Vir almal in die sybokhaarbedryf
For everyone in the mohair industry

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THE DIE ANGORA

Bok- en Sybokhaarblad | Goat & Mohair Journal

From the Editor
Van die Redakteur

La Niña and El Niño … these quirks of nature with their Spanish names have been have been playing havoc lately. Too little rain and we fight droughts and excessive feed bills; too much rain and we battle with screw worm and seed mohair … but my bet is that everyone in our production area is relieved, and is rejoicing about the wonderful rains we have received recently, and has allowed the pests and diseases to take a back seat for a while.

We would like to take this opportunity to sympathise with our clients and friends in Japan who are suffering the effects of the devastating tsunami. It is virtually impossible to try and imagine how you will put your lives together again after such heart-rending losses. Please know that you are in our thoughts and in our prayers as you struggle to come to terms with your distressing circumstances, and be encouraged by the words of a fellow South African who lives in Tokyo: "As daar 'n volk op aarde is wat weer sal kan opstaan na hierdie ding, dan is dit Japan." [If there is one nation on earth that will be able to get up after this thing, that nation is Japan.]

Ons is voorwaar dankbaar vir die reën en die seëninge, en vir 'n paar salige, stil oomblikke kan ons ons verlustig in die gulhartige natuur. Dis groen en dis mooi en dis nat. Deurdrenk nat, moddergly nat, rivier- en damvol nat! Dan besef ons opnuut – dit reën nie geld nie; dit reën hoop, en moed! Want vir spykerwurms en wortelsaad, ruspes en bloednier het ons planne, maar die droogte laat ons stom staar na bo.

Ons dink met groot medelye aan ons kliënte en vriende in Japan wat soveel geliefdes verloor het tydens die onlangse tsunami en die daaropvolgende kernkragbedreiging, en wat op soveel vlakke van vooraf moet begin ... Dit gaan opregte durf en moed kos om die stukkies van jul lewens te begin optel – maar dis durf en moed wat ons wéét Japanners hét. Ons wil julle verseker dat, al is daar oseane tussen ons twee lande, is dit nie te ver om julle in ons gebede te dra nie.

Nou toe, geniet nou die mooi veld, die dankbare diere en die beter pryse, en boer nou lekker!
Linda Henderson

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Front Cover
A snug and luxurious mohair throw from Abafazi in Alicedale.
Photographer: Astrid Arndt

Die Angorabok- en Sybokhaarblad

Posbus 50, Jansenville, 6265
Tel: 049 836 0140
E-pos: samga@xsinet.co.za
Webtuiste: www.mohair.co.za
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REDAKTEUR: Linda Henderson

Bladuitleg deur WalkerDigital,
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E-pos: info@cadar.co.za

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P O Box 50, Jansenville, 6265
Tel: 049 836 0140
E-mail: samga@xsinet.co.za
Website: www.mohair.co.za
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EDITOR: Linda Henderson

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Editorial

In spite of the marketing and other activities initiated by the primary mohair industry in South Africa, the production of mohair has dropped to one of the lowest levels ever.

There are short-term reasons for this that could turn around fairly quickly, such as the drought that has affected much of the production area for the past few years, and which appears to have been broken at last. The quantity of mohair shorn per goat and the length of the clip has been negatively affected by the drought, but breeding has also played a role, with the focus having been on fineness and quality. The Angora Ram Breeders are aware of this, and the introduction of a length index for rams sold on the veld sales was a positive step.

The impact of Rift Valley Fever has not been seriously felt, as the outbreak generally occurred north of the traditional mohair production area. It has, however, caused serious losses among sheep and cattle, and Angora goat farmers will have to be extra vigilant after the recent good rains. The major effect of RVF was at the point of sale, where the absence of one buyer exporting greasy mohair to China caused downward pressure on particularly the adult market. This was difficult to understand, since the virus cannot survive outside of a live animal.

The Mohair Trust and Mohair Pools were forced to step in and appreciably increase the floor price of adult hair. This resulted in a turnaround in the market. They must be commended for this courageous action, which emphasised again the critical importance of having a strong support fund.

The long-term solution to the low production levels lies in demand and price. There were obviously good reasons why 30 million kg of mohair (USA 15 million kg, Turkey 8 million kg and South Africa 6 million kg) could be absorbed into the market in 1965. A serious drop in price caused production to reach a low of 13, 2 million kg in 1975 (USA, Turkey and SA all just under 4 million kg). The price then increased from around R2, 50/kg to over R10/kg by 1979, and this, coupled with pressure on other farming options, triggered a major increase in production. World production peaked

It is important for producers to do everything in their power to increase production, while maintaining strict quality standards. The onus is on processors and manufacturers to blend responsibly and preserve the name of SA mohair.

at 26 million kg in 1988 (SA 12 million kg, USA 8 million kg and Turkey 3 million kg), after the rand price had peaked in 1985. The decrease in production after 1988 was at first dramatic, but then slowed to a steady decline.

Production and the price of Angora goats have not responded to mohair price increases in recent years. Either they have been too small, or there are other factors playing a role. The ignorance about mohair at the manufacturing and consumer levels is one of the factors being targeted by the MSA marketing team, while the vast virtually untapped emerging markets could trigger the next boom.

Ignorance about Angora goat farming is another factor at production level that is being addressed. It is pleasing to see the first emerging farmer graduates from Hardwood moving to Uitkomst to start their own business. The promotional efforts from the SAMGA office have been hampered by staff changes, but will hopefully begin to function fully in the near future.

