behalf of Mr Tsumotu Murao, CEO of Daidoh, who could not attend the ceremony.

*"Your Excellencies, Distinguished guests, Ladies and gentlemen,
We must apologise for not attending the Daidoh Trophy Presentation.
It is our great pleasure to extend our warmest congratulations to the trophy winners.*

Your hard and dedicated work to produce quality mohair resulted in your winning these awards today.

All weavers in Japan who use mohair know the good reputation of South African mohair and you, the trophy winners, set a good example to all growers in SA to continue to maintain this excellent quality.

Everybody in the world has been facing very tough economic situations, said to happen once in a century.

Although it is not easy to endure these hard times, we are quite sure that you, honourable trophy winners and other Cape mohair growers, will overcome the situation, the same as we will.

We are sure that prosperous times will soon return.

We thank you very much for your great effort to produce quality mohair, which should materialise into quality garments.

It will surely contribute towards revitalising mohair, in order to help mohair retain its appeal in the apparel market place.

We would also like to express our appreciation to Mohair South Africa and the Stucken Group for their continuous support of the Daidoh Trophy Competition.

Congratulations again to all of you for an excellent performance.

*Daidoh International Limited
(Mr.) Tsutomu Murao
Managing Director*

MIYUKI Trophy Finalists



Billy Colborne



Rothner Bekker



Charles Fitzhenry



Louw Retief



Werner Ferreira



Barries Snijman

Mohair South Africa announced the names of the six finalists in the Miyuki Competition.

The trophy is awarded for the best-classed clip and there will be two winners in each section:

- Grand and Reserve Grand Champion Clip
- Champion and Reserve Champion Summer Clip
- Champion and Reserve Champion Winter Clip

Prizes to the value of R20 000 can be won and the awards will be presented at the Mohair Summit in November.

1. F E Colborne (Billy) & Sons, Willowmore
2. I R Bekker, Rietbron
3. AC Fitzhenry, Aberdeen
4. J L Retief & Seun, Murraysburg
5. Snyberg Angoras, De Rust
6. Vleikuil Boerdery, Rietbron

Mohair South Africa wishes to congratulate the finalists on their outstanding achievements.

The Miyuki Honours Board in the SAMGA building at Jansenville, which lists the names of previous winners.



MR Okumaru, CEO of Miyuki will be presenting the awards.



SAMGA
Congress

SASKV
Kongres

Presidentsrede: SASKV Voorsitter

deur B D C Snijman



*Barries Snijman,
SASKV Voorsitter.*

(Die presidentsrede gelewer deur Barries Snijman tydens die jaarlikse kongres van die Sybokhaarkwekersvereniging in Port Elizabeth is as gevolg van 'n gebrek aan ruimte effe verkort.)

Waar ons vandag by die opening van die 66ste jaarkongres van die vereniging staan, besef ons dat die SASKV deur die jare ongemerk aangestap het.

Die Suid-Afrikaanse sybokhaarprodusent van vandag staan voor nuwe uitdagings en daarom het die Uitvoerende Bestuur tydens die afgelope jaar indringend selfondersoek gedoen na sy funksionering en die doeltreffende uitvoering van sy grondwetlike doelwitte. Om in 'n moderne omgewing vir 'n moderne wêreldgerigte produsent 'n doeltreffende vereniging te kan wees moes ons ons doelwitte en bestuursmodel aanpas om doeltreffend uitvoering daaraan te kan gee.

Tydens twee strategiese sessies onder die bekwame leiding van Jane Stevenson het die bestuur die nodige aanpassings gemaak. Daar is 'n verandering in die grondwet aangebring wat in wese op beter woordomsrywings neerkom. Van meer belang is die nuwe bestuursmodel waarop daar deur die bestuur ooreengekom is. Die hoofdoelwitte van die vereniging is vervat in verskillende portefeuljes en 'n sekere bestuurslid is vir elke portefeulje verantwoordelik gemaak om as portefeuljeleier op te tree. Wat die SASKV betref gee hierdie nuwe model van deelnemende bestuur en gedeelde verantwoordelikheid nuwe momentum, en ek voorsien dat dié werkswyse mettertyd meer en meer waarde vir die lede van die vereniging sal toevoeg.

The declaration by the Food and Agriculture Organisation, a United Nations agency put mohair as a sustainable natural fibre in the spotlight during 2009, the Year of the Natural Fibre.

One of the aims of this UN agency is to focus international attention on the role that the income generated from natural fibre production plays in contributing to food security and poverty alleviation in developing countries. This vision is shared by Mr Sizwe Mngwevu, the mayor of the Inkwezi Municipality, who took the initiative of deciding to host the first International Mohair Summit, in collaboration with Mohair South Africa and the Eastern Cape Provincial Government, in the towns of Jansenville and Graaff-Reinet from 3 – 8 November 2009.

The Mohair Summit will be a unique opportunity for all roleplayers in the industry to interact and to seek new horizons for mohair and its people. SAMGA looks forward with pride to presenting the National Flock Competition at the summit. This will be complemented by the national fleece competition and especially the National Ram Breeder's Championship.

Die Voedsel en Landbou Agentskap van die Verenigde Nasies wil ook deur die Internasionale Jaar van die Natuurlike Vesel klem lê op die omgewingsvoordele wat spruit uit die produksie van natuurlike vesels. Die SASKV was dan ook pro-aktief in die ontginning van hierdie geleentheid deur die aanvaarding van 'n beskrywingspunt tydens die 2008 Kongres waarin die ontwikkeling van volhoubare bedryfsbestuursriglyne beslag gekry het. Hierdie is 'n inisiatief met momentum. Die verwagting is dat die inklusiewe SA Sybokhaar-produksieriglyne tydens die Internasionale Sybokhaarberaad in November 2009 te Graaff-Reinet as bedryfstandaard bekendgestel gaan word, waarna die produsente en die res van die ketting die geleentheid sal kry om hul eie praktyke daarteen te meet. In dié verband moet die NWKV, en veral Smiley de Beer, uitgesonder word vir hul bydrae tot die ontwikkeling van die riglyne. Hierdie is net een voorbeeld van die doeltreffendheid van die samewerkingsooreenkoms wat tussen genoemde

kleinveebedryfsorganisasies gesluit is.

Die belangrikste kwessie wat al die bedryfsvertakkinge raak, is die geweldige verliese as gevolg van ongediertes. Sommige instansies en sekere persberigte skets 'n beeld van die kleinveeboer wat daarop neerkom dat die omvang van die ongedierte-probleem as gevolg van die beheerpogings van produsente baie vererger word en hulle gaan ook so ver om van die beheermetodes as barbaars te brandmerk. Intussen moet produsente ekonomies probeer oorleef. Ek glo dus dat die tyd daar is dat produsente en omgewingsbewustes hande moet vat en op 'n verteenwoordigende skaal proefnemings van stapel moet stuur om die sukses van omgewingsvriendelike, nie-dodelike metodes te bepaal op 'n grondslag wat nie vir die betrokke produsente 'n finansiële risiko sal inhou nie.

Wat SEB in die Angorabokbedryf betref, het opleiding van voornemende opkomende sybokhaarprodusente gedurende die afgelope jaar voortgegaan, onder leiding van Gielie Grobler. Gieliewas ook by die reël van kursusse in onder meer weiveld-, finansiële en dieregesondheidsbestuur betrokke. Die Hardwood-studente se drie jaar opleidingstydperk loop teen 31 Julie 2010 ten einde. As alles volgens plan verloop, sal die projek wat in die Pearston-omgewing in die vooruitsig gestel word gedurende Februarie/Maart 2010 'n aanvang neem. Baie dankie, Oom Gielie, vir die ekstra myl wat u met hierdie belangrike taak loop. Baie geluk ook aan Sarah Louw, voorsitter van die Hardwood-groep, wat deur die voormalige Minister van Landbou as verteenwoordiger op die Sybokhaartrust aangestel is.

Twee van die vier verteenwoordigers van die Sybokhaarkwekersvereniging op

die raad van direkteure van SSA se termyn loop einde vanjaar ten einde. 'n Verdere vakature het ontstaan met die afsterwe van Clive van Hasselt. Die vereniging sal Augustus tot November vanjaar 'n verkiesing reël waarby drie persone vir dié doel verkies sal word. Alle lede van die vereniging word aangemoedig om aan die verkiesing deel te neem en sodoende te verseker dat die primêre produsent se belange op dié vlak ten beste gedië word.

Na die aanbieding van 'n spesialiteitsweerdien deur OVK verlede jaar tydens kongres het die SASKV vanjaar vier van die stelsels aangekoop en hulle strategies laat installeer by vier bestuurslede wat oor die produserende gebied versprei is. Die eerste weerwaarskuwing is onlangs per SMS aan produsente uitgestuur. Die gedagte is dat die praktiese werking van die stelsel oor 'n tydperk van 12 maande getoets sal word alvorens die vereniging 'n besluit oor die uitbreiding van die diens al dan nie sal neem. Produsente word versoek om hul praktiese insette rondom die funksionering van die diens aan hul tak en die bestuurslid wat vir hul tak verantwoordelik is, deur te gee. Dit sluit die deurgee van selfoonnommers en e-posadresse in.

Produksietoestande

Die gemiddelde prys van sybokhaar vir die winterseisoen van 2008 het op R 60,79 te staan gekom, met 'n laagtepunt van R 56,25 in katalogus 11 van die winterveilingseisoen. Op daardie stadium is daar deur verskeie individuele produsente asook deur skrywes van takke ernstige kommer uitgespreek oor die uitwerking wat die lae prysvlakke op produksie kan hê. Produsentewinsgewendheid was onder druk. Dié kommer is in 'n skrywe aan SAWAMBA oorgedra.

Prices improved during the summer of 2009 and the current average price for the season, with one auction still to come, stands at R74,20. It was positive news when especially adult and young goat mohair prices increased at the recent sale, bringing the average price for the sale to R87,87. If this price level can be maintained, it will have a positive effect on the producer, ensuring more stability in production.

After discussions between the chairperson of Mohair SA, individual buyers and myself, it is my opinion that there are various economic challenges further along the manufacturing chain. I would therefore like to commend everybody in the mohair chain for their sustained support of the South African mohair producer. You deserve a compliment for the higher prices received producers in a struggling economy.

Die afset van surplusdiere bly 'n belangrike deel van die sybokhaarprodusent se inkomste. Die lae pryse vir angorabokvleis en in sommige gevalle 'n afwesigheid van aanvraag is 'n aspek wat aandag verdien. Ek is oortuig dat daar vir innoverende entrepreneurs 'n goeie besigheidseleentheid in die bemarking en afset van angorabokvleis lê.

Wat weidingstoestande in die produserende gebied betref, is toestande wisselend. In die westelike streek, wat die afgelope tyd onder erge droogte gebuk gegaan het, het distrikte soos Prins Albert, Beaufort-Wes, Willowmore en Aberdeen laat in April goeie reëns ontvang waarop die weiveld baie goed reageer het. Ongelukkig is daar gebiede in die sentrale tot oostelike deel van die produserende gebied waar die toestande gemiddeld tot swak is. Op sommige plase in distrikte soos Pearston en Adelaide is dit droog en is die vooruitsigte vir die winterseisoen kommerwekkend.

Sybokhaarproduksie

Die Suid Afrikaanse sybokhaarproduksie toon tekens van stabilisering ten spyte van 'n daling van 3 miljoen kg in 2007 tot 2,9 miljoen kg in 2008. Dié daling kan hoofsaaklik aan die droogte toegeskryf word.

Willowmore kon met die hulp van Rietbron vir 'n hele aantal jaar aanspraak maak op die feit dat dit die grootste produserende distrik van sybokhaar is. Gedurende 2008 val hierdie eer die distrik van Aberdeen te beurt, met Willowmore tweede. Die daaropvolgende grootste produserende distrikte is onderskeidelik Cradock, Somerset-Oos en Jansenville.

Sybokhaar in- en uitvoere

Gedurende 2008, is 1 116 573 kg sybokhaar na Suid-Afrika ingevoer, vergeleke met 831 000 kg in 2007. Die totale uitvoersyfer vir 2008 het 4 342 802 kg beloop. Dit sluit oordravorraad, die Suid Afrikaanse produksie en ingevoerde sybokhaar in.

Van dié volume is die meeste (1,3 miljoen kg) na Italië uitgevoer, gevolg deur 900 000 kg na China en 640 000 kg na die Verenigde Koninkryk.

Angora Goat & Mohair Journal

The Angora Goat & Mohair Journal reached a milestone during the past year. The first issue of the Angora Journal appeared in January 1959. Today, 50 years later, it is still the most influential publication of its kind in the mohair industry. Over the years, several changes and improvements were made, resulting in the very high standard of quality it sets today. A word of congratulations to everybody involved over the years.

Mohair South Africa

MSA, as the only income beneficiary of the Mohair Trust, is responsible for creating a greater awareness and demand for mohair and in so-doing encouraging production. After many requests from this congress in the past it is heartening that MSA is following a more focused and intense marketing approach. We

wish the MSA team, under the leadership of Reinhold du Randt, success with its important task. We would also like to thank Reinhold for his comprehensive report in the agenda.

Mohair Trust

The trust has – in view of the current economic climate – had a challenging task in optimally managing the funds of the industry while also funding the executive body, the MSA.

Judging from the report of the chairperson in the agenda, the trustees can rightfully be pleased with what they have achieved. Our sincere appreciation for the caution with which you fulfilled this important task.

Die Makelaars

Die sybokhaarmakelaars speel 'n noodsaaklike rol in die verskaffing van dienste aan sybokhaarprodusente. Meer nog, hulle speel 'n onmisbare rol as skakel tussen die verkoper (produsent) en koper (verwerker). Die produsent se makelaar is ongetwyfeld dié instansie wat op primêre produksievlak die grootste rol in sy besigheid speel. Ek is van mening dat daar op hierdie gebied onontginde geleenthede wag wat tot voordeel van beide produsent en makelaar kan wees, maar dit is 'n gesprek vir 'n ander dag en 'n ander plek.

Toekoms

In die tye waarin ons leef, word al hoe meer wêreldburgers bewus van die nadelige uitwerking van selfgeproduseerde produkte op die planeet waarop ons woon. Die moderne, ingeligte verbruiker gee voorkeur aan natuurlikgeproduseerde voedsel en vesel. Hierdie feit pas sybokhaar natuurlik uitstekend. Voeg daarby die unieke eienskappe van sybokhaar en die verskerpte bemarkingspogings vanuit Suid-Afrika en ons het al die bestanddele vir 'n rooskleurige toekoms vir die vesel.

Slot

Dit was vir my 'n voorreg en 'n verrykende ervaring om die afgelope

twaalf jaar 'n bydrae tot hierdie vereniging en die sybokhaarbedryf te kon lewer. Sedert my verkiesing as president van die vereniging 'n jaar gelede, het daar onverwagse, rigtingveranderende gebeure in my boerdery en persoonlike lewe plaasgevind. Hierdie veranderinge het besinning en aanpassing genoodsaak wat daarop neerkom dat ek nie verder tot hierdie bestuur verkiesbaar sal wees nie. Vergun my om my opregte dank uit te spreek teenoor die vise-president, Kobus de Klerk, vir sy bystand die afgelope jaar. Opregte dank ook aan die Aksiekomitee wat soms op kort kennisgewing brandende kwessies moes hanteer. Dankie aan elke lojale bestuurslid vir die toewyding en entoesiasme waarmee u die sybokhaarsaak dien.

Ek wil die bestuurder, Philip Vosloo, uitsonder vir die ywer waarmee hy die afgelope jaar sy kennis van die sybokhaarbedryf verbreed het. 'n Besoek aan die kantoor op Jansenville maak baie gou, selfs vir 'n oningeligte persoon, duidelik met hoeveel trots waarmee hy sy veelvuldige take verrig. Baie dankie ook aan Anita Stears vir haar lojaliteit en dienste die afgelope jaar.

Baie dankie ook aan Deon Saayman en die res van Sybokhaar SA se personeel vir hul diens aan die kantoor op Jansenville, en vir hulle hulp met insette en statistiek tot hierdie rede.

Aan my eggenote Mauritzia, baie dankie vir joubegrip en ondersteuning tydens die paar jaar waartydens ek die sybokhaarbedryf gedien het. Baie dankie ook aan my afgetrede vader vir al sy instaan en geduld.

Die grootste eer en dank kom ons Hemelse Vader toe. Ons was in die afgelope jaar diep bewus van Sy voorsiening en bemoediging veral ook toe die bedryf van sy mees beminde persone aan die dood moes afstaan. Wat 'n voorreg om die toekoms, ook dié van die sybokhaarbedryf, in Sy troue sorg te kan laat. ■

MSA Chairman's Annual Report 2008

Reinhold du Randt



Reinhold du Randt,
Chairman of M.S.A.

Introduction

During the period under review (2008), MSA continued its activities according to its renewed strategic principles. New contacts locally and at an international level were established during the year.

Marketing

Local and international marketing is the core business of MSA and 2008 can be regarded as a trial year for the newly-appointed marketing manager to restructure and refocus the marketing activities of the company looking ahead.

It remains important to maintain existing markets and even more important to try to create and develop new markets as well as new applications for mohair, especially in certain critical micron groups. It is imperative that marketing be utilised optimally to maximise its effectiveness within budget constraints.

The importance of this portfolio can be seen in the marketing budget for 2009 where marketing takes up almost 50% of the total budget and is set at R5,97 million.

Although a distinction is made between local and international marketing these activities are very closely linked and intertwined and will be itemised under one heading:

- MSA participated in Spinexpo in Shanghai during September 2008, in conjunction with a China-based company, with very positive results and substantial enquiries flowing from this exhibition.
- The following overseas visits took place during the year:
 - Two visits were made to producer countries and two to user countries
 - A trip was conducted to Australia during February 2008
 - Europe was visited during March 2008, with the first contact visit made to Li Edelkoort, one of the world's leading trend forecasters
 - Japan, China and Korea were visited during May 2008
 - A visit was made to Turkey during September 2008
- The promotional book (coffee table book) envisaged for this year was adjusted to a calendar for 2009, celebrating the year of the natural fibre as declared by the United Nations. The calendar was a visual feast depicting the natural beauty of the Angora goats and their fibre.
- The Board of Directors approved a project with a company called *The Bottom Line* to launch a new range of mohair socks in Europe, specifically suited to the European market.
- Mohair South Africa re-branded itself in early 2008 with a new look and logo, depicting the international eco-trends. Marketing material was updated and information booklets printed to accompany mohair products.
- Various articles were placed in international publications, including a Chinese magazine, to promote the South African mohair industry.
- Consideration is being given to entering into a training agreement with Mode University in Japan, which also has branches elsewhere in the world, to include a curriculum on mohair in their fashion and textile design course.

- Die borgskap aan die South African Textile Industry Export Council (SATIEC) om Suid-Afrikaanse vervaardigers by te staan om toegang tot internasionale markte te verkry, is voortgesit gedurende 2008.
- Die maatskappy het deelgeneem aan *Fashion Exchange*, ' forum onder mode-en tekstiel-rolspelers om sake van wedersydse belang te bespreek. SSA was die enigste veselbedryf wat by dié geleentheid verteenwoordig was en het die geleentheid gehad om die sybokhaarbedryf aan die modewêreld ten toon te stel.
- Promosiesartikels is gedurende 2008 in verskeie plaaslike tydskrifte gepubliseer.
- Verskeie samesprekings is gevoer en voorleggings is gemaak aan rolspelers binne die bedryf asook regeringsdepartemente om die Internasionale Sybokhaar Spitsberaad gedurende November 2009 te beplan en finansiering daarvoor te verseker.

Produksiebevordering

SSA ondersteun finansiële die belangrike werk wat Aksie Angora op hierdie vlak doen en besef die noodsaaklikheid van produksie- en gehalteverbetering in die bedryf.

Daar moet in ag geneem word dat volhoubare goeie prys vir sybokhaar by verre die belangrikste kriteria vir produksiebevordering – indien nie die enigste nie – is, en dat bemarking op alle vlakke die ruggraat hiervan is.

'n Uitsers suksesvolle promosiedag is tydens Februarie 2008 in samewerking met Aksie Angora in Somerset-Oos gehou. Die totale bedrag wat vir 2008 op Aksie Angora bestee is, het R277 205 beloop en die begroting vir 2009 beloop R362 282.

BEE

The transfer of skills remains a high priority for the mohair industry and to this end the company acted as facilitator for a training scheme funded by the National Skills Fund in the Jansenville district, focussing on shearing and classing skills.

The BEE strategy accepted by all relevant industry role-players was presented to the National Agricultural Marketing Council and the establishment of a Development Trust is underway.

The BEE training program on the Hardwood farm in the Klipplaat region continued during the year and a second training program on the farm Damascus, in the Prince Albert region started during the year with six trainees enrolled in the program. The first trainees should successfully complete their three year practical training during 2010 and the relevant Government Departments are constantly being urged to secure land for these successful trainees.

Liaison between the company and the government structures has been improved and current information on the industry supplied where necessary.

Sybokhaarpoel

Na 'n regsopinie ingewin is, is die vrywillige poelreëls aangepas om meer produsente-vriendelik te wees en is die sybokhaarbedryf in die unieke posisie om die enigste bedryf met so 'n ondersteuningsmeganisme te wees. Produsente sal voortaan ten minste 12 maande voorskotte rentevry ontvang en produsente wie se bokhaar in die *bins* verhandel word sal ook in die toekoms

makliker geakkommodeer word. Sommige van die administratiewe prosesse is ook heelwat vereenvoudig.

Die Mark & Produksie

Produksie het naby die 3 miljoen kg vlak, op 2,9 miljoen kg gestabiliseer, wat tussen 55% en 60% van wêreldproduksie beslaan.

Die gemiddelde skeersel realisasie vir 2008 was R71,33 (2007: R78,38) met 'n totale gemiddelde markaanwyser van R69,81 vir 2008 (2007: R72,69).

Totale invoere vir die jaar het 1,1 miljoen kg beloop (2007: 830 947), met uitvoere wat met 25% van 3,47 miljoen kg in 2007 tot 4,43 miljoen kg in 2008 toegeneem het. Die grootste uitvoer bestemmings was Italië, China, die Verenigde Koninkryk en Frankryk.

Ten spyte van 'n neerdrukkende ekonomiese klimaat het die sybokhaarmark redelik konstant gebly en homself gehandhaaf, terwyl ander kommoditeite skerp afwaarts beweeg het. Jongbokhaar, wat hoofsaaklik vir veloe gebruik word, en waar die grootste afsetpunte in die VSA en Duitsland is, is die swaarste getref.

Om die mark te voorspel is 'n baie gevaarlike oefening, maar sybokhaar is in 'n potensieële mode siklus, veral in die breigare-mark en behoort homself te kan handhaaf in die huidige baie moeilike ekonomiese omstandighede.

Research & Development

The company views product development as a key focal area and to this end has funded trials for the development of mohair jeans. The first trial was done in conjunction with a Japanese company and the results were not acceptable for a commercially viable product. A second trial, which is still in progress, was agreed to and co-funded by the Japanese company.

Various research projects were evaluated and considered during the year, with *Thermoskin* being imported from Australia to be tried on Angora goats for protection against adverse weather conditions after the shearing season.

Current research projects are listed below:

- Swelling disease
- DNA bank; reference herd; and longevity
- Development of genetic marker (University of Stellenbosch)
- Health and wellness-related properties of mohair
- Thermoskin and protective jackets
- Mohair lustre

Training

The bursary scheme at the Grootfontein Agricultural College was refined and restructured and continues to educate the future producers and role-players of the mohair industry.

The sponsorship to the Fashion & Textile Design Department of the NMMU continued in 2008 with the MSA Bursary student winning the free creative section of the fashion design competition.

2009 to 31 March

Some of the MSA Board of Directors attended a workshop hosted by world-renowned trend forecaster Li Edelkoort and also had the privilege of a private meeting with her afterwards.

MSA approved a project with Christiaan Erasmus (CEE), a South African fashion designer responsible for the formal wear of the Protea Cricket team, consisting of three phases:

- MSA sponsored mohair fabric and contributed towards the costs of a fashion show hosted by UNICEF in London during March 2009;
- Mohair fabric will be used for the formal wear of the Protea cricket team; and
- Mohair suits will be made available in CEE retail partners countrywide from the latter half of 2009.

The statutory measures (records and returns) for the mohair industry were promulgated in the Government Gazette on 30 January 2009.

Market

Prices for the first three mohair sales of 2009 remained positive, with the average market indicator currently resting at R72,08 (2008: R69,13). The market for young goat hair, which has been under pressure for some time, continued to experience downward pressure.

Trust

Hiermee ook my dank aan die Voorsitter van die Trust vir sy goeie samewerking met SSA en ook aan al die trustees vir die visie wat hulle openbaar het deur in te koop ten opsigte van SSA se nuwe en vooruitdenkende bemarkingstrategie.

Personeel & Direkteure

Eerstens wil ek vir Wessel Cornelius bedank vir drie jaar van toegewyde en waardevolle insette. Voorspoed word hom toegewens met sy termyn as Trustee van die Sybokhaartrust.

Al die ander direkteure wil ek graag bedank vir hulle absolute ondersteuning aan my en die maatskappy. Dit is 'n riem onder die hart om mense te kan vertrou en te weet dat almal hul beste gee.

Net so ook aan die personeel van SSA, wat soms onder groot druk 'n ondankbare taak verrig en hulle alles gee; baie dankie aan elkeen van hulle.

Graag verwelkom ek ten slotte ook die twee nuwe personeellede, Shirene Ellis en Anthea Nienaber wat onlangs by ons aangesluit het. ■

Annual Report: *Angora Ram Breeders*

Ray Hobson



*Ray Hobson, Chairman of
Angora Ram Breeders Society*

I would like to start my address by extending sincere condolences from the Breed Society to the families in the mohair fraternity who have lost dear ones during the recent past.

We carry the Retief family, on the loss of Roelof, as well as the Van Hasselt family who lost Clive, in our thoughts and prayers. These dedicated and committed mohair men will be sorely missed and it is my sincere wish that their vision and commitment towards breeding well adapted commercial animals will inspire us as we forge ahead with our goals.

Ek wil ook graag my meegevoel aan die Jordaan- en Kritzinger-families oordra, wat twee seuns in 'n tragiese ongeluk verloor het. Om berusting vir hierdie soort hartseer te kry is moeilik, maar ons glo dat daar mettertyd ook vir hulle smart aanvaarding en genesing sal wees.

The Breed Society presented two memorable events this year to stimulate Angora goat excellence. The first was the Advanced goat subjective appraisal course, held at Prince Albert in August 2008, followed by a Judges Course, held at Martyrsford in November 2008. The outcome of these two events was the graduation of ten newly qualified Angora goat judges of whom we are very proud.

I would like to extend my appreciation to the experienced field men of CMW and BKB as well as to my committee, including Arthur Short, AB Hobson and Philip Vosloo, who assisted so ably and contributed to said two very successful events. I would also like to thank the hosts, Clive and Gay van Hasselt and AB and Pippa Hobson, for making this possible; their hospitality was second to

none! It is apt to note that although Clive was already suffering severe discomfort at this stage he put the interest of the society above his own comfort and insisted that the course be presented – the mark of a real man.

Our society also faced challenges this year. For instance, we had to deal with the application by a registered stud breeder for a private sale during the official ram sale season. This application had several implications and the matter was resolved after thorough consultation, but the executive ruling stands that the auction of young rams is still not condoned by the prescriptive rules and laws of the Breed Society. However, the Executive is of the opinion that such an incident will not be repeated in future.

An indaba aimed at measuring the effective management of the society that includes technical, administrative, breeding and business policies has been scheduled for August 2009. It is anticipated that this think-tank will help assess the functionality of the society and clarify any areas of administrative and executive challenges.

In closing, I would like to thank my committee and every one in the office at Jansenville who assisted me in performing my task. My gratitude also extends to MSA and SAMGA for their co-operation and staunch support.

My gratitude to Arthur Short for his advice and support in the past. Unfortunately, Arthur has indicated that he is not available (for re-election as representative of the Breed Society) to the board of MSA, as he has accepted a directorship from CMW.

Last but not least, I would like to thank Gay and my family who regularly take over my duties on the farm to enable me to serve the industry that I love. ■

Mohair Trust Report to Congress, 2009

David Hobson



*David Hobson,
Chairman of Mohair Trust*

Focusing on the principle objective of the Trust, namely to optimise income, the overriding consideration this last year has been the global financial crisis.

The trustees had repositioned many of the investments into multi-asset funds in anticipation of an equity correction. Due to the balanced and diversified portfolio, structured with the professional assistance of the Trust's independent investment advisor, the Trust experienced marginal negative growth of 2,11% on the total portfolio during the past financial year.

The distribution of R8,7 million to Mohair South Africa during this period has been factored into the above calculation. Taking into account the global economic situation and the fact that the JSE had a negative growth of 39,8% over the same period, the trustees are satisfied with the performance of the portfolio over this period and are grateful that no major losses were experienced.

After various consultations with the National Agricultural Marketing Council regarding the BEE strategy, the trustees decided to form a Development Trust as a receptacle for funds collected for

this purpose, which will not be subject to the same restrictions and prohibitions as the Mohair Trust Funds. The formation of this Trust will add as little as possible to existing infrastructure.

Various engagements have also taken place with the National Agricultural Marketing Council regarding closer co-operation across a broad spectrum of topics, including assistance from the Department of Land Affairs with regard to the acquisition of land for emerging mohair producers.