It is of concern that velour manufacturers are encountering kemp and black fibres in their final products. The Angora Ram Breeders have strict selection criteria and breed standards that show clearly that they disapprove of such fibres. It is therefore difficult to believe that this problem comes from South African mohair. It does happen that mohair from different parts of the world is blended, which points to a need for some form of certification in respect of the origin of mohair to protect the good name of the South African clip. Commercial Angora farmers should also be encouraged to use approved breeding rams in their flocks.

With production at dangerously low levels, we cannot afford to lose anyone from the market, from producers through to retailers. It is important for producers to do everything in their power to increase production, while maintaining strict quality standards. The onus is on processors and manufacturers to blend responsibly to preserve the name of SA mohair. ■

R edaksioneel

Sybokhaarproduksie het ondanks die bemarkings- en ander aktiwiteite wat deur die primêre sybokhaarbedryf in Suid-Afrika van stapel gestuur is, tot een van die laagste vlakke ooit gedaal.

Daar is egter korttermyn redes hiervoor wat taamlik gou sou kon verander, soos die droogte wat 'n groot deel van die produksie-area die afgelope paar jaar geteister het, en wat nou uiteindelik gebreek blyk te wees.

Die hoeveelheid bokhaar wat per bok geskeer word en die lengte van die skeersel is negatief geraak deur die droogte, maar teling – met die fokus op fynheid en kwaliteit – het ook 'n rol gespeel. Die angoraramtelers is bewus hiervan, en dit was 'n positiewe stap om 'n lengte-indeks in te stel vir die ramme wat op die veldramverkoping van die hand gesit is.

Die impak van Slenkdalkoors (SDK) is nie ernstig gevoel nie, aangesien die uitbraak oor die algemeen noord van die tradisionele sybokhaargebied was. Dit het egter ernstige verliese onder skape en beeste tot gevolg gehad, en angorabokboere sal ná die onlangse goeie reëns uiters waaksaam moet wees. Die grootste uitwerking van SDK was by die punt van verkope, waar die afwesigheid van een koper wat rou bokhaar na Sjina uitvoer veral op die grootbokhaar-mark afwaartse druk geplaas het. Dit was moeilik om te verstaan, aangesien die virus nie buite 'n lewende dier kan oorleef nie.

Die Sybokhaartrust en Mohair Pools was dus verplig om in te gryp en die vloerprys van volwassehaar aansienlik te verhoog. Dit het 'n ommekeer in die mark veroorsaak. Hulle moet egter geprys word vir dié dapper optrede, wat weer eens benadruk hoe krities belangrik dit is om 'n sterk ondersteuningsfonds te hê.

Die langtermynoplossing vir die lae produksievlakke lê in vraag en prys. Daar was duidelik goeie redes hoekom daar in 1965 30 miljoen kg sybokhaar (VSA 15 miljoen kg, Turkye 8 miljoen kg en Suid-Afrika 6 miljoen kg) in die mark geabsorbeer kon word. 'n Ernstige daling in die prys het in 1975 vooroorsaak dat produksie 'n laagtepunt van 13,2 miljoen kg bereik het (VSA, Turkye en SA almal net onder 4 miljoen kg). Die prys het daarna toegeneem van omtrent R2,50/kg tot meer as R10/kg teen 1979, en dit, tesame met druk op ander boerderykeuses, het 'n groot toename in produksie tot gevolg gehad. Wêreldproduksie het in 1988 'n hoogtepunt van 26 miljoen kg bereik (SA 12 miljoen kg, VSA 8 miljoen kg en Turkye 3 miljoen kg), nadat die randprys in 1985 'n hoogtepunt bereik het. Daar was ná 1988 aanvanklik 'n dramatiese afname in produksie, maar dit het toe darem geleidelik begin afplat.

Produksie en die prys van angorabokke het nie die afgelope paar jaar op bokhaarprysverhogings reageer nie. Óf hulle was te laag, óf daar was ander faktore wat 'n rol gespeel het. Die onkunde omtrent sybokhaar op vervaardigers- en verbruikersvlak is een van die faktore wat deur die SSA-bemarkingspan geteiken word, en die reuse ontluikendeboere-mark wat tot nog toe so te sê onontgin is, kan dalk die volgende bloeityd inlui.

Onkunde oor angorabokboerdery is nog 'n faktor op produksievlak wat tans aangespreek word. Dit is lekker om te sien

hoe die eerste ontluikende boere by Hardwood afstudeer en op Uitkomst hul eie besigheid gaan begin. Die promosiepogings van die SASKV-kantoor is deur personeelveranderinge gekniehalter, maar ons promosie sal hopelik in die afsienbare toekoms heeltemal funksioneel raak.

Dit is sorgwekkend dat veloervervaardigers kemp en swart vesels in hul finale produkte teëkom. Die Angoraramtelers het streng seleksiekriteria en teelstandaarde waarvolgens die voorkoms van dié soort vesels ten sterkste afgekeur word. Dit is dus moeilik om te glo dat dié probleem van Suid-Afrikaanse sybokhaar af kom. Daar vind wel vermenging van sybokhaar uit verskillende dele van die wêreld plaas, en dit kom voor asof daar sertifisering ten opsigte van die herkoms van sybokhaar nodig is om die goeie naam van Suid-Afrikaanse bokhaar te beskerm. Kommersiële angoraboere moet ook aangemoedig word om goedgekeurde teelramme in hul kuddes te gebruik.

Noudat produksievlakke so gevaarlik laag is kan ons nie bekostig om 'n enkele rolspeler in die mark – van kleinhandelaars tot produsente – te verloor nie. Dis belangrik dat produsente alles in hul vermoë moet doen om produksie te verhoog maar terselfdertyd ook streng gehaltestandaarde handhaaf. Die onus rus op verwerkers en vervaardigers om die vermenging met omsigtigheid te hanteer om die naam van Suid-Afrikaanse bokhaar hoog te hou. ■

Dis belangrik dat produsente alles in hul vermoë moet doen om produksie te verhoog maar terselfdertyd ook streng gehaltestandaarde te handhaaf. Die onus rus op verwerkers en vervaardigers om die vermenging met omsigtigheid te hanteer om die naam van Suid-Afrikaanse bokhaar hoog te hou.

Letter to the Editor

Photographer: Lindy Truter

We at SAMIL and Cape Mohair Spinners, as major stakeholders in the mohair industry, are extremely concerned with the decline in production of mohair at local and international level. While we realise that it is virtually impossible to influence what happens overseas, we feel that we, as South Africans and leaders in the industry, should try to do something to stem the decline in our own country.

We believe that the decrease in mohair production in South Africa is due – inter alia – to game and lifestyle farms, vermin, climatic variation, a trend towards an urban lifestyle, labour challenges and (to a lesser extent) volatile prices.

If the decline is not halted and turned around, we will suffer the same fate as the camel hair industry, which was once a multi-million-dollar business serving the top fashion segment, but has virtually disappeared ...

The marketing efforts of MSA, aimed at promoting the use of the fibre, are laudable, but they have to be balanced with an increase in sustainable production, otherwise users abroad will lose faith in the industry and change allegiance to other fibres. With the message from all sectors of the industry that production is on the decline despite the improvement in prices, this loss of faith is likely to occur sooner rather than later. It is therefore imperative that every possible step be taken to first stem the decrease and then to increase production to at least 5 million kg by 2015.

This proposed solution may seem optimistic and overly simplistic, but we believe the industry has the means to do it if we, as a unified body, apply our minds correctly.

While we are not familiar with all the rules of the Trust, we are aware that its mandate is to promote the **production of** as well as the **demand for** mohair both locally and abroad. The purpose of the Trust Fund is also to protect and promote the industry. We understand that the liquid assets of the Trust have been invested for optimal financial returns and that investment in any credible action to promote the mohair industry is allowed, as long as there is a reasonable return on said investment **and** the unused returns from previous years may be used for promotional purposes without necessarily having to show measurable returns.

We believe that the floor price is a valuable tool for stabilising prices and a good way to protect producers, but it does very little to promote **production**.

As a company, we saw the need to become involved in both stabilising and increasing the production of mohair. That prompted our involvement in BEE initiatives together with MSA and municipal and provincial government bodies as a means to grow a steady supply of mohair. We realise that some of the results will be long-term, but are committed to addressing the situation.

To boost short-term production, we have introduced a system that will stem the tide of *kapater* (wether) slaughter, thereby boosting the supply of adult mohair. We are offering partnerships to landowners with excess grazing capacity where we purchase *kapaters* and share the mohair income. This obliges us to buy the mohair back at market-related prices. This process is still in its fledgling stages (we run close to 2000 *kapaters* this way), but we believe we are making a difference on two fronts:

1. While it is true that increased mohair, meat and wool prices have affected the price of *kapaters*, having an extra serious buyer for *kapaters* in the market seems to have driven the price up from R300 per goat in March 2010 to R480 per goat in February 2011. If, based on these figures, we make a calculation on an annual production of 75 000 *kapaters* per year, the financial benefit to farmers would amount to R13 million ... which would stimulate the demand for *kapaters* no end.
2. From a production point of view, 75 000 *kapaters* should produce an average of 300 tons of adult mohair (2 kg per goat per shearing) in the first season and 600 tons in the first year of such an initiative.

For a plan like this to succeed, many management systems would have to be put in place and the Trust would be required to help with financing.

We should also consider other initiatives to promote production and help address labour problems, such as –

- k_igle nmpr_`jc qfcbq _t_gj_`jc dmp pclr rm _jj glask`clr producers to protect kids against the elements. Such sheds remain the property of the donors until costs have been recouped through added mohair production;

- pclrgle kmf_gp h_aicrq rm d_pkcpq dmp rfc npmrcargml md _lgk_jq during inclement weather;
- _qqck`jgle _ k_l_eckclr rc_k md cvncpgclacb cv+d_pkcpq mp their sons and daughters who know Angora goat farming to help emerging farmers with the knowledge and skills needed to raise Angora goats with success;
- jm``wgle Emtcplkclr _lb kglgqrcpg_j `mbgcq rm npmtgbc j_lb and infrastructure development – e.g. dip tanks, et cetera – for emerging farmers;
- npcn_pgle _ nmprdmjgm md nmqqg`jc npmqncargtc @CC npmbsacpq and lobby for international donations during the next Mohair Summit; and
- pctgqgle _lb qrpc_k+jglgle rfc sle_gljw bcagqgml+k_igle structures within the industry. For instance, we probably needed two independent bodies when we were producing in excess of 12 000 tons of mohair, but at the current production rate a single more effective system serving the interests of both the fibre (MSA) and the producer (SAMGA) makes a lot more sense.