At the end of October the terms of several Trustees expired. Mr Dirk Pieterse was replaced by Ms Sarah Louw as Minister's representative and Dr. Jan van der Westhuysen was replaced by Mr Wessel Cornelius as brokers' representative. Mr Anton Masters's term as buyers' representative was extended for 9 months, while Messrs Louw Retief and David Hobson were nominated unopposed as Producer Trustees. ■

Beskrywingspunte: *Sybokhaarkongress* Resolutions: *Mohair Congress*

New Image of Mohair Industry/Nuwe Voorkoms van Sybokhaar bedryf

Ray Hobson, on behalf of the Angora Ram Breeders Society, introduced a motion of appreciation on behalf of the Mohair Growers Association for implementing the renovation of the office complex in Jansenville. He also congratulated MSA for the new positive energy and image emanating from the mohair industry. It is a known fact that successful clients like to deal with successful industries and that first impressions play a tremendous role in successful business transactions. Ray appealed to the ram breeders and mohair growers to radiate the same air of optimism in their dealings with fellow producers in an attempt to stimulate mohair production.

Kouevrektes/Cold weather mortalities

Mnr Coetzee van Georgida het versoek dat 'n projek geloods word om die kouevrektes by angorabokke te verminder deur middel van 'n proses van subsidiëring deur SSA te vra om hulpmiddele aan produsente beskikbaar te stel. Hy het voorgestel dat produsente gesubsidieer word vir jassies om die mortaliteit onder angorabokke te beheer.

Deon Saayman het namens SSA gesê dat daar eers wetenskaplike sekerheid omtrent die doeltreffendheid van die hulpmiddele verkry moet word voordat daar na moontlike subsidiëringspakkette gekyk kan word en alhoewel SSA volgens statutêre beperkinge nie direkte subsidies aan produsente mag gee nie, daar dalk na meganismes gekyk kan word as die probleem so groot is dat dit die bestaan van die bedryf beïnvloed.

Sybokhaar vir markte buite die mode/Mohair for markets other than fashion

Elna van den Bergh van Jansenville het die beskrywingspunt voorgestel en gesê dat sybokhaar meer aggressief vir markte buite die tradisionele mode mark bevorder moet word om die pryskommeling wat met die modegiere gepaard gaan, te vermy.

Sy het gepleit dat daar gepoog moet word om die Suid-Afrikaanse vervaardigers van sybokhaarprodukte aan te moedig om hulle produkte onder die oë van die ontwerpers, binneversierders en ander verbruikers van Suid-Afrika te bring om nuwe markte aan te spoor wat nie modegerig is nie.

Reinhold du Randt het namens SSA repliek gelewer en genoem dat bevordering en produkontwikkeling SSA se grootste prioriteit is en dat daar jaarliks miljoene aan spandeer word. Josef Greeff is nou aangestel om vier-en-twintig nuwe sybokhaarprodukte in Suid-Afrika vir die binnehuisse mark te skep en dié sal tydens die spitsberaad bekend gestel word. Li Edelkoort is nou aangestel om sybokhaar internasionaal te bevorder. Daar is ook nou sybokhaar-

duvets beskikbaar. Daar word ook na spesifieke mikrongroepe gekyk waar die gebruik problematies is; dit sluit die jeans-projek in, wat een so 'n produkontwikkeling is wat poog om die gebruik van 'n sekere mikrongroep aan te moedig.

Jackie is bewus van die uitdaging en werk met ontwerpers en binnehuisversierders saam.

Inligting vir statistieke oor sybokhaarskeersel/ Information for statistics regarding the mohair clip

Sias Reyneke het namens Beaufort-Wes versoek dat kongres makelaars moet oorreed om meer inligting rakende die skeersels van produsente op rekord moet plaas. Dié die inligting, byvoorbeeld die aantal bokke wat geskeer is en die gemiddelde mikron en gewig per bok/groep, sou kon help om 'n akkurate weerspieëling van die huidige teelbeleid te gee wat dan ook kon dien as 'n maatstaf om te bepaal of 'n aanpassing in teelbeleid nodig is.

Deon Zaayman het gesê dat die direksie van SSA reeds 'n besluit geneem het om in te koop op die gesamentlike forum van die RPO en NWKV vir die insameling van ekonomiese inligting. Dit sal in samewerking met Dr Geyer van Grootfontein en 'n ekonoom wat deur NWKV spesifiek hiervoor aangestel is plaasvind, sodat inligting by produsente op 'n individuele basis ingesamel kan word. Die statutêre maatregel is goedgekeer en is in werking en SSA is in die proses om inligting van die makelaars te bekom en dit word ten volle deur hulle ondersteun. Meer volledige inligting sal nou beskikbaar wees.

Die meeste van hierdie data is al klaar in CMW en BKB se skeerselverslae beskikbaar en hulle sal enige uitstaande statistieke graag aanbring.

Ongediertebeheer/Vermin Control

Resolutions pertaining to vermin control dominated discussions at congress.

- Cradock requested that the Department of Environment and Tourism (DEAT) provide funds and training for producers and labourers to control vermin.
- Mortimer requested SAMGA and MSA to make funds available for research on problem animals and the training of producers in respect of problem animals.
- Mortimer also requested that the Minister of Agriculture become involved with vermin/problem animal control.
- Willowmore requested SAMGA to provide funds for research on the effect of the black-backed jackal on Angora goats and other small stock breed production in light of the spirit of co-operation with NWGA, ECRPO and SAMGA.
- Waterford requested the mohair industry to take a stand with

regard to the Animal Right Activists to ensure the survival of the small stock farmer and his product.

- 'n Daar is verder tot beskrywingspunt toegevoeg soos volg: Die SASKV sal saamwerk met die diereregte-aktiviste met die verstandhouding dat alle kwetsende aanvalle deur hulle gestaak sal word, en om die balans te handhaaf moet hulle ook die bedryf se standpunte respekteer. Dit sal as inset gebruik word saam met die ander kleinveebedrywe by die Nasionale Forum vir Probleemdierbestuur se onderhandeling tydens die skrywe van die Wet op Probleemdier bestuur.

Coligny Stegmann het eers verslag gelewer oor die betrokkenheid van die SASKV by die Nasionale Probleemdier Forum waarvan Petrus de Wet van NWKW die voorsitter is en waarop die RPO, NWKV en SAMGA almal verteenwoordiging het.

Die skade wat roofdiere elke jaar aan die kleinveebedryf berokken beloop nagenoeg R1,2 biljoen.

'n Vergadering is met die Minister van Omgewingsake gehou waarin verskeie probleme rakende roofdiere bespreek is en waarin die volgende genoem is:

- Die verskille ten opsigte van probleemdiervetgewing in afsonderlike provinsies
- Die Departement van Landbou is genader om gebruik te maak van bestaande plaaslike kennis om opleiding rakende probleemdiere te benut.
- Die departement is versoek om geld beskikbaar te stel vir probleemdiernavorsing en opleiding.
- Kursusse oor probleemdierbeheer word ook deur 'n sub-komitee van die Nasionale Probleemdier Forum in die sybokhaarproduksie areas aangebied.
- Die besoek aan die minister het 'n opvolgvergadering, wat die vorm van 'n werkwinkel geneem het, tot volg gehad.
- By hierdie vergadering kon almal insette rakende die nuwe voorgestelde wetgewing gee. Die groen aktiviste was goed verteenwoordig .Uit hierdie werkwinkel het 'n sub-komitee ontstaan wat die wet skryf. Prof. H O de Waal verteenwoordig die kleinveebedryf op hierdie komitee en die twee fasette waarop besonder klem gelê word is navorsing en opleiding deur geakkrediteerde navorsingsinstansies.

Prof. H O de Waal se voorlegging het op die volgende punte klem gelê:

- Die norme en standaarde vir wetgewing word nie net vir jakkalse en rooikatte geskryf nie maar het alle skade-veroorsakende diere in gedagte.
- Maatreëls wat vir die een spesie effektief is, is nie noodwendig vir almal effektief nie, dus moet met groot deurdagtheid besin word met die wetgewing.
- Dit wil blyk dat dit net probleemdiere is wat vleis vreet wat die emosies wek en dat daar nog bitter min navorsing oor die rooikat en die jakkals gedoen is om te bepaal watter rol hulle in die natuur speel.
- Die wet moet effektief wees om predasie te verminder. Daar moet nie gepoog word om meer jakkalse te dood nie, maar eerder om te sorg dat minder vee gevang word.
- Die kuns en die kennis om te bepaal watter diere die skade

veroorsaak, moet bewaar en vasgelê word omdat dit iets is wat vinnig besig is om te verdwyn.

- Alle nie-dodelike metodes moet reg gebruik en reg bestuur word. Die volle arsenaal tegnieke moet gebruik word om die een wat herhaaldelik skade doen, uit te lig.
- Moenie meedoen aan negatiewe publisiteit nie. Verhoed die verspreiding van negatiewe inligting.
- Dit is die boer se onvervreembare reg om sy vee te beskerm en hy kan alles binne die wet doen om dit te doen, maar hy mag nie onverantwoordelik optree nie.
- Prof de Waal is van mening dat die Departement van Landbou by die wetgewing betrokke moet raak en hy gaan die Minister en Adjunk-minister van Landbou in Junie en Julie by twee geleenthede spreek om sy insette te lewer.
- Die proses van die konsepwet wat as die *Nasionale Norme en Standaarde vir die bestuur van Roofdiere* bekend staan sal teen die einde van hierdie jaar (2009) deur die openbaredeelname-proses geloop het en daar word in Februarie 'n moratorium vir drie jaar afgekondig waarbinne navorsers baie aktief met antwoorde na vore sal moet kom om bestaande tegnieke te verbeter of hulle op 'n verbeterde wyse aan te wend sodat vordering met die wet kan geskied.
- In Julie vanjaar kom al die bedrywe bymekaar vir 'n strategiese beplanningssessie waar Prof André Jooste die fasiliteerder sal wees tussen die verskillende veebedrywe sodat hulle gesamentlik met een stem kan praat en sodoende die standpunte van die RPO, NWKV en SSKV kan insluit. ■

CEE wraps Proteas



Christiaan Erasmus takes Graeme Smith's measurements for his mohair suit.

in Mohair

by Linda Henderson

As current cricket world champions, the Proteas are proud ambassadors for South Africa and it is with great pride that the South African mohair industry, via CEE, has become involved with their dress code. The very talented South African designer, Christiaan Erasmus, who has a contract to dress the Proteas, will use mohair as his fibre of choice for their formal wear (June 2009-June 2010).

In what seems to be quite a twist of fate (or perhaps a quaint 'umbilical cord of mohair' between two countries), mohair, that originally comes from goats imported from Turkey in 1838, will be used by a South African designer to outfit the South African cricket team, using *highly skilled Turkish tailors* for the task!

Christiaan Erasmus, talented and skilled South African fashion designer, has been dressing soccer teams like Kaizer Chiefs, Super Sport United and Mamelodi Sundowns since 2000 and after reading in a magazine how poorly dressed the South African Protea cricket team appeared compared to their Australian counterparts, Christiaan volunteered to dress the national cricket team.

"It is costing me an arm and a leg, but it is good marketing for me to have the chaps wearing my brand", says Christiaan, who sells his merchandise under the CEE and Christiaan Erasmus labels.

"I was looking for very good fabric and since South Africa produces the best mohair in the world, I wanted to bring that into my range. I started talking to Mohair South Africa and they agreed to become involved in this year's contract with the Proteas."

Christiaan is to use mohair fabric from Miyuki, Japan for this particular range. The Miyuki range has been the fabric of choice in the company's dedicated and unwavering support of the South African mohair industry for the past thirty years.

The designer

As a student, Christiaan spent some time in Istanbul and honed his trading skills by selling Zulu crafts to the local markets, soon earning him the nickname of 'Sheikh shekel!'

Christiaan was introduced to design by his late mother, Sulette,

“There is a vast difference in comfort between a tailor-made and an off-the-peg suit.”

who owned a range of boutiques across South Africa and who took him to visit all the showrooms in downtown Johannesburg, such as Rex Trueform and Ronald Sasoon. This laid the foundation for good taste and quality design.

It was inevitable that his skill as a trader and his love for design would meet in the city that is considered the textile city of the world. Initially he designed men's ties which he imported to South Africa. Twenty years on, the range has expanded to include a complete men's wear range.

Christiaan is extremely fastidious about manufacturing and believes that Istanbul is really a suit designer's paradise and home to the finest tailors in the world. The suits he is producing for the Proteas are hand made and individually tailored. Each cricketer was individually measured before production began.

“There is a vast difference in comfort between a tailor-made and an off-the-peg suit.”

While South Africa may be miles ahead with mohair production, there are no better skilled tailors than the Turks, for whom tailoring is a vocation. It took some time and plenty of school fees to secure the services of the top tailors. Trust and respect play important parts in the negotiations, but once you have earned that, you can start creating dreams”, Christiaan continued.

“I love mohair because it is crease resistant and travels well, is cool in summer, warm in winter and tailors extremely well. It will still look good after many years. I had to bear in mind a cricketer's lifestyle of living out of a suitcase when I chose my fabric, and mohair fitted the bill perfectly”, he added.

Christiaan lives on two continents for most of the year. Until recently Istanbul was not accessible to South Africans, but as soon as the city opened its doors, Christiaan literally barged in.

He moves between an apartment in Arnavutkoy on the banks of the Bosphorus, and his home and studio in Rosebank, Johannesburg.

“I adore Istanbul and its rich cultural heritage. The cuisine, the markets and the traders add up to make it a truly international cultural city.”

Christiaan supplies men's wear boutiques across South Africa, and insists that he is not merely a fashion designer.

“My approach is about building a wardrobe that you can wear year after year.”

After learning the complete manufacturing process from designing to completing the garments, he is able to assemble a complete look; including shoes, belts, cufflinks, pullovers and even underwear. Many of these he designs himself and imports to South Africa.

Earlier this year, Christiaan was invited to take part in the UNICEF British Telecom fashion show, a glittering charity event held in the Sheraton Parklane Hotel in London, featuring only six leading designers from around the world. He was the only South African to be invited and his range of menswear in mohair and wool, sponsored by MSA, was very well received.

“CEE, my brand name, stands for 'Consciousness, Elegance and Excellence', and I make sure that every one of my garments is in the Rolls Royce category of quality and timelessness.”

The mohair industry looks forward to seeing the Proteas wearing the Christiaan Erasmus mohair suits with pride. ■

Mohair Today:

A buyers' perspective

by Philip Stucken

Every now and again it is necessary and worthwhile for roleplayers in a particular industry to stand back and take an objective/critical look at the current state and future prospects of that industry. The mohair industry is no exception. As we are about to commence another mohair season, let us reflect on some of the issues of possible interest such as production, price volatility, promotion, market mechanisms, the value of local processing and industry guidelines.

One of the most important issues, certainly from the buyers' perspective, is the alarming drop in world mohair production seen in the last 20 years, from 25 million to 5 million kg. Whether this is the result of a reluctance to produce mohair, or a reduced demand from the market, is debatable. Of great concern, however, is the trend in recent years of little or no correlation between better mohair prices and the appetite of growers to increase production. If R60/kg for 60% of his mohair clip is not sufficient to entice the producer to increase his Angora herd, what will it take to increase mohair production in SA?