The call for financial intervention to stimulate production will be to the benefit of the whole mohair industry as producers and the trade join efforts to support the programmes already put in place by MSA and the Trust.

There are probably many more ideas for increasing production and stemming the decline ... but whatever we do, must be done very quickly.

The Editor has passed the letter above on to the Trust for comment.

Everyone associated with South African mohair is extremely concerned about the declining production, so any constructive inputs are to be welcomed. What we need, urgently, is innovative people who "think out of the box", as the writers of the letter above have done.

It is a great pity, and shows a lack of sensitivity to producers' problems, that the price of mohair should be seen as a minor reason for production decline. Even more alarming is the fact that only price volatility is seen as a problem. There has been some improvement in prices recently, but any commodity that is bought for fewer US dollars now than it was 25 years ago, is going to struggle to stay in production. One needs at least four times the quantity of mohair now – compared to 25 years ago – to buy goods of equivalent value. In fact, the price of camel hair shows a similar trend.

Some people are mistaken in their assumptions about the application of Trust funds. Even a cursory look at the Prohibitions in the Trust Deed will reveal that funds should not be used to buy kapaters *for producers to be run in surplus veld/mountains somewhere. The Trust is prohibited from acquiring an interest in the business of – or granting or o ering nancial assistance to – producers, dealers, brokers, buyers and/or processors of mohair (Clause 7). However, there is provision for the operation of the Pool Scheme.*

Unfortunately, this letter may create expectations that cannot be ful lled.

A great deal of money is currently being spent on stimulating the demand for mohair and promoting mohair production. Any realistic ideas to strengthen this campaign are most welcome.

There are probably many more ideas for increasing production and stemming the decline ... but whatever we do, must be done very quickly.

From the Boardroom of MSA

Reinhold du Randt

Thanks to a measure of foresight from our forebears, the South African mohair industry has a unique tool, the Mohair Trust, and the voluntary floor price to cushion producers from the blows of a financial crisis.

This intervention can ensure at least a minimum price and cash flow for mohair producers, and is unique in how it supports and undergirds mohair production levels at a time when there are so many factors that make it difficult for producers to achieve a constant supply of mohair.

The Directors of Mohair South Africa (MSA) and Mohair Pools, with the blessing of the Mohair Trust, have recently implemented bold increases in the floor price levels to support producers. The average floor price now stands at R72,00 (the rolling average over 3 years excluding seedy/stain/lox). Any reservations or uncertainties you may have regarding the implementation or use of the floor price system can be clarified by Mohair Pools or by your local broker, upon request.

Producers are invited to investigate the system, and more information will be available from Mohair Pools, and from brokers, during the planned road show.

MSA is a vital link between the local industry and the end-users of mohair, both locally and internationally, all of whom rely on the company as a source of reliable information.

At our recent Board meeting, the focus was on certain aspects of the King III Report, this time in a marketing context, and with particular reference to the brand and reputation of a given organisation. It was clear that communication with all the stakeholders of an organisation is of the utmost importance.

With this in mind, MSA saw the need to interact with producers at a local level, since there is often not enough time during Congress to pass all the relevant information on to the stakeholders. The interaction will take the form of a road show to convey information pertaining to mohair matters – including strategic marketing – first-hand. The company regards this personal interface as vital in its role as industry leader and invites all producers to attend the meetings to be held in the production areas. All sectors of the industry, including brokers, buyers and processors, will be asked to join the road show. Districts will be grouped together and the production area will be divided in two. The exact itinerary has not been published yet, but keep a lookout for us toward the end of March or the beginning of April.

The time is ripe for the industry to take a hard look at the way it is structured and at its framework, which some regard as cumbersome. We have to start thinking out of the box. Times have changed, the global village we operate in has changed, and the industry should re-invent itself to secure a brighter future for all.

MSA has to operate within strict budget guidelines as laid down by the Mohair Trust, and we have to be innovative and creative to stretch the available money as far as possible, for the benefit of the industry at large. MSA will do everything within its power and within its allocated budget to promote mohair locally and abroad, to create a sustainable demand for our diamond fibre. ■

V an die president van SASKV

Gerhard Grobler

As u soos ek voel, dan hoop ek is ons sukses om die draai! Wat is die enkele grootste bedreiging vir ons as angorabok- en kleinveeprodusente? Dis natuurlik die rooijakkals en rooikat. Beskikbare statistiek toon dat dit met dié probleemdiere al hoe beter gaan!

'n Bekende, groot sybokhaarprodusent van Graaff-Reinet het nou uit pure frustrasie by die 'kraal-die-bokke-in–die-aand' kultusgroep aangesluit. Na al die insig rakende die verkeerde boerderypraktyke wat ons voorsate toegepas het, met die kraalmetodes om ongediertes te beheer, word hy nou genoop om die wiel weer terug te draai om te oorleef.

Die vraag is wat ons as georganiseerde landbou, Departement van Landbou en ook die Predasiebestuursforum nóg kan doen. Die kleinveebedryf waarvan ons 'n deel uitmaak, verkeer in krisis. Of ons dit wil weet of nie, die topstrukture van alle organisasies moet hierdie probleem begin erken. Daar is groot beplanning en groot finansiële inspuitings om die bedryf te laat groei ... maar vind hierdie finansiële insette op die regte plek plaas?

Die produsente is die grondslag van die bedryf. As hulle weens gebrek aan finansiële lewensvatbaarheid verdwyn, sal die bedryf saam met hulle kwyn. Ons moet ons reserwes op die regte plek aanwend, anders gaan hierdie bedreiging ons ondergang wees.

As sybokhaarprodusent het ek al letterlik ál die metodes wat deur die Landmark Foundation en die Landbouweekblad voorgeskryf word, probeer, sonder enige sukses. Wat is ons probleem? Ons produksie daal – dis algemene kennis. Wat doen ons daaraan? Ons poog om meer produsente te werf om met angorabokke en ander kleinvee te boer en hulle te oortuig om hulle getalle op te skerp.

Menige produsent het dit al duidelik gestel dat die antwoord eintlik baie maklik is: Gee vir produsente 'n ordentlike prys vir hulle produk. Hiermee kan ons nie verskil nie ... maar dis die feit dat angorabokke bo-aan die jakkalsspyskaart staan wat ons eintlike probleem is.

Ek is baie trots op my personeel, wat my speenpersentasie van 43,5% na 79% verbeter het, maar nou verloor ek volwasse diere! Dalk sal die kraalbestuurstegniek ook aan dié slagting 'n einde bring?

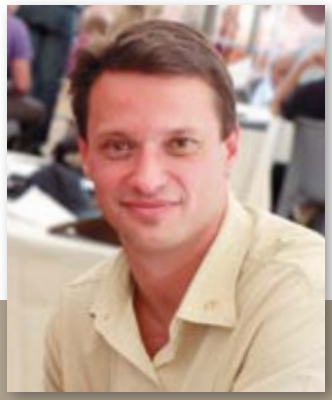
Die Sybokhaarkwekersvereniging geniet baie sterk verteenwoordiging in die Predasiebestuursforum, en ons voel dat die wêreld van hierdie probleme moet hoor. Verder is navorsing uiters belangrik, sodat ons die leuenaars wat die regering gevange hou met feite kan uitwys.

Gaan die navorsingsuitslae egter spoedig die oplossing bring? Sal druk deur die huisvrou en die algemene publiek van Suid-Afrika en ons pleidooi ten opsigte van hierdie vernietigende ramp nie dalk 'n vinniger oplossing bied nie? Eendrag maak mag! Die vraag is dus of die publiek van hierdie probleem weet of nie. Waarom is georganiseerde landbou so traag om hierdie beelde die wêreld in te stuur?

Ek is desperaat, en ek weet dat u as produsente ook so voel. Maak u stemme dik en laat ons die wêreld inlig oor die slagting op ons plase. Laat ons minder praat en meer doen! ■

"The more often you try different things, the more likely it is that you will succeed." - Anon

2010 WINTER SEASON: Seasonal Review



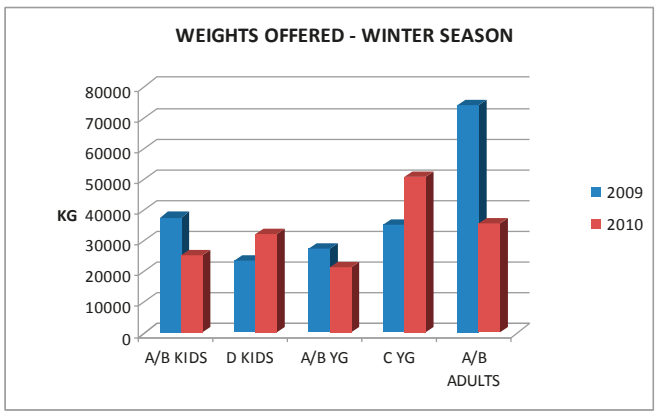
Deon Saayman

The winter of 2010 will be remembered for the sudden downswing in the demand for adult mohair and the accompanying drop in the price, when the floor price mechanism had to be used to provide a floor level in the adult mohair market.

The withdrawal of one of the greasy export buyers to China, due to the outbreak of Rift Valley Fever, also contributed to the sudden decline in the demand for adult mohair.

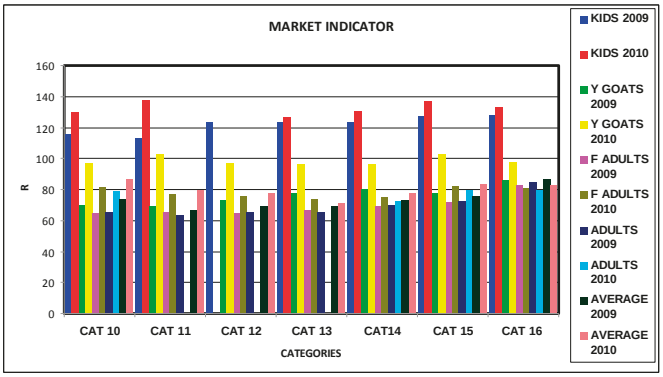
Despite the hiccups in the adult mohair market, the season could still be regarded as a good one, with the average market indicator for the season at R79, 94 – 9% higher than for the 2009 season.

The offering during the winter season was once again characterised by short hair, due to the continuing drought. The graph below illustrates the profound effect the drought had on the length in the winter season of 2010.



Kids and young goats performed well, compared to the 2009 winter season.