Admittedly, there has been a relatively small price premium for young goats over adult hair in recent times. This could partly be the result of a sharp reduction in demand for mohair furnishings in Europe and the USA, as a result of the world-wide financial crisis. The market for kids has also been hesitant, with demand restricted due to economic problems, but in general mohair prices have been good over the past 4 years, with the average price ranging from R64-R84/kg. Yet production has fallen to an all-time low of 2,9 million kg in SA, a figure which is very disconcerting.

We have all noted MSA's recent efforts to increase production activity with interest, but we must ask ourselves objectively how successful these are likely to be in respect of increasing the price and/or increasing the production of mohair.

The prickliness of mohair and how to overcome this negative feature has recently become a promotional focus, yet once again it is a fact that recently the prickly adult hair has been in very good demand without a cent spent on promotion, while the finer kid and young goats have been rather neglected by the market. How do you explain this trend to a promotional purist who has been charged with telling consumers about the good attributes of our diamond fibre, so as to sell more of it at a higher price?

We should also ask ourselves how effective the promotion of mohair can be, considering that anything resembling generic promotion is financially beyond our means. Unfortunately mohair demand, broadly speaking, will continue to be dictated by fashion,

which at times will favour the properties of mohair and at times not. We should therefore focus our promotion on designers who collectively will influence fashion trends, which in turn will dictate the raw material demand from knowledgeable manufacturers, spinners and weavers usually specialising in mohair, who buy their mohair requirements from favoured suppliers. We, the buyers, whose livelihood depends on this business, will ensure a keen competitive service to satisfy all our customers' mohair needs and will sell into the market as much mohair as possible without any grower money being spent. Any direct communication between grower bodies and the market should therefore be rather to obtain necessary and interesting market information and less for effective promotional purposes.

On the other hand MSA's role in facilitating greater exposure for South African mohair manufacturers should be supported wholeheartedly. Visitors to our country need to be told that the mohair fibre is a national specialty, as is the case in Peru, where Alpaca hits one in the face as you enter and tour that country. Furthermore, assisting local manufacturers with better, slicker exposure of their mohair products on overseas markets through website development, trade shows, product development support and consignment stock finance to ensure just-in-time supply of mohair products (within the financial constraints of MSA) would all be smart moves in back-up promotion.

At the same time it is important to maintain the high quality standard of Cape Mohair through its local pre-primary processing industry which is currently handling more than 90% of the local greasy production. The exportation of locally processed mohair, apart from adding value and creating employment, has over many decades built up a valuable reputation for good quality and reliability, which in itself equates to positive promotional value. The exportation to China of greasy mohair and mohair blends runs the risk of being combed in non-specialised combing mills and possibly endangering the good reputation of mohair among users; this practice should therefore be discouraged.

“Mohair is represented everywhere and the general opinion is that the demand will continue for the next season too...”

Mohair, as we know, has many fine attributes that make it a desirable textile fibre, but its worst enemy is price volatility, an example of which we saw recently when 34-37 MIC mohair increased by 40% over the last three auctions of the summer season. Earlier examples of this volatility were seen in the winter of 2005 and the winter of 2007, when adult prices changed by 30% and 20% respectively. These extreme price movements over short periods are partly the result of severely reduced production in South Africa and the combination of lower availability and volatile prices has made mohair more and more an exotic fibre, vulnerable to the whims of the fashion industry. Caught in a vicious circle, these factors in turn limit the likelihood of production increases as a new generation of potential mohair producers are discouraged by the boom-or-bust market for their product, and look for a more stable use of their land.

All this begs the question whether the open cry auction system is the best market mechanism for selling what has become an exotic fibre. As much as most of us appreciate the effective and transparent manner of establishing value at public auctions, we must realise that in the world of speciality fibres we are alone in changing ownership in this way. Is it smart, as market leaders, to focus world attention on an auction in South Africa where a possible shortage or over supply in a particular type can cause price movements of 20% up or down in the space of a few hours? Probably not. But are the producers and buyers ready to sell and buy the mohair clip by private treaty, considering that for 20% of the clip this is already taking place? Probably yes, after further debate and bold decision-making among local roleplayers. Clearly the price of any specialty fibre will fluctuate to a lesser or greater degree but one can assume that there will be more stability if the value of mohair in South Africa is established 'under the radar'.

We have tried to deal with some of the mohair issues of today. Let us conclude by looking at the future prospects for mohair as we approach the 2009 winter season. On a positive note, we currently seem to be in a mohair friendly fashion cycle which is likely to be more price sensitive than usual. At the recent Pitti Filati, a fancy yarn exhibition showing yarns for the winter of 2010 and usually a landmark for mohair yarns, it was reported that “mohair is represented everywhere and that the general opinion is that the demand will continue for the next season too. Spinners were happy in terms of interest and sampling requests”.

Encouraging prospects indeed, except that the same report continues with “...everybody's main concern was on price due to the refusal of their clients to accept any increase in prices as already seen during these days of the show.”

The main interest at Pitti clearly focused on fine adult hair while kids and young goats seem to be more affected by the economic slow-down. One factor to consider is the possibility that the South African mohair clip will decline further in the coming season, with a higher percentage of mohair bypassing the auction. This could mean further price volatility in the sale room which could possibly stifle the good demand predicted for the remainder of 2009. Buyers should therefore encourage brokers to ensure as even a distribution of offerings as possible over the coming winter sales.

A final comment on the mohair industry guidelines: We as buyers welcome this project based on improving clip preparation and classing, shearing shed housekeeping, breeding standards, et cetera. However, we are concerned that too much emphasis could be placed on classifying the mohair clip into different categories of eco-friendly and/or organic mohair. At the recent IWTO meeting in Frankfurt, it was decided not to pursue the organic route for wool, mainly due to a real danger that any wool not satisfying the definition of organic would be seriously devalued as second choice. The mohair industry would be well advised to take heed of this precedent. ■



MSA delegation

Jackie Gant

Mr. Reinhold du Randt, chairman of MSA recently joined Mrs. Jackie Gant, Marketing and Promotions Manager of MSA, on a trip to the UK with the intention of introducing Mrs. Gant to the role players in the English textile manufacturing industry with the added intention of extending trade relationships.

It also afforded Mrs. Gant the opportunity to form a perspective of the English textile manufacturing sector and their international standing. Mr. Du Randt utilized the opportunity to re-engage with role players from this segment since the last official visit occurred four years ago.

The delegation visited several processors including top makers, spinners, weavers, manufacturers and retailers from England and Scotland and also represented the mohair industry at the UNICEF charity fashion show in London.

The opportunity was also utilized to market the international mohair summit in Graaff-Reinet in November 2009 and an appeal was made to all parties, who were visited, to attend the event.

Facts and Feedback

According to the weavers that the delegation met, mohair is most definitely still a popular choice on Saville Row and is being used by big trade names like Prada, Louis Vuitton and Yves Saint Laurent to name but a few.

Prada developed a special range of mohair fabric for ladies apparel this year, samples of which were shown to the delegation. Prada has been ordering a consistent quantity of mohair fabric over the past five to six years, according to one of the weavers.

The UK is the third largest importer of mohair (greasy and tops) from South Africa. This excludes the woven fabric, yarns and finished goods that are manufactured in South Africa and exported to retailers and manufacturers e.g. Harrods and Locharron.

It is interesting to note that Sil Holdings, a buyer at our auctions, is not only a top maker in the UK but also owns a spinning mill called Appletons as well as one of the top end worsted cloth mills, known as William Halsteads. They are well on their way to becoming a vertically integrated business. It was very refreshing to see that Halsteads, as they are known, had put together and printed their own "little mohair booklet." This they use to educate their clients about mohair and we were told that it has been well received. 60% of William Halstead's summer and spring range has some mohair content, the lowest containing 20%.

In modern marketing the links between web sites play a crucial role and part of the discussions with the role players was to link the MSA web site to the international mohair industry's communications network. This concept was especially well received since there would be no added costs involved. The maxim 'the

stronger the footprint, the greater the opportunities that are created' underlined this enthusiasm. The MSA web site is about to be re-launched with its new look and all inclusive approach.

The delegation was told that in an economic downturn, hand knitting seems to increase and for the past seven to eight years spinners have noted a resurgence of hand knitting yarns.

It was interesting to note the history of some of the weaving concerns that were visited and the changes that have taken place over the past twenty years. Bradford, the once smoky capital, is now a city that is being revitalized (with very little smoke as most of the mills have modernized or have closed down). Companies that are still thriving are those that are anticipating the trends and markets and the changes in consumer needs.

There were some very interesting lessons to be learnt for the mohair industry, notably:

- Keep in touch with your end consumer,
- understand his needs,
- study his likes and dislikes,
- develop the products to meet his demands and needs.

If these principles are adhered to consumers are likely to make mohair the fibre of choice of the twenty first century.

A trip to Locharron in Scotland, the largest tartan manufacturer, was very worthwhile. It was with great pride that we saw huge rolls of woven brushed mohair fabric in their stock rooms knowing that most of these were destined for a top international designer, Vivienne Westwood.

Locharron owns ten retail outlets in Scotland, one of which is on the same premises as their factory. What a beautiful retail experience this was. The products were beautifully displayed and the retail outlet offered the wholesome comfort of a coffee shop and large screen television. This is a reminder that artful merchandising is so vitally important when selling to the end consumer.

They do not weave mohair at this factory as the production director chooses to source woven fabric from Pure Cape Textiles in SA. The designs are dictated by their clients or by their own in-house textile designer.

Twist Magazine

Twist magazine, previously known as the *Wool Record*, was ready for a change as the previous focus had been from the producer of

visits the UK

Left: Lochcarron company in Selkirk Scotland.

Right: Melrose Abbey.

Below: Jackie Gant, Marketing Manager of MSA with Richard Bell of Lochcarron with brushed mohair fabric.

Middle: Reinhold du Randt, chairman of MSA with Paul O'Connor and Sam Hellewell of the John Vorster company.

Bottom: Jonathan Dyson, Editor of Twist Magazine and Jackie Gant, Marketing Manager of MSA.



the fibre to the spinner. The editor explained that it had become vital to focus on the whole chain i.e. from the source of origin to the retailer. This publication focuses only on luxury fibres and yarns and by including those further along the chain, the readership has increased. Current circulation is 10 000 copies monthly. The end consumers in the top end of the market are asking questions about fabrics, a newly observed trend. This is another reason why the publication needed to expand its readership and influence. It can now be utilised to educate and enlighten readers and consumers, who had previously been excluded.

There is an opportunity to translate the South African mohair story (as told in the mohair story booklet) into Japanese and Chinese as the *Twist* is translated into these languages twice a year.

The delegation visited Harrods and Oxford Street. Harrods did have mohair suites available for retail in their summer range.

In Oxford Street most of the stores, with the exception of Benetton, were having sales. Most of the sales offered 30 to 75% reduction on their products. This seemed to be a very clear indication that retailers needed to move merchandise.

UNICEF Fashion Show

MSA has signed a contract with Christiaan Erasmus, a South African fashion designer, to produce the step-out gear in mohair for the Protea cricket team. Part of the contract included the supply of twenty-four metres of mohair cloth which would be used at the prestigious UNICEF fashion show, which is held in London annually to raise funds for charity. Christiaan was the only menswear designer at the show. The event was sponsored by BT Telecoms and attracted the top end of the business sector that also had the means to bid at the auction. The event was hosted at the Park Sheraton Hotel. About four hundred and fifty guests attended the formal function with a carnival theme. Christiaan's range left an indelible impression of quality and style

Conclusion

It is clear that the weavers of the UK do have a niche market and are not to be ignored by the SA mohair industry for the following reasons:

- Their climate lends itself to the qualities of mohair
- The market is sophisticated enough to appreciate the qualities of mohair as interior decorating medium in their homes and the corporate world.
- The climate and sophisticated market places mohair in a favourable position as apparel wear.

The Japanese still hold the "made in England" label in high regard which in turn influences their purchase of fabrics and finished products from the UK. This explains why a high percentage of English manufactured mohair goods are exported to the East. ■



Some brilliant tartans from the Lochcarron range.

LOCHCARRON

of SCOTLAND

ON MOHAIR

by Linda Henderson

Richard Bell, Production Director of Lochcarron of Scotland, recently paid a visit to Pure Cape Textiles in Uitenhage to discuss the new mohair range of fabric for ladies' apparel that is being manufactured for their company at Pure Cape Textiles and which will be shown at *Première Vision* in Paris in September 2009.

Linda Henderson made use of this opportunity to catch up with Richard and to test his views in terms of the way forward for mohair.

Richard is very positive about the immediate future of mohair and is convinced that the 'mohair look' features strongly in the fashion profile for 2009 and 2010.

"Our company operates on two pillars. We have the ethnic tartan market and the fashion market. We have always been very loyal to mohair and we like to use it in the fashion component of our market as scarves, throws, accessories and apparel. We always use mohair in either one or both of our ranges.

"For many years, we wove our own fabrics, but mohair is a specialised yarn and it takes precision and expertise to perfect the quality we require. We were pleased with the production of the fabric by Pure Cape Textiles and we were happy to pass our production to them. This frees up production capacity on our looms. We and Pure Cape Textiles have forged strong links in manufacturing and R&D. There have been several exchange visits of staff from both companies over the years, with the aim of improving quality and nurturing an understanding of both companies."

When asked why mohair is so vulnerable to fashion cycles, Richard replied that mohair has a very specific look that sets it aside from any other natural fibre.

"Consumers associate the soft, hairy, slightly wavy appearance of the yarn specifically with mohair. It does not resemble any other fibre and has its own very strong fibre personality. There are other ways of incorporating mohair into fabric, but it is the brushed look that defines the 'mohair look'.

While this has many benefits, it may also be one of mohair's limitations.

Richard was not unduly worried about the effect that the global economic climate would have on their products.

"While it is true that we are also exposed to the same economic pressures that the rest of the world is experiencing and we are concerned about 2009 and 2010, we are having an above-normal early season and the demand for our products is surprisingly good. I assume that traders feel that they have to have stock on their shelves to sell. They cannot merely wait for the economic crises to dissipate and go into a kind of retail dormancy until conditions improve; they have to continue doing business or else they will not survive.

"It is also our experience that quality always sells and that clients who have become used to certain products will always be loyal to them if such products honour their expectations of quality and durability. If you sell to the top-end market, your clients will always

be in a position to buy. That end of the market normally experiences the economic downturn less severely than other people.

"Although our clients are generally price-conscious, they will not sacrifice quality for price. Buyers who know the merits of good quality natural fibre products will not turn to synthetics merely because they are cheaper. Instead, they will buy one or two fewer items of the products that they cherish."

When asked if there is a significant retail mindset change to buying and supporting natural fibres, Richard responded that natural fibres do not promote themselves very well.

"Consumers are unaware of the merits of wool and mohair. It is only in the last couple of years that there has been some kind of generic marketing for wool. The Wool Mark did a lot to promote wool, but a whole generation has grown up that does not know the qualities of wool or mohair. Cashmere has promoted itself entirely on a price ticket. It is extremely expensive, so people have come to expect it to be exceptional, but nobody knows why cashmere is good. Mohair and wool are equally wonderful, but consumers don't really know why. It is a case of educating the consumer by means of progressive generic marketing.

"A generation of consumers has grown up that believes that everything is disposable. I have a cashmere sweater that is almost ten years old and it is still in perfect condition. I would dare to predict that the economic downturn will make people more aware of buying products with a longer shelf-life. At present, everything is being made so that it lasts only for a season or two in order to stimulate new trade. We need to educate consumers as to why certain products like mohair articles are more expensive so that they understand the message of quality rather than quantity."

To the question of whether there is any measurable pressure on the company to support environmentally friendly manufacturing ethics, Richard replied that while it is a valuable marketing tool, clients were not asking for specifics about the manufacturing process. Their company once used stinging nettle to dye a certain run of tartans, but soon found that the source of nettle could not support sustainable production. It was a valuable marketing gimmick and it gained the attention of consumers for a while, but they were not really interested in paying extra for dyeing the tartans the natural way.

"Sometimes people also view organic as inferior.

"We would like to stay loyal to mohair, but we are concerned about the volatility of the price. It does make planning ahead and pricing very difficult if the price fluctuates too drastically."

Lochcarron of Scotland offers a diverse range of woven and knitted accessories – a creative collection showcasing the best they have. A luxurious collection of knitted and woven scarves and accessories for men and women is available in an irresistible range of fibres from cashmere to the finest quality merino, lamb's-wool and mohair. For the home and great outdoors, they have created a range of blanket throws in cashmere, mohair and wool. ■

To enjoy their wonderful products, contact them at:

enquiries@lochcarron.com

Tel: 44(0)175 072 4100

Fax: 44(0)175 072 4100

New Signature Mohair Collection

The year 2009 heralds the International Year of the Natural Fibre, and mohair, the diamond fibre from the Eastern Cape, is set to dazzle consumers with its new image and brilliant allure.



Snow covered mountains

The shadowy morning mists on cold winter's mornings

Snow white petals against a parched thirst land

Resulting from the marketing initiatives of the Marketing and Promotions Manager of Mohair South Africa, Mrs Jackie Gant and her team, a brand new mohair collection focussed on the interior decorating market ('home wear'), will be launched at the Mohair Summit in Graaff-Reinet in November later this year.

The multi-talented and award winning product developer, Josef Greeff, from JA Greeff Designs in Port Elizabeth and his team were called upon to guide and to give format to the new look.

New Creative Input

Josef Greeff has an amazing string of successes to his name and is hailed with enormous acclaim in innovative décor and design circles. He has won the 'Best on Show' award for his Design Africa stand at *Decorex*, the interior decorating trade show in 2008, and almost took top honours at *Rooms on View* in that same year.

"As a specialist designer and product developer, Josef has taken South African Crafts to new levels. Seeing the reaction to his outstanding creativity and exceptional work from members of the design trade and public alike, I have already approached Josef to curate the ever popular South Africa house at *Rooms on View* in 2010," said Sumari Krige, Owner of *Rooms on View* and La Grange Interiors.



Josef Greeff, JA Greeff Designs.

“Josef understands that what people need now is to make emotional connections and be surrounded by things that mean something. More than ever, we want to be comforted by beauty, quality, great craftsmanship and eco-conscious design. The successful exhibitor understands that we live in an Age of Aesthetics and that good design transforms both culture and economics.” These were comments from Decorex judges where Josef displayed craft and art works by African artists from as far afield as Ghana.

The industry is extremely fortunate to acquire Josef’s services, as he is perfectly poised to help with product development with both a creative and a commercial slant. Prior to his involvement with mohair, Josef was instrumental in guiding crafters from the wool industry to develop products suitable for the international export market. The *Felt4u* product range that includes handbags, felt balls, cushion covers and many other exciting home wear and personal products established itself internationally after intervention and guidance from him.

Josef has also been instrumental in developing new products from a wide range of craft disciplines and the technical skills that he acquired as a trained fashion designer and later as a product developer at the Council for Scientific and Industrial Research (CSIR) in the fibre and textile division, have enabled him to guide manufacturers to new design visions with great commercial success.

The New Mohair Range

Josef Greeff has been tasked to select eight South African mohair manufactures to be selected from small to large enterprises and to guide and initiate a range of new and novel mohair products to be launched at the Summit to be held at Graaff-Reinet in November.

His brief is to use the inherent qualities of mohair and nature’s inspiration to develop local skills for creating products worthy of the export market.

The selected companies will be assessed and guided through workshops where certain criteria will be put into place to help them produce products of excellence, all of which will be assessed and selected on merit for possible inclusion in international trade shows such as Heimtex or Maison and Object in Paris in 2010. There could be no better exposure for the beautiful natural fibre of mohair from the Eastern Cape than the international stages of the world where it belongs.

Josef Greeff is an independent thinker with international exposure and a wide creative vision. The mohair industry is excited to have this creative genius on board and looks forward to a transformation of great dimension.

A peak preview into the creative birth process of the new range

It is exciting to be present at the conceptualisation stage of a new product range and Linda Henderson had the privilege of sharing a few inspirational moments with the guru of design, Josef Greeff, who is responsible for the new image.

“The inspiration for this range will come from the Karoo”, Josef says, as we discuss the birth of his new special child while travelling around the mohair heartland to sharpen his inspiration. I listen with interest and reserve my opinion. I grew up in the Karoo and know its every mood.

I know that my home range can be hostile or comforting, harsh but awe-inspiringly beautiful and bone crushing dry or amazingly nutritious in one season. I’m probably too closely involved to give an objective opinion, I think to myself... I’m probably the wrong person to accompany him on this trip, because some of the characteristics I’ve mentioned are not as appealing when one thinks of a best selling range. But Josef thinks on a different plane. He sees things as they entice the senses and he captivates memorable moments to create stunning designs and style.

We travel and we look, and he thinks and enthuses. The Karoo takes on a new role.

Folded mountains become interesting pleats in velour cushions, rolling tumbleweeds along the side of the road inspire flimsy knitwear, aloe leaves arranged in circular whorls around the base stems arouse thoughts of circular felt cushions. The colour and pattern of the shade cast by the clouds as we stand on top of the Valley of Desolation and look out onto the plains below, becomes a colour combination for a granny knit blanket that is very vogue these days ...

Designers look beyond the obvious.

We capture the colours of the Karoo on a day when the snow lies low on the Winterhoek Mountains.

“The Karoo has very specific personas”, he says.

We notice the moods of the Karoo. There is the cold and grey early misty morning with shades of icy snow glistening in the distance and the warm brilliant sunset colours as we prepare for the end of the day. All these shades and moods in one day!

We focus on the different shades of green on this cold and miserable day.

"There is the saltbush green that is also found in spineless cactus and Mexican aloes. It differs from the green found in the leaves of 'pruimbome' and lucerne. It is also not the same green that you see when you look at the moss on the trees and rocks", he murmurs. "A brilliant colour spectrum to work from".

Light plays an amazing role. The first rays of light on a winter's morning are gentle and delicate while the last rays cast a spell of magic on objects when photographed from the correct angle.

"There is so much depth to those colours if you bother to look, and the plants have such interesting shapes", Josef says.

"They do?" I ask.

"Look at the white, twisting stem of that Shepherd's Tree and the surface texture of the scaly vingerpol."

What on earth is he thinking now, I wonder, but before I can guess, I'm asked to stop at an old crumbling packed-stone wall ... a kraal from days gone by.

"Look at the brilliant stone colours .The ironstone reds and the slate greys would be perfect shades for..." ... but there seem to be too many distractions for my architect-of-mohair-products friend to finish his sentence.

"Ah, the shade of the ripe winter grass ... so rich in its simplicity!"

We stop over in Willowmore and Aberdeen and I have to pull him away from the cosy open fire. We note the majestic architecture of the Dutch Reformed church in the town and the simplicity of the Methodist churches in the country side. He takes note of the beautiful Victorian building styles.

"Perfect for the Karoo toile," murmurs Joseph, who is on another planet.

There's a feeling of comfort to these open planes that tell archaic tales of long ago, an honesty that confronts your senses and forces you to focus. The mountains are majestic; the colours are unique; the plants, people and animals roaming the plains all arouse heady emotions.

This is the Karoo and this is where Josef has chosen to come to draw inspiration for his new mohair range.

The industry is anticipating its unveiling with great expectation.

"Look at the white, twisting stem of that Shepherd's Tree and the surface texture of the scaly vingerpol."

Pure Cape Textiles -

setting the benchmark for excellence

by Linda Henderson

The textile trade is no easy ride and the recent global economic turmoil has exacerbated the challenges. To survive and to grow a textile business under these circumstances, products need to be special, the supply chain needs to be efficient and the client base loyal. These aspects determine the future of a textile company.

CMW acquired the assets of a local mohair textile mill producing mohair blankets and related products from their premises at the Craggs near Plettenberg Bay in 2005. At the end of 2007, it was decided to re-brand the company and to move the operation to Uitenhage to facilitate logistics and to be closer to the yarn source and dye facilities. Dr Jan van der Westhuysen was hauled out of retirement as CEO of CMW, a brokerage firm, to head the operation as managing director.

"2007 was a challenging year for us, since we lost much production time while re-locating the factory, and sourcing and training a new complement of staff, but we have caught up with the backlog of export orders. Last year, we processed about 80 tons of mohair yarn, which equates to 50 tons of raw mohair, and our turnover showed a significant growth since the previous year," explains Jan.

"This was due mainly to the dedicated commitment of Tom Gate and Ray Kretschmann in their respective designated positions as managers of operations and production", Jan van der Westhuysen says.

Pure Cape Textiles (PCT) is a mohair-based company that produces mohair textiles for the local and international market. Approximately 70% of its production is for the export market and 30% for local consumption.

According to Jan, the company is in the very fortunate position that the down-turn in the economy has not had a significant effect on their export market. They are processing orders from top-end clients, for whom they are doing product development, and in the process have acquired international recognition due to their sustained production, product development and presence at international trade shows.

"The PCT counts brand leaders and several other high profile retail designers among its clients, and we have the ability to move with market demands and developments in structural and fashion trend designs, which gives us the market edge on all other manufacturers", Jan says.

Production Challenges

"As a broker I was inclined to focus on my set of production challenges but now I have had to come to terms with the challenges that processors have to face," he continued.

"One of our major problems is the seasonality of our products. During our peak production periods from April to July we employ about seventy people at our factory and our looms run for twenty-four hours seven days a week to fill our export orders.

"We have to adjust our manufacturing during our off-peak periods (November to March) when we accommodate about forty people, who work normal factory production hours. During this period we focus on product development and building a supply of stock for the local market.

"Of course our products are also price sensitive and if the rand strengthens or the exchange rate fluctuates or raw mohair prices rise, we

The company is in the very fortunate position that the down-turn in the economy has not had a significant effect on our export market.

are affected negatively, since much of our finished product price is yarn-based. The effect of the exchange rate can wreak havoc with all export products.”

To service certain market segments, economic realities have forced PTC to blend mohair with acrylic to enhance the characteristics of both and to accommodate the price structure.

With the relocation of the factory, PCT is fortunate that the supply source for their mohair yarn is virtually around the corner. They source their yarn from MSSA (Mohair Spinners South Africa) and Cape Mohair Spinners (CMS) two local spinners.

“We are in the position where we are less influenced by fashion trends. Our clients are generally loyal to mohair and we have adopted a sniper rifle attitude in our marketing strategy. During these tough times we have continued marketing aggressively and we believe that the continued presence of PTC at most of the trade shows has convinced our clients that we are a sustainable and reliable company that will weather the present storm”, Jan added. “We believe that we have a niche market and we improve our market share by aggressive selling. We believe that in the end, the more miles you cover the more products you sell.”

In addition to being the largest producer of mohair blankets and related products in the world, PTC has become a quality benchmark. The company spent just over a million rand on product development last year and were duly rewarded with the satisfaction of their customers.

“Producers have to be vigilant all the time. Situations and markets change continually and we have to be aware of our consumers’ needs. We are making thinner blankets and throws at the moment to satisfy the market demand for light weight fabrics. People have also taken to layering when dressing, so we have to take that into account when we design our fabrics. So perhaps we are using less mohair per metre which means we have to sell more products to equate the same usage of mohair than a year ago.

“We will always be a mohair-based company. We need to be alert and we need to be able to address our clients’ requirements to stay ahead. This is a challenge we relish,” concluded Jan, the man who has moved from manager of the industry to mohair broker to processor in one lifetime. ■

Mohair Spinners South Africa

When one wanders around the very neat, super-efficient factory floor of Mohair Spinners South Africa (MSSA) in Uitenhage, it is difficult to grasp that this company only became involved with mohair spinning in 1996. Before that, the mother company, Gubb and Inggs, a member of the Stucken Group, was engaged only in scouring, carbonising and topmaking.

Spinning became the next obvious development for the Stucken Group to add value to their existing operations. At the outset, a partnership with a Japanese spinner, Sanco Keito, and the group's fibre and yarn agent, Nagawa Company in Japan, helped the business to acquire much needed expertise and sales. This partnership was eventually dissolved and in 2002 Nicholas Stucken took over the responsibility for MSSA marketing and sales and became managing director in 2008.

MSSA dedicates much of its time to the mohair velour industry, which can be divided into three categories, namely the contractual, residential and technical market sectors. The contract sector deals with medium volume trade and would include contracts for furnishing hotels, cruise liners, theatres, convention centres, et cetera while the residential market sector focuses on more specialised applications such as mohair braiding for military and government uniforms, ski linings and paint rollers, with smaller quantities of products suitable for more focussed applications.

MSSA processes approximately 300 tons of yarn annually. This equates to 250 tons of greasy mohair. The bulk of the mohair used in the 30-32 micron category is destined for velours, while 100-120 ton of adult hair goes into home textiles, including carpets and rugs.

New Developments

"We are always looking for new markets and have focussed a lot of attention on hand-knitting where reasonable markets are still attainable. We are working in conjunction with Mementos of Africa, another local manufacturing company, to produce a hand-painted yarn and it appears that we are making steady inroads. The intention here is to also offer existing hand dyers the opportunity to outsource this labour intensive operation and in doing so, introducing our yarns to them", Nicholas Stucken says.

Although velour fabric is really old news, it is not a well known fact that cross-country skis are finished in mohair velour! Velour gives the skis a soft, durable, smooth surface when sliding forward but creates enough friction with the raised pile (which moves back to act as a hand brake) when stopping.

Mohair velours are also used in paint rollers, since their surface creates a very fine texture and can be cleaned easily. Such rollers are thought to be the best in the decorating world.

"We have clients in the Middle East who buy mohair yarns and hand braid them into Arab head gear. Because mohair is light, breathes easily and reflects heat very well, it is perfect for this application", Nicholas continued.