The graph below gives the comparative market indicators for the 2010 and 2009 winter seasons.



Please note that the zero values for adult mohair re ected on Cat 11, 12 and 13 of 2010 was because these indicators were not quoted.

Fine adult mohair remained in fairly constant demand throughout the season, with the strong adult market recovering well towards the end of the season, ending at a slightly higher level than the first sale of the season.

One could argue that the winter kids category is not yet performing to its full potential, but if one takes into account the scare we experienced in respect of strong adult mohair (against the backdrop of the SA Rand strengthening by 10% against the US$ from the summer season), the results for the winter season can be regarded as satisfactory.

The fashion cycle is still favouring mohair and is slightly longer than experienced in the past, with the fine worsted cloth sector also showing an increased preference for the mohair feel. This heralds a positive sentiment for the 2011 season!

The voluntary floor price support scheme

Deon Saayman

Producers must not underestimate the value that the voluntary floor price scheme offers them, since it plays a major stabilising role in the sales room.

For instance, in the increase in adult floor prices during the 2010 winter season, which was coupled with a limited demand for kids, the floor price played a huge role in stabilising the price, albeit at lower price levels. It puts a very strong marketing tool in the hands of brokers and farmers if there is a limited demand for a specific type of mohair and gives the farmer the opportunity to keep a specific type of mohair back until there is a better demand, thus avoiding financial loss.

Voorskot payments are based on an interest-free loan for a minimum period of one year. Producers, along with their brokers, can decide at what stage the hair must be sold, before the interest-free period expires.

We urge producers to enquire about the rules of the floor price scheme and how the scheme can help them.

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Floor price levels

The Board of Directors of Mohair Pools has agreed to the following increase in the floor price levels, with immediate effect:

Kids – A, B, C lengths	5%	
Kids – D, E lengths	12,5%	
Young goats – A, B, C lengths	10%	
Young goats – D, E lengths	12,5%	
Adults – excluding SDY, STN, LOX	45%	*(The previous increase for adult mohair only applied to the end of the 2010 winter season, while the current increase has the e ect of keeping the level unchanged.)*
All SDY, STN, LOX and rams	12,5%	

Increases to floor prices must be realistic and must not be under threat from market prices when the increase is implemented.

The matrix assigning a value to each individual type of mohair is a complex document, and floor prices between types get disjointed very easily. The Board of Directors of Mohair Pools wanted to keep the previous increase of 45% in the adult floor prices intact, but could only raise the young goat prices to a certain level. This is why there may be some floor prices in the young goat and adult sector which do not differ much.

A bigger increase was awarded to D and E lengths, as there was a big differential in price from C length to the short mohair. Because a greater supply of shorter mohair has been offered due to the drought, the Board felt that this sector had to have a proportionately bigger increase in floor prices.

The average floor price a producer gets will depend on the composition of his/her specific clip, but average floor prices for the broad groups, **excluding SDY, STN, LOX,** on a three year rolling average, come to the following:

Kids	R116,00
Young goats	R61,81
Adults	R60,24
Average	R72,04

*Please contact **Mohair Pools on 041 487 1386**, or your broker, for further information.*

Empowerment Trust

Deon Saayman

During March 2010, the Empowerment Trust of the mohair industry was registered to perform all BEE activities within the mohair industry.

One of the biggest factors driving the establishment of this Trust was to attract donor funding in order for such funding not to fall under the restriction of the deed of trust of the Mohair Trust. The aim is also for the Empowerment Trust to be the collaborative driver and co-ordinator of the empowerment activities in the mohair industry.

The Empowerment Trust may not use funding received from the Mohair Trust for functions that are in conflict with the deed of trust of the Mohair Trust, but is in the process of recruiting a development officer, who will work in close co-operation with Mohair SA. The success of the Empowerment Trust also depends heavily on its ability to secure Government and other external donor funding.

The Vision of the Empowerment Trust of the Mohair Industry is to –

- establish successful black participants and entrepreneurs in the mohair pipeline; thereby ensuring sustainable mohair production; and
- maintain and expand job opportunities for black workers within the established mohair operations in the industry.

In achieving this vision the Trust will –

- actively seek participation from Government in the activities of the Trust;
- seek donor funding from Government; and
- source external donor funding from local as well as international funders.

Representation within the Empowerment Trust

- The emerging farmers are represented in the Mohair Trust as well as in the Empowerment Trust.
- The National Agricultural Marketing Council also has two trustees in the Empowerment Trust, which, it is accepted, will be ethnically representative of the demographics of the South African population.
- The other trustees are –
  - The Chairman and Vice-Chairman of the Mohair Trust
  - The Chairman of Mohair South Africa Limited.
  - The President of the SA Mohair Growers Association

For information on the Empowerment Trust, please contact –
Deon Saayman – Secretary – 041 487 1386
Davey Herold – Chairman – 049 891 0863

mohair.
mohair.
mohair

passionate, bold,
gentle, **soft**, durable,
natural fibre

Marketing Strategy for Mohair SA

Jackie Gant

During 2010, MSA set out to determine the way forward with regard to marketing. Inputs were given by an advertising agency, a public relations company, a marketing mentor and the Board of Directors tasked with the marketing portfolio. The strategy was finally accepted and endorsed by the full MSA Board.