"Fortunately, our markets lean towards more stability since many of our products are not fashion-linked. I like to know that at least 70% of my budget will be met regardless of whether mohair is in fashion or not."

Mohair Spinners South Africa has a wide client base, including customers from Europe, the USA, Japan and the East.

Stucken also indicated that there were trials were on the cards for the spinning of ultra-fine mohair for the high end of the apparel market.

Strategic investments have been made in new machinery, including a switch to compact spinning, thus providing a more even, less hairy yarn coupled with improved yields. New winding and fancy twisting equipment has also been installed.

Nicholas is very upbeat about mohair and shared some of his views with the Journal:

"Fortunately, our markets lean towards more stability since many of our products are not fashion-linked."

Without a doubt one of the challenges is the supply of mohair.

Do you work only in mohair?

I have been very firm in my belief that being at the source of the world's largest mohair supply gives us a huge advantage and it is supremely important that one continues to exploit this advantage by remaining a mohair rich mill. It is very tempting, especially in difficult times such as we are experiencing today, to chase any and every business that comes your way. I have tried to avoid this as much as possible, because in many cases once you go the cheaper synthetic route, it is very difficult to switch back to the higher value yarns. Essentially MSSA is a natural fibre mill specialising in mohair and mohair blended yarns. The other natural fibres include wool, silk, alpaca and recently small doses of cashmere.

How does the economic down turn effect you?

MSSA has certainly not escaped the economic down-turn, but radical measures taken in October/November 2008 certainly made it possible to at least get through the difficult times without too much damage. However, any restructuring process to counter an economic slump has a negative impact on the morale of the workforce and this has been our biggest challenge. On the other hand, I believe that its in times like these that you shape your identity as a company as you take a good, hard look at yourself and those around you. I believe you make your name or brand in times of adversity and not necessarily only when times are good. It's in times like these that the dead wood is identified and hopefully left behind ... but there will be opportunities for those that come out on the other side.

What are the major challenges you foresee for the next 5 years ?

Without a doubt one of the challenges is the supply of mohair. There will always be a demand for this noble fibre and therefore there will always be the need to process the fibre somewhere. Securing enough mohair – and the right mohair – will not be as straightforward as in the past and the challenge lies in being able to maintain the competitiveness of our processing operations. In this regard, it would not surprise me to see closer co-operation between current roleplayers in the industry to counter the decrease in the supply of mohair.

Are you concerned about the drop in mohair production?

I think I have partly answered this question in my previous answer. But purely from a trading and marketing perspective, as the mohair production decreases, so we will become more susceptible to extreme price hikes when demand is good ... which unfortunately frightens potential mohair users away.

What is the news from your clients about mohair –are they upbeat, and if so, which sector ?

On the fibre side the Italians and Chinese are fairly upbeat about mohair at present. There was a lot of mohair displayed at the Pitti Filati fair in June, so the prospects for 2010 look fairly good. However, the world is still in a financial crisis and mohair remains a 'nice to have, luxury item', which will stifle new sales.

On the yarn front, there is definitely more resistance to mohair rich yarns. A large percentage of my non US clients have the US as their biggest market so until such time as consumer confidence picks up in the US, we will find it tough going. The hand-knitting market is probably the only market which has held its own during the recession.

What message do you have for mohair producers?

"Vasbyt! Because their monetary return on mohair will increase as the supply decreases. There will always be highs and lows but the highs will be higher and the lows will not be as low as in the past. There is simply too little mohair around."

The road ahead for MSSA?

"One of my visions is to forge new and stronger relationships with existing niche manufacturers in SA, working with them to tackle new markets and ultimately increase profitability by adding value. The hand-painting is one such an example and there are two or three others currently in progress. Another goal of mine is to increase the quantities of finer mohair (24-30 micron) used at MSSA. With so much time and effort having gone into spinning a successful velour yarn, the markets consuming these microns have not received as much attention as they should have." ■

MOHAIR ON THE

Italian Catwalks

by Andrea Cavallari

Very little is known about the possible use of mohair in men's fashion as far as blending it with other noble fibres and combining it with other materials of different textures in order to achieve a trendy or appealing look.

At a recent meeting of local mohair manufacturers I was surprised to learn about the small micron range (between 27 and 28 micron) of mohair destined for garments. It therefore comes as no surprise that manufacturers and fashion designers refer to mohair as a noble and scarce fibre.

However, because of its relative rarity and high price, most people are aware of the uniqueness of mohair, categorising it with other fibres like alpaca, cashmere and silk and treating it with the same respect and care.

I would like to use this space to explore the niche market to illustrate some work done by Italian fashion designers for their summer 2010 fashion range. It is always interesting to note how new trends develop according to the general mood and dispensation of our society. At the moment we are very focussed on the global economic crisis and eco-friendly issues, so our natural choice of colour reflects nature. The popular colours with designers seem to be shades of grey, black, white, and a multitude of hues like [cold or gold? -ed.] brown, teal, faded greens and patterns from nature.

To add a little flash of life to otherwise boring colours, hues such as grape and solar yellow are used to define accessories like slim ties, lightweight scarves, fabric and leather belts, socks, sunglasses, trims and also bags and purses. A sense of timeless beauty can be seen in these pictures taken from collections of Pignatelli, Prada, Armani, Versace and Zegna.

Although highly trendy with very clean, slick lines using well finished fabrics with superfine research for soft drapes, all the designs have a very fresh look with subtle comfort. The garments are combinations and blends of different natural fibres, including mohair.

Zegna's pants and jersey and Versace's and Pignatelli's jackets are a few examples of what is possible with mohair. These garments also show how a knowledge of fabrics and engineering can be combined with passion to create beautiful things.

The evident style, ever present in this kind of high-end collection, prompted Carlo Pignatelli to coin a new phrase, *Stylosophy*, for his collection.

Another well known label, Zegna, launched a new application for natural fibres called *Cool Effect*. In essence these fabrics, developed at Zegna's mill, are able to reflect rays of the sun and so to keep the body cooler and fresher.

What is remarkable is to see how the fashion machine is continuing despite the economic recession. There is still an enormous amount of fashion development, styling and research taking place and the market is always ready with products that are a step ahead.

Based on the inspiration from the catwalks, I would like to see South African designers taking new ideas to the public, using more natural fibres including mohair.

Due to the seasonal difference, South Africa has a six month production period to challenge the best in the world, but everything needs to be in place...I would like to see more designers with style and creativity in the men's wear range. At the same time I would like to see the 'state machine' involved in supporting young and emerging talent as well as established designers who need exposure and marketing opportunities.

It is my conviction that South African textiles in general suffer from a slight lack of identity.

I would like to encourage the local boys to grab the opportunity offered by 2010 to make a difference in this serious trade. ■

The rise and rise of mohair

Each month, in *The Knowledge*, *Twist* magazine outlines the properties, benefits and uses of the world's most desirable luxury fabrics, yarns and fibres in a simple, understandable way. Here William R. Halstead outlines the advantages of mohair, and explains why it is becoming increasingly sought after in several global markets.

Consumers in a range of global markets are becoming better educated about the properties and advantages of mohair, and this luxurious fibre, with its excellent crease recovery, breathability, sheen and lustre, is in vogue as never before. Mohair – which comes from Angora goats – has taken over from silk in several markets where suits with silk content were once the craze.

Mohair cloth is well sought after by consumers looking for breathable, lightweight and crease-resistant fabrics in warm climates such as the Far East and southern Europe.

Suit labels, tailors, retailers and designers are now all using mohair. This was not always the case. The mohair market was traditionally limited to areas such as the Far East, like Japan, the one country which, above all others, appreciates mohair suits. Times have changed, and so has the global landscape for mohair fibre, with more demand coming from new markets. The general trend these days is for lighter weight fabrics and a higher percentage of mohair content, such as the William Halstead 100% summer kid mohair. Patterns tend to be both classic and fancy designs, while colours-long established as classic black, navy and grey – are seeing more of a shift towards lighter and hotter tones, due to higher demand. Apart from suits, mohair now also has a wide range of uses including jackets, coats, tuxedos and blazers. The fibre can also be found not only in spring/summer collections as has always been the tradition, but also in autumn/winter ranges.

Among its many qualities –

- mohair (which has hollow fibres that do not conduct heat) provides insulation even when it is wet and can be twisted and bent without damaging the fibre. In fact, mohair is the most durable of all animal fibres, and its smooth scales stop dirt from being trapped in the fabric.
- mohair is resistant to soiling, mohair also has unbelievable strength. It is stronger than steel at the same diameter, while its fabrics shrink much less than wool, because its smooth fibres do not felt.
- mohair's elasticity is another bonus. Mohair can be stretched up to 30% and spring back into shape, which prevents garments from creasing, stretching or sagging.
- mohair is highly absorbing and releases moisture to transfer perspiration away from the skin and makes it more comfortable to wear in both cold and hot weather.
- one of mohair's most important qualities is the ability to take dye and display colours that resist fading over time or from hard wear.

The Camdeboo region of South Africa has long been recognised as the leading mohair producing area of the world, achieving the highest prices for kid mohair.

- mohair is lightweight and its smooth fibres can be made into fabrics that have a cooling effect, making it perfect for summer garments.
- mohair is also easy to wash because it does not felt or shrink. Its chemical composition is very similar to wool but with a much finer surface and a very thin, smooth scale. On the other hand, the fibre is very similar to coarse wool in that it is strong and elastic, and its smooth cuticular scale pattern gives it lustre and excellent dyeing properties.

On the Angora goat, mohair grows rapidly, at a rate of around 2 centimetres per month. Fibres can range from 23 micron in mean diameter at the first shearing to as much as 38 micron in older animals. Different fibres from different animals make mohair suitable for a wide range of different uses. Kid mohair shorn from goats between 6 and 12 months old is the softest and finest and is ideal for luxury suiting. Young goats at 18 months produce mohair for other apparel, while that from goats older than 24 months is perfect for coating and rugs. A flock of Angora goats comprises adult goats of 24 months and older; young goats of 18 months (third shearing); and kid goats, which could apply to the first (summer or super kid) or second (kid) shearing; as well as kids of generally at 6 to 12 months, which give the softest, finest and most expensive yarn, since kids offer only 2-5lbs of mohair per animal.

The Camdeboo region of South Africa has long been recognised as the leading mohair producing area of the world, achieving the highest prices for kid mohair. The Camdeboo Company is a joint initiative between leading regional producers which has been set up to maintain quality and consistency. The Camdeboo trademark is now recognised throughout the world as a mark of quality and authority when it comes to mohair. Strict licensing applies at every stage of the supply chain, from producers through to weavers, to ensure the Camdeboo brand retains its exclusivity and quality.

At William Halstead, we are immensely proud to be the only weaver in the UK licensed to weave Camdeboo mohair. Our association with Camdeboo goes back many years and we have produced mohair qualities using the finest summer kid mohair ever produced. The majority of our mohair qualities can be supplied with Camdeboo mohair.

Angora mohair comes from a goat originating in Angora, Asia Minor, which now covers most of Turkey. Dating back to the days of the Bible, the use of mohair is mentioned at the time of Moses around 1572-1451 BC. By the early nineteenth century, mohair had become a valuable commodity in Europe and in order to meet the increasing demand, the Turks crossed the Angora goat with more common stock to increase the weight of saleable mohair. As a result the animal changed in size and appearance into the animal that we recognise today.

Although various attempts have been made to set up Angora production in Europe, where Charles V imported a pair of goats as early as 1554 and goats were imported to Spain and France in the eighteenth century, efforts have been unsuccessful. However, imports to South Africa from 1838 were more successful, so much so that South Africa today produces over 60% of the world's five million kg of mohair.

Weavers of fine worsteds, William Halstead, has been producing quality mohairs since it was founded in 1875. Our collection includes mohair suiting qualities with a composition ranging from 14% summer kid mohair to 100% summer kid mohair. As well as offering mohair jacketing qualities, we also offer mohair suiting for both spring/summer and autumn/winter seasons in plain weave and twill yarn and dye, with weights ranging from 200-400 gm. Our finest mohair qualities feature some of the world's most luxurious fibres in the warp, including 100% cashmere, Escorial and Super 200's. William Halstead supplies all leading fashion houses and prestigious cloth merchants.

- William Halstead has produced a booklet on mohair, titled *The Little Book about Mohair*. To order a free copy e-mail: sales@williamhalstead.co.uk

This article is taken from *Twist* magazine, October 2008. Our gratitude to the editor and publisher for their co-operation. ■

Mohair in

Pastoral Mood

2009, the year of the International Fibre, took off with a bang when the mohair and wool industries co-operated with an amazing fashion show in Cape Town at the Centre for the Book. The fabric of choice was a blend of mohair (20%) and wool (80%) that was produced at Hextex and SA Fine, two local mills.

The two local designers who were approached for the task, Malcolm Klück and Gabriël du Toit, dazzled the audience with an exciting range of garments inspired by the Cole Porter movie, *De-Lovely*. Extensive coverage of the show was given in the autumn edition of the Journal, but what may be less well known is that the range included menswear as well. Featured here are some images as seen in the June edition of VISI magazine.

This joint venture between the two industries received tremendous media coverage and inserts were seen on Top Billing, Sunday Times, Wanted, a property magazine in Cape Town, Destiny Magazine and VISI.

Malcolm and Gabriel have reported a very positive response from the public and were very upbeat about the sale of the garments through their boutiques. They ordered more fabric to continue producing the range.

Mr Luciano Bassini, the textile engineer of Goldentex Fabrics in Egypt, who was a guest of Mr Petrus de Wet at the event, was of the opinion that the show should have been hosted in Milan, given the quality of the garments.

This successful joint venture with the NWGA has led to their participation at the Mohair Summit later in Graaff Reinet.

It is hoped that more joint ventures of this nature with NWGA will be on the cards in the future.

Mohair in

City Mood

Christiaan Erasmus, a South African designer, who is also responsible for dressing the Protea cricket team, is very fastidious about good design and impeccable tailoring. It therefore comes as no surprise that he was the only South African designer who was invited to present a range at the UNICEF British Telecom Charity fashion show at the Sheraton Parklane hotel in London.

Mohair South Africa sponsored Christiaan to use mohair to create his garments and he used the tailoring skills of the Turks to perfect the designs. The range was very well received. (See article elsewhere in Journal about Proteas.)

Some rare Karoo joys on the Mohair Meander

The Karoo is ancient and vast. Its history stretches back to prehistoric times and there are constant reminders of the evolution of man and beast. Somewhere on the more recent timeline, between the footprints of dinosaurs and the trails of ox wagons, the white Karoo populace made their appearance.

by Linda Henderson

Like energetic ants they set about conquering the landscape to make a living. From far-flung places they brought domestic chattels to soften the harshness of their enigmatic new homeland.

The Karoo is not for the fainthearted ... Those who persevered developed a bizarre love affair with the arid outstretched plains and inhospitable mountains. Like the umbrella shaped 'pruimbome' (wild plum trees) that dot the horizons, they adapted to their environment and allowed the Karoo to shape and mould them.

Travelling through the charismatic small Karoo towns is a bit like visiting a living museum where history has left a trail of a people that once bloomed and thrived here. It tells a nostalgic story of passion and pain, charm and style, success and failure, and above all the history of folks who made these plains their home, some of whom are still living here. There are many traces of their stylish, if somewhat impractical, English heritage as well as of their Calvinistic origins of faith.

Often the first visible sign of an approaching town on the shimmering mirage of the national road, when travelling through the Karoo in summer, is the tip of the spire of the Dutch Reformed church around which most of the towns took root. Awe-inspiring architecture from massive structures dominates Lilliputian towns as a reminder of their heritage and strong roots of faith. This heritage, like the dinosaurs, could have disappeared, had it not been for the foresight of visionaries who took cognisance of the opportunities of tourism.

Nestled in the embrace of Willowmore, in the heartland of the mohair production area, you stumble upon Sophie van der Merwe in her nostalgic coffee shop cum antique emporium, *Sophie's Choice*. Entering the shop is like taking a walk through Sophie's soul. There is love, compassion, a great sense of humour and a good dollop of nostalgia.

The comfort and style of her antiques remind of the grandeur of our forebears. The hatpins, strung pearls, satin gloves, a fur stole, church hats of yesteryear and a glittering array of hanging crystal chandeliers share stories of long-forgotten grace.

But this isn't just an antique shop. It also sells zany décor and

Karoo angels and rusty wire hearts and sweet smelling aromas ... all of which bring visitors back time and again.

When the weather permits, one can enjoy the best cup of filter coffee and sumptuous chocolate mousse cake that the Karoo can offer in the nostalgic back garden where the décor reminds of flirty Paris with wired girdles and lace bras on a strung washing line, complete with rustic garden furniture...

One leaves *Sophie's Choice* unwillingly, usually laden with feel-good merchandise and a promise to return for more.

But one cannot leave Willowmore without meeting Pepi. Pepi is Sophie's other half and is the owner of the *Historic Willow Guest House*. Once the vicarage of the local Dutch Reformed church, it now hosts an array of guests who pass through on their way to the Baviaans Kloof or to the coast.

Another living tribute to history is Pepi's bar. Reminders – often painful – of the apartheid era are displayed among his memorabilia and Voortrekker Afrikaans take centre stage in this delightful watering hole. It is obvious that Pepi is passionate about the Karoo and the elements that shape its people. He is also happy to embellish the tales of yore, and by the third round one feels part of the landscape and the medley of people who live here.

Pepi's menu is a gourmet's delight. Karoo mutton takes centre stage on white starched table cloths laid with silver cutlery and every diner gets a warm welcome to the spacious Victorian dining room.

But one can't linger too long because the road to the hinterland beckons and there is so much to see.

In the Karoo? You must be joking!

The Karoo landscape is also about various cultures ...

This insert beckons to be told in Afrikaans, the mother tongue of Poppie Troskie, owner of the most charming Karoo chic stopover anywhere.

Moer Toe is meer as net 'n eetplek – dis 'n idioom waaraan Poppie gestalte gegee het.

Die naam beteken so baie dinge. Dit spreek van koffie en ma's en verafgeleë plekke en moedeloosheid, maar die hele ding kom

bymekaar as jy daar instap en Poppie jou met 'n warm waslappie vir die voor-ete-handewas begroet.

Die sneeu lê vir die eerste keer dié winter soos 'n wit laken op die berge en die kraaie bibber in plaas van gaap. Poppie bring vir ons Old Brown sjerrie in pikante koffie koppies (want dit is soos jy deesdae soetwyn drink!) en vertel hoe lekker sy in Aberdeen bly.

'Man, ek speel eintlik, want ek geniet my dorp en my plek so. Hier het die mense nog persoonlikheid en lyk hulle nie almal dieselfde nie!

In Poppie se 'speelplek' hang die portrette van drie geslagte – formidabele vroue, elk met haar eie styl en humor. Die stylvolle Victoriaanse hangkaste met langlyf kant-rokke herinner aan die roekelose 'roaring twenties'. Die tafels is fyn gedek en die mure behang met Aberdeen-karakters van wie elke lagplooi sy eie storie vertel.

Moer Toe bedien elke Sondag afval en *Die muur van afvalliges* is stille getuie van dié plesier! Langs die smeulende, oop kaggelvuur smul ons lekker aan die dik bone- en speksop met vars gebakte brood. Die spyskaart, wat op grafstene geskryf staan, praat van Voorgesang, Hoofgesang en Slotgesang! Baie teensinnig glip ons uit die warm hartlikheid voor die slotgesang, en met die terug kyk sien ek 'n stukke TV met 'n emalje skottel op die dak.

"Sien, ek het ook DSTV!" groet Poppie ons. Wie wil nou TV kyk as jy die egte ding self kan beleef? dink ek.

Aberdeen is a beautiful Victorian Karoo hamlet. The building styles include Victorian, Georgian, Karoo, German, Gothic, Russian and Flemish ... and also some excellent examples of ostrich baron palaces. An extended stay is needed to experience everything the town has to offer – pleasures such as Pagel House and the *Karoo Moon Guest House*. But my next stop-over was Graaff-Reinet, and I had to leave.

It is easy to find the main architectural vintage spots in Graaff-Reinet. The imposing Dutch Reformed church looms large as life in the centre and slightly further down the street the majestic Drostdy Hotel and Reinet House claim their own spaces, as do a multitude of other historic architectural masterpieces. A stroll through these

buildings will remind you of our Dutch origins, but if you want to see Karoo-inspired décor, visit the *Windmill Junction* with the adjoining *Agave Restaurant!*

As everyone who travels through the Karoo knows, windmills quench more than just your thirst. The Windmill Junction's simple signboard says 'Koffie, koek en kos' ... and bottled Karoo delicacies on shelves – prickly pear syrup, green fig preserves, homemade rusks, 'niggerballs' – delight the senses.

But if food is not your thing, browsing through the bric-a-brac will soon entice you to buy things you don't need ... perhaps the silver-backed hairbrush or the gilded photo frame?

Next door, Quintin van Rensburg, an accomplished chef who says his role is to create memorable moments through flavour, texture and taste experiences, runs the *Agave Restaurant*. I would hate to read his menu if I were stranded and lonely in a cold flat in London and pining for home. The thought of the roosterkoek, Karoo lamb pie, venison burger, biltong salad and kudu salami is enough to send a homesick South African into a frenzy!

His business card says: 'As a child, my family's menu consisted of two choices: Take it or leave it! Everyone who tastes Quintin's food is bound to 'take it'!

If there is time, pop into Karoo's Best boutique and deli across the street and sample the biltong, mohair and ostrich products.

The day is almost done, but *The Coral Tree Restaurant* beckons and I have enough room for one last cup of coffee. Don't miss this delightful coffee shop and arts and crafts gallery. Local artists exhibit here – from a huge wooden pterodactyl sculpture in the hallway and fine porcelain to oil paintings by local and international artists, to arts and crafts ... the temptation to use one's credit card is huge!

The church tower clock chimes five times and the mythical experience comes to an end. Like Cinderella I have to take stock ... and I return home knowing that living in the Karoo is a rare and enriching experience that I hope our visitors to the international summit will relish. ■

Twist

A magazine for the fibre industry

When Daniel Craig wore the new-look James Bond dinner suit in last year's 007 film *Quantum of Solace*, much was made in the international media about the new cut of the Bond suit, about the inspiration from the very British look of the Sean Connery era, and about the new Bond tailor, the American Tom Ford.

Yet there was only one publication in the world that described in-depth the story behind the element of the new Bond suit that is so vital to the quality and look of any garment - the textiles. In last December's issue of *Twist*, we ran an extensive feature that covered the entire story behind the suit, with a particular focus on the fabric, an exceptionally luxurious 50/50 cashmere/mohair cloth from the West Yorkshire, UK mill Taylor & Lodge. The piece explained how Tom Ford had come to choose the fabric, and its key qualities, such as the way mohair cloths photograph so well.

This story is just one example of the way that *Twist* - the International Magazine for Luxury Fabrics, Yarns and Fibres, brings together the luxury textiles industry supply chain, and is helping retailers, designers, buyers and specifiers across the world stay informed and learn about the industry from which they source in a new and exciting way.

Evolving from the *Wool Record*, which informed the wool-textile industry for almost 100 years, *Twist*, launched last September, provides news and features on a wide range of subjects, from fibre to fashion. While linking together the industry itself, *Twist* has also succeeded in helping educate those further downstream. Growers learn about where their fibre

ends up, and how it is being promoted, and retailers and designers learn about the magical properties of all the key luxury fibres. *Twist* has correspondents in the UK, Italy, Germany, the US, Japan, Russia, China, India, South Africa, South America, New Zealand, and Australia.

Taking risks, and being bold, imaginative and above all different has been an essential element of our approach. At a time when countless media companies have been closing down publications, and migrating to the web, we have put our faith in the attributes that are fundamental to high-quality magazines - imaginative photography, in-depth, spacious features, comment and analysis, and iconic monthly sections.

Our photo shoots have proved particularly popular, such as our portrayal of a range of super luxury fabrics by the renowned British cloth label Holland & Sherry in last October's issue. The cloths were draped in various imaginative ways around the models, and Holland & Sherry was so delighted with the shoot that it opened an exhibition of the pictures in its office on Savile Row, London, which then toured the globe, appearing in the Holland & Sherry showrooms in New York, Milan, Paris, Moscow and St Petersburg.

A key monthly feature is *The Knowledge*, which outlines in an easy-to-understand way the properties, benefits and uses of the world's most desirable luxury fabrics, yarns and fibres. In last October's issue, this featured a piece by William R Halstead, managing director of the West Yorkshire fabric company William Halstead, titled 'The rise and rise and mohair.' This outlined the advantages of mohair, and explained why it is becoming increasingly sought-after in several global markets. William Halstead received some excellent feedback on the piece from readers, particularly in Japan, a key market for British mohair cloth.

Another regular slot is *Global Consumer Watch*, which focuses on demand for luxury goods in a different country each month, with a particularly close look at the fabrics and fibres that are proving popular. *Twist* also features a key industry personality each month in *The Twist Interview*, and a personal reflection in *My Day*, which in *Twist* July was written by Jackie Gant, marketing manager at Mohair South Africa. Other articles include company profiles, show reports, and fabric and yarn trends.

If you want more information about Twist or www.luxurytextileslive.com, please e-mail me at jdyson@world-textile.net ■

Historic Inaugural Meeting of International Mohair Laboratories Association (IMLA)

On Wednesday 25 August 2009 interested parties in South Africa, who had identified the need for standardised objective measurement of mohair, assembled at the Wool Testing Bureau in Port Elizabeth to finalise the formation of an international association that would maintain mohair testing standards.

The need for such an organisation arose after the International Mohair Association (IMA), who used to administer this function for mohair testing laboratories around the world, was dissolved.

Such an organisation is imperative for members who have to fulfil certain contractual obligations with regards to processed mohair consignments. The use of internationally accepted and monitored standards of measurement would help eliminate disputes on contracts. It would be in the interest of all mohair testing facilities and laboratories to become members of the newly formed International Mohair Laboratory Association (IMLA).

In the absence of the IMA, it was felt that this new association should be stationed in South Africa, who is currently the leading mohair producing country.

At the inaugural meeting an executive management committee for the IMLA, consisting of Deon Saayman (Mohair SA), Wian Heath (Wool Testing Bureau S.A.) and André van Zyl (Stucken and Co.), was appointed to take the process forward. The presence of Prof. Lawrence Hunter, Head of the Textile Science Department at the Nelson Mandela Metropolitan University, was especially welcomed. Prof Hunter has had a long association with the mohair industry



*Back L - R: Anthony Kirsten, Andre van Zyl, Anton Botha, Wian Heath, Deon Saayman
Front L - R: Proff Lawrence Hunter, Malcolm Claassen, Philip Stucken, Martin Clapham, Odette Wright.*

that dates back to the technical committee of the defunct IMA. Prof. Hunter's presence is a symbolic link between the old system and the newly formed IMLA.

It is anticipated that the IMLA will be fully operational by 2010. Mohair testing laboratories from across the world will be encouraged to join the association.

Prof. Hunter's presence is a symbolic link between the old system and the newly formed IMLA.

Local mohair manufacturing sector gathers for historic meeting.

The local mohair manufacturing sector is one section of the South African mohair industry that has no formal structure that can represent its interests. Unlike the buyers and the processors who find representation within the SAWAMBA and SAWAMPA associations, these individual players in the mohair beneficiation network have for some reason been left without a representative organisation.

Part of the reason could be that traditionally mohair processing beyond top making, has been seen to be the domain of role players outside of South Africa.

Over the years the landscape has changed and more and more local manufacturers have emerged to change the perception of mohair as a commodity that is processed in its entirety abroad.

The local mohair manufacturing component used to consist mainly of cottage industries, but these have developed into factories with export capacity and they are playing an ever increasing role in the consumption of mohair. At what can be seen as a historic meeting, MSA initiated an opportunity for discussion with this section and Jane Stevenson was asked to facilitate the forum and all role players, irrespective of manufacturing capacity, were invited to participate in a two day indaba.

On the first day the participants were asked to focus on areas of common interest and the role MSA could play in addressing these needs or concerns.

The discussions were candid and issues of common interest to all parties were addressed in workshops that were organised during the two days.

One of the aspects that was discussed in depth was international marketing. Much guidance was given by product owners who have been in the business for some time about attending international trade shows. In the past MSA sponsored individual product owners who wished to participate at these events, but held the opinion that a united marketing effort from several product owners would facilitate logistics and funding.

A Mohair Manufacturer's Forum was established with a core committee that would act as liaison between MSA and the manufacturers. Participants expressed the hope that a formal organization would be established in the near future to serve their needs.

The core committee consisting of Murrae Stephenson, Vanessa Steynberg and Johan Gouws was elected to carry the process to the next step.

SUMMER 2009 – *Mohair season of price records*

This past mohair summer selling season delivered its fair share of surprises, both pleasant and unpleasant, according to Pierre van der Vyver, Executive Director: Mohair, CMW. Fortunately the pleasant surprises outweigh the unpleasant by far. The disappointment was that the top kid market did not carry the good prices of the first three sales of the season through to the last four sales of the season. Saying this however, the last sale still produced a new national record price for kids when a bale of Billy and Fred Colborne from Willowmore sold for R425.00/kg, surpassing the previous highest price of the season of Barries Snijman (Vleikuil Boerdery) of R401.00/kg! Snijman is also from Willowmore.

A new national highest ever average price for a total clip delivered was also achieved this season (Catalogue S0904) when Roelof Retief Boerdery from Murraysburg fetched an average of R145.46/kg for their clip, with 93% sold. This clip consists of the mohair of the "Murraysburg Angora Verbeteringsgroep" where 17 farmers select their top 10% ewes

to be taken up in this flock and in return they can select some of the ram progeny of the group. The group, now managed by Flippie, the son of the late Mr Roelof Retief, is run on the veld, but for selection, all the

scientific tools that are available, are used. They also go strictly to the selection index of 13x body weight plus 4x fleece weight minus 23x fibre diameter. The whole clip from kids to adults is also EGT tested.