The starting point was to determine the marketing requirements as set out in the Trust Deed and in accordance with MSA's mandate in terms of the company's memorandum and articles of association. This was followed by an in-depth look at who the stakeholders are; the various segments that mohair fits into; who we market to; and who we give feedback to.

The Trust Deed states that the marketing function of MSA is … *the promotion of the production of mohair within the Republic of South Africa (SA-grown mohair), and the stimulation of the demand for mohair inside and outside of South Africa*, while the MSA Statutes declare that the company has to ... *advance mohair as an agricultural, industrial and fashion bre inside and outside the Republic of South Africa.* *See Figure 1.*

The objectives of the Company (Mohair South Africa) as stated in its memorandum and articles of association are (marketing-related objectives appear in bold lettering) –

1. **to facilitate activities designed to advance and increase the demand for South African mohair;**
2. **to facilitate research in connection with the improvement, production, manufacture, processing, storage or marketing of mohair;**
3. to provide information and/or advice to producers relating to mohair, market conditions and the mohair industry in general;
4. **to promote the greater use of the mohair fibre locally and internationally by whatever means is deemed suitable at the time;**
5. to facilitate training for and provide information to existing and emerging mohair producers;
6. **to generally perform functions consistent with the provisions of the Marketing of Agricultural Products Act of 1996;**

7. to perform functions consistent with the provisions of the Agricultural Product Standards Act, 1990, as may be applicable to the producers of mohair and the mohair industry in general;
8. to perform functions related to the well-being of mohair producers in general, as may be required by its benefactors and subscribers; and
9. **to promote international relations which will benefit the mohair industry.**

Based on the objectives highlighted above, we understand the marketing objectives/focus to be –

1. to increase the demand for **South African** mohair both locally and globally by facilitating activities and promotions in this regard;
2. to facilitate research in connection with marketing mohair to the global market;
3. to promote international relations that will benefit the global mohair industry; and
4. to provide industry-wide communication to key stakeholders by identifying who we give feedback to and who we market to.
5. The next step was to look at –
   a. **where the industry is currently and how the market forces are influencing it** (assessment)
   b. **where the industry would like to be** (goal-setting)
   c. **how it might get there** (short-term and long-term marketing plan) and
   d. **how it will know that it has got there** (measurement indicators).

This process resulted in a 75-page draft document which ultimately meant that the company had to prioritise according to capacity (staff) and budget to finance the plan. I share this with you so that you can see that we have applied our minds to this process. The strategy was accepted by the MSA Board at the end of last year. *See Figure 2.*

THE STRATEGY

The strategy that has been agreed to is:

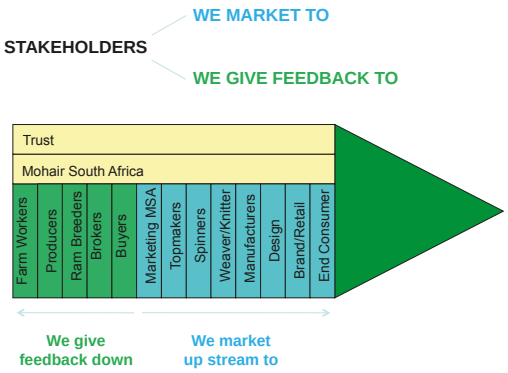
Definition of market segments where mohair can be utilised. Obviously there are many areas, and we have had to prioritise and focus on the areas that utilise the biggest portion of the clip.

Definition of sectors: This pertains to the steps in the value chain where we want to influence, promote and market mohair. The sectors identified are: spinners, weavers, designers, manufacturers, wholesalers, retailers, end-consumers, Government and the corporate gift market.

Table 1 illustrates the segments and sectors that we will focus on for both South Africa and abroad.

South African Focus

The segments selected are functional ware (socks), homeware (decor products), handicrafts (hand knitting) and agri-tourism. *See Table 1.*



MSA markets up stream and SAMGA markets down stream.

Figure 1

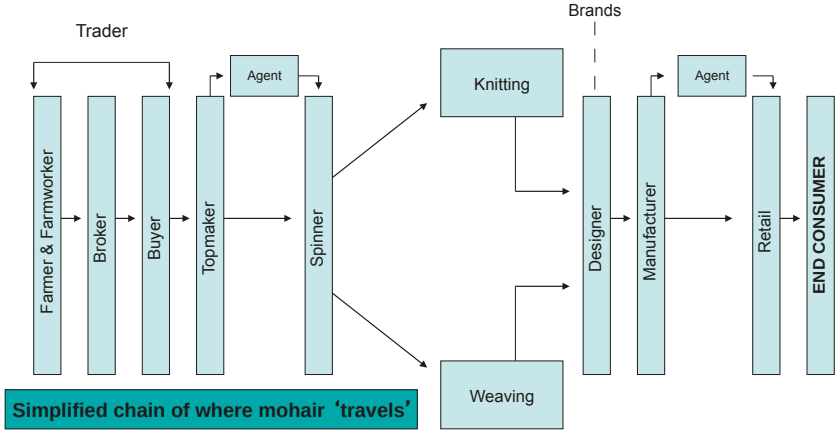


Figure 2

Young
Vibrant
Exciting

How the plan is to be implemented

Functional ware:

- Comrades Marathon and the Pink Sock Cancer Awareness Drive
- Partnering with retail outlets that sell socks to end-consumers
- Market research among retailers who do or potentially can stock this product and among end-consumers
- Utilising social media and public relations to address this market about mohair and the benefits of the fibre