The Ferreiras with a bale of kid mohair that fetched R422.00 per kg at the last summer sale.



Pierre van der Vyver (CMW) and Billy Colborne and the bale of kid hair that fetched R425.00 per kg

New Textile Technology: *A new roleplayer in South African mohair products*

NTT (New Textile Technology) is a new kid on the mohair scene and has developed a brand new way of cuddling up at night. This company, from Uitenhage, has developed a non-woven mohair batting, which has been heralded as a breakthrough in the development of mohair products. Combining the traditional advantages of mohair with the extra stability of the special non-woven batting technique, this development has the potential to introduce mohair to a different market calling for natural fibres when covering up at night. The batting comes in various thicknesses as well as in combinations with various other natural fibres.

NTT uses 35-40 micron adult hair and estimates that a kg of hair is used to produce a duvet of 200cm². This creates a brand new use for adult hair that is not fashion-driven. Due to the newly developed bonding technique, there is no fibre migration which ensures that the batting in the duvet does not develop so-called cold spots, which are a major problem in other duvets. Down-proof sheer cotton covers are used. These measures prevent the mohair from touching one's skin – a complaint one often gets from consumers who are sensitive to the prickliness and ticklishness of the mohair.

The product was developed in co-operation with the CSIR, the Industrial Development Corporation, Sheraton Textiles, Cape Storm and Mr Paul Michau of Camdeboo Mohair.

The initial focus will be a range of duvets, to be followed closely by –

- A medical sheet to replace existing medical sheepskins;
- Parkas and hunting jackets; and
- Sleeping bags.

For more details of their products, the company can be contacted at:

Mr Dries Ferreira: 041 992 3895, Cell: 078 889 5745

E-mail: ccmanagement@telkomsa.net





Malusi Fashions is the realisation of a dream to produce the best garments from the best fibre available. This dream started in Anke Kleinhans' fourth year while studying for her B Tech. fashion design course. She was drawn, rather unwillingly and sceptically, into the mohair inner circle when asked to research the possibility of producing leisurewear from fine gauge mohair.

All the research and theory was interesting but it was only when she first laid hands on some fine quality kid mohair that the penny dropped. She was immediately sold on the product and realised the potential that this fibre had.

The Malusi garment range is made of 73% kid mohair yarn that contributes beautifully to the wonderful characteristics of the finished product.

The finely knitted structures are extremely conducive to retaining body temperature and this makes it ideal for use in cold weather. Its fine warm texture does not add bulk to the profile of the wearer.

The range features A-symmetrical lines in knitwear that allows



movement whilst maintaining a funky look.

Malusi also produces men's garments. Their core business is knit-cut and sew-services for designer labels and boutiques.

Malusi originates from Xhosa, literally meaning shepherd and is located in Port Elizabeth, the mohair capital of the world

Contact Anke, Tel: +27(0)84 151 1131

Website: www.malusi.co.za, Email: sales@malusi.co.za

**Produsente word gevra om die voorkoms van swelsiekte
by dr. Johan van Rooyen of dr Gretha Snyman
by Grootfontein aan te meld.**

Tel: 049 842 1113, e-pos: JohanVR@nda.agric.za
GrethaSn@nda.agric.za

**Mohair producers are asked to report incidences
of swelling disease to dr. Johan van Rooyen or
dr Gretha Snyman at Grootfontein.**

Tel: 049 842 1113, e-mail: JohanVR@nda.agric.za
GrethaSn@nda.agric.za

Mohair Manufacturers invited

on a trade mission to Milan

From 6-8 July 2009, Ricca Turgel of Abafazi and Sally Arnold from Prince Albert, two mohair manufacturers, attended a trade mission to Milan that was organised by the South African Department of Trade and Industries.

The trade mission, which included a number of South African companies, had in mind the extension and development of new markets and new trade contacts in Italy and Europe.

Dr Nokwe, the Consul General in Milan, set up appointments with prospective clients for the participants, to be held at the Poliziano Hotel in Milan.

"Next time I shall be better prepared, but I enjoyed the exposure and learnt many valuable lessons," Ricca said.

"We also made valuable contacts, including Mrs Helena Blignaut, a South African from Port Elizabeth, who is the Director of the Milan Fashion Museum. She is going to send us the contact details of all the fashion agents in Milan. This is a tremendous help. We will then be able to make more meaningful contacts on our own."

"We are very grateful for this opportunity and wish to thank the South African Department of Trade and Industry for this unique chance to extend our business experience and export potential," Sally said.



Ricca Turgel of Abafazi and
Dr Nokwe, the Consul General
in Milan.



Sally Arnold from
Prince Albert.

Chevrolet Warriors wearing mohair socks

Cape Mohair Ltd and Cricket Eastern Cape have joined forces to make sure the Chevrolet Warriors step onto the field in the most technical cricket socks on the market.

The players were all given technically designed socks last season and these were put to the test. After giving feedback to Cape Mohair Ltd new designs were put together and the players will now take to the field in socks manufactured to match their specific requirements.

Denys Hobson, CEO Cape Mohair Ltd said "As a leg spin bowler I know all about having the right socks. We are delighted to be able to supply specially manufactured socks to the Chevrolet Warriors. Many people are not aware of the functional and health benefits of mohair. Mohair, a natural performer, provides excellent absorbency which goes a long way to prevent blisters and keep the feet dry."



Historic guides to towns

in the mohair production area

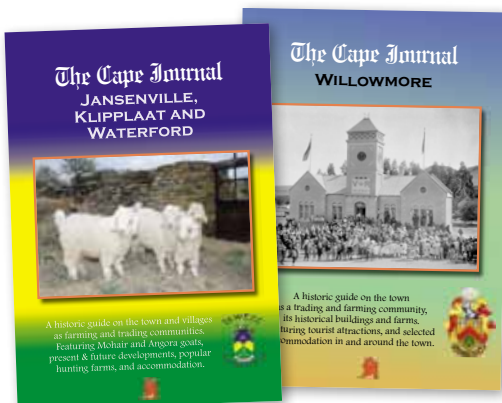
Tony Westby-Nunn has brought to life several towns and their unique origins in the mohair production area with the publication of these delightful books.

The well researched histories record the development of trade and industry, including mohair, and farming in the region as well as the cultural and social development in the areas of Jansenville, Klipplaat, Waterford and Willowmore.

The books are beautifully illustrated and record personalities, both past and present, of the region. It tells the story of a people who lived and thrived on the Karoo plains and how they conquered the vast areas with the development of the Railway line. It takes into account details of architecture, religion and personal performances. It takes the reader through both wars recording amazing details of tales almost forgotten.

These books are essential tools for both first time visitors and seasoned travellers who wish to really understand the Karoo and its populace. They will be popular additions to all the coffee tables in the Karoo and my prediction is that they will find their way into numerous suitcases on transatlantic flights.

The books are available from the tourism office of Willowmore and the Sid Fourie Museum and Mohair Centre in Jansenville.



Sheila Hobson

It is with great sadness that we learnt of the passing of Sheila Hobson, wife of the late Arthur Hobson, formerly of the farms Martysford and Careysbrook.

Arthur (AB) met Sheila at a dance in Durban shortly before departing for duty with DMR (Die Middellandse Regiment) during the Second World War.

The brief encounter became a romance that outlasted the hazardous war years. After the war Sheila settled with natural grace as a farmer's wife and supported her husband ably allowing him to live his dream of being a very successful Angora stud breeder.

Sheila is survived by her four children Diana (Rushmere), Judy (Drummond), AB (Blake) and Mike and their children.



Mohair Management 2009

Sybokhaar Suid-Afrika | Mohair South Africa:

Voorsitter/Chairman:	R du Randt (SAMGA)
Vice-Chairman/Onder-voorsitter:	M H Claasen (SAWAMPA)
Lede/Members:	F Alberts (SA Mohair Farm Workers' Association), P vd Vyver (SA Wool and Mohair Brokers Association), F Michau (SAMGA), D R Nel (SAWAMBA), A Oelofse (SAMGA), A M Short (ARBS), I Smith (SAWAMBA)
Marketing and Promotional Manager:	J Gant
Hoofbestuurder/General Manager:	D Saayman

South African Mohair Growers' Association | Suid-Afrikaanse Sybokhaarkwekersvereniging

President:	G J Grobler
Vice-President/Vise-President:	J L de Klerk
Bestuurslede/Executive Members:	I R Bekker, R du Randt, R du Toit, A R Hobson, E D B Hobson, C A Nel, J Oelofse, J L Retief, C Stegmann, E van den Bergh
General Manager/Hoofbestuurder:	P T Vosloo

Angora Ramtelersgenootskap | Angora Ram Breeders Society

President:	A R Hobson
Vice-President /Vise-President:	M Shires
Bestuurslede/Executive Members:	A B Hobson, R du Toit, H Greef, W Jordaan, A M Short, D Short
General Manager/Hoofbestuurder:	P T Vosloo

Angorabok- en Sybokhaarblad | Angora Goat And Mohair Journal

Voorsitter/Chairman:	A M Short
Vice-Chairman/Vise-Voorsitter:	G J Grobler
Redakteur/Editor:	L Henderson
Members/Lede:	G Fourie, J Gant, A B Hobson, E D B Hobson, J L Retief, P vd Vyver
Hoofbestuurder/General Manager:	P T Vosloo

SA Sybokhaarplaaswerkersvereniging | SA Mohair Farm Workers' Association

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

Kontak Besonderhede | 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: J S Brown, PO Box 293, Grahamstown, 6140, (Tel 046-622 2675)
Secretary: Jenny Emslie, PO Box 811, Grahamstown 6140

BEAUFORT-WES/WEST:

Chairman: R du Toit, Posbus 1281, Beaufort-Wes 6970, (Tel 023-416 1674)
Secretary: S Reynolds, Posbus 250, Beaufort-Wes 6970

BEDFORD

Chairman: BET White, PO Box 75, Glencliffe, Bedford 5780, (Tel 046-685 0658)
Secretary: SA King, PO Box 110, Bedford 57805 (Tel 046-685 0645)

COCKSCOMB:

Chairman: S Nel, Posbus 90, Steytlerville 6250 (Tel 049-837 0022)
Secretary: H Slater, PO Box 638, Uitenhage 6230 (Tel 041-922 9285)

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: Maxwell Mangoali, Box 1354, Matatiele 4730, (Tel 039-737 3591)
Secretary: Vuyo Mtiya, PO Box 1354, Matatiele 4730 (Tel 039-737 3308)

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: A Rudman, PO Box, 583, Uitenhage 6230 (Tel 041-966 1441 / 083 2801 335)
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)

JANSENVILLE:

Chairman: J T Terblanche, Posbus 168, Jansenville 6265, (Tel 049-836 9060)
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: H van Niekerk, Posbus 121, Cradock 5880 (Tel 048-886 0683)
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: RB Hobson, Posbus 32, Pearston 5860 (Tel 042-246 1508 / 084 512 2172)
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: J du Plessis, Posbus 1, Prins Albert 6930 (Tel 023-541 1925)

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 Scheun, 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: W Porter, PO Box 26, Tarkastad 5370 (Tel 082 821 9379)
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: A L Nortje, Posbus 189, Willowmore 6445, (Tel 044-923 1970)
Secretary: W C Schoeman, Posbus 155, Willowmore 6445

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.	Eienaar/Owner	Stoet Nr.	Eienaar/Owner
Stud No.		Stud No.	
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	293	Mulder, A van Z, Harmonie, Glenconnor 6234
322	Cornelius, C W, Posbus 6, Pearston 5860	191	Nortje, J E R, Posbus 153, Willowmore 6680
212	Dodds, N M, Box 30, Klipplaat 6255	320	Oelofse, A, Rietgat, Posbus 153, Jansenville 6250
169	Du Preez, O M, Posbus 100, Cradock 5880	168	Rathbone & Seun, B, Wilgerhof, Steytlerville 6250
230	Du Randt, Reinhold, Schoongezicht, Posbus 63, Pearston 5860	313	Retief, J L, Driehoeksfontein, Posbus 425, Murraysburg 6995
299	Ferreira, G T & Seuns, Snyberg Angoras, Posbus 73, De Rust 6650	188	Retief Willem, De Bad, Posbus 65, Hanover 7005
244	Ferreira, G T & Seuns, Snyberg Angoras, Posbus 73, De Rust 6650	242	Schoeman & van Hasselt, Swartberg Angoras, Box 137, Prince Albert 6930
286	Ferreira, G T & Seuns, Snyberg Angoras, Posbus 73, De Rust 6650	117	Shires, M "The Angora Stud", Mount Stewart, Private Bag Klipplaat 6250
266	Ferreira, G T & Seuns, Snyberg Angoras, Posbus 73, De Rust 6650	116	Shirlands Angora Stud, Box 325, Graaff-Reinet 6280
306	Ferreira, G T & Seuns, Snyberg Angoras, Posbus 73, De Rust 6650	217	Short and Sons, A M, Box 325, Graaff Reinet 6280
321	Fitzhenry, C, Posbus 31, Aberdeen 6270	178	Slabbert, L A F, Posbus 23, Aberdeen 6270
152	Gowar, A, Stonefountain, Kommadagga 5800	262	Slater & Nel, Drie-Kuilen, Posbus 90, Steytlerville 6250
120	Henderson, P J W, Box 14, Somerset East 5850	175	Terblanche, J T, Driekopsvlei-Wes, Jansenville 6265
155	Herold (Pty) Ltd, David, Ordonantie, Posbus 196, Graaff-Reinet 6280	250	Theron & Seun BK, DW, Posbus 22, Richmond, KP 7010
295	Hobson Pastoral, Box 482, Eppingdust 7475	317	Thorn Berg Angoras, Box 47, Steytlerville 6250
105	Hobson, A B, Box 129, Jansenville 6265	142	Thorn Park Angoras, Box 47, Steytlerville 6250
118	Hobson, David, Redcliffe, Box 16, Pearston 5860	192	Troskie, Johan C, Middelburgplaas, Posbus 177, Cookhouse 5820
215	Hobson, G & A, Box 47, Steytlerville 6250	301	Van der Westhuyzen, B, Posbus 53, Adelaide 5760
106	Hobson, G A, Box 82, Graaff- Reinet 6280	101	Van Hasselt Farming, C van Hasselt, PO Box 137, Prince Albert 6930
195	Jordaan, Willie, Posbus 68, Cradock 5880	233	Vermaak, S V E, Brakfontein, Posbus 163, Jansenville 6265
102	Kirkman, J D & Son, Nashvale, Steytlerville 6250	185	Viljoen, P H, De Hannesrust, Kleinpoort 6236
159	Lategan, J P, Midlands, Posbus 66, Aberdeen 6270	302	Viljoen, P P, De Hannesrust, Kleinpoort 6236
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		