Homeware:

- Launching the 'Mohair Collection 2011' at Design Indaba in Cape Town. This collection is manufactured by Southern African manufacturers for the local and international market
- Emphasis on highlighting SA globally as mohair producers, products being from truly South African natural fibres
- A webpage for the collection linking directly to the manufacturers of the product for orders/queries
- Beautiful images to tell the story
- Continue to promote the collection as exclusive corporate gifts
- Public relations around the launch
- Research at retail and end-consumer level

Handicrafts:

- Research the hand knitting market to determine how large it is, who is knitting, where they buy their yarns, what makes them choose a specific yarn, how they access yarns, et cetera
- Information to be fed back to mohair yarn manufacturers and yarn retail outlets
- Link this back to Government as a project for products for the tourism market

Agri-tourism:

- First agri-tourism product in the Eastern Cape
- "Mohair Meander" is the vehicle to promote mohair to local and international tourism sector
- Ongoing research in the end-consumer sector
- Setting up a stand-alone website
- Growing the Meander products
- Social media and PR to drive the concept
- Ensuring that we have the buy-in and support among farmers and the producer community

Campaigns:

A radio campaign on Algoa FM which is targeted at end-consumers where the emphasis will be

- Enlightening them about the word 'mohair' and its source of origin, that SA is the global leader in mohair production and that Nelson Mandela Bay is the mohair capital of the world
- We plan to introduce a celebrity who is an authority on mohair in the global fashion and interior market… "Anne Gora" (Angora) who will be interviewed by one of the leading DJs and who will talk about what is "hot and happening" with the fibre. The campaign will run for 7 consecutive days per month
- There will be various theme campaigns which will highlight the Mohair Meander, a drive for the crafting segment (knitting) and the lifestyle products (interiors)

	Sectors										
Segments	SOUTH AFRICA	Spinners	Weavers	Design	Manu-facturer	Wholesalers	Retailers	End Consumer	Government	Tourism Product Owner	Corporate Market
	Functional Wear				●		●	●			X
	Homeware			●		●	●	●			X
	Handicrafts	●		●		●	●	●			
	Agri-Tourism				●		●	●	●	●	

● *Marketing Funding and Activities*
X *Marketing Activities Only*

Table 1

- A ringtone of an Angora goat bleating which will be downloadable is being investigated
- Continue to "mohairise" (by way of trade visits) media, designers and influential role players who belong to the identified sectors and segments
- Launching the 2012 Mohair Summit.

Communication:

- Via the MSA website, Mo Quarterly, the annual Review, social media and the print media that fall in the segment that we have identified. The Public Relations service provider is critical here.

INTERNATIONAL FOCUS

The segments selected are apparel, homeware (decor products), accessories, hand crafts (hand knitting) and fashion knitwear (machine knitting). *See Table 2.*

Apparel:

- Continue to communicate with this segment and look at projects to enlighten the end-consumer in the East via retail and/or print media

Homeware:

- Focus on designers, manufacturers, wholesalers, retailers and end-consumers
- Work with the international trend forecaster in this segment
- Research this segment, including the velour segment
- Attend Maison & Objet in Paris with the Mohair Collection 2011
- Translate the collection website

Fashion knitwear:

- Focus on the spinners of mohair yarn, designers, manufacturers and end-consumers
- Participate in and attend Spin Expo in New York and Shanghai
- Link into the trend area and the student projects
- Target machine knitting
- Involve the international trend forecaster in this segment
- Do research in this segment

Accessories:

- Focus on the manufacturers
- Research this market in countries that make use of accessories (scarves, gloves, beanies, etc)
- We need to determine how large the market is and how mohair can own a slice of it

Handicrafts:

- Focus on wholesalers, retailers and end-consumers
- Adapt the industry DVD for the hand knitting market globally
- Involve the international trend forecaster in this segment
- Secure trade visits from knitting experts and designers to SA

Promotions:

- The 2012 Mohair Summit launch
- Mode Gauken University project in Japan

These are the main focal points of the programme as set out in the strategic marketing plan, which will be updated and altered as situational factors and market forces change.

	Sectors							
Segments	INTERNATIONAL	Spinners	Weavers	Design	Manufacturer	Wholesalers	Retailers	End Consumer
	Apparel						●	●
	Fashion knitwear	●		●	●			●
	Accessories				●			
	Hand crafts					●	●	●
	Homeware			●	●	●	●	●

● *Marketing Funding and Activities* *Table 2*

Mohair news from abroad

Pierre van der Vyver

Two delegations from MSA visited the Far East and Europe recently to gather information on the impact of the global financial recession and the importation ban in terms of raw mohair caused by the outbreak of Rift Valley Fever, on the manufacturing sector.

The first delegation, Pierre van der Vyver, Francois Michau and Chairman Reinhold du Randt, began its journey to China with a visit to the Shanghai World Expo, which was an international trade expo of immense proportions, comparable to the London and Paris expos of earlier centuries. With the theme, *A Better City, a Better Life* the Expo attracted exhibitions from most countries in the world, all of whom were invited to erect their own display pavilions, some as impressive as three-storey buildings, to showcase their economies. Vast numbers of local and international visitors formed long, winding queues, as 15 000-20 000 visitors passed through the pavilions daily. It is estimated that as many as 400 000-500 000 visitors attended of the expo daily! This was an opportunity for the new Chinese economy to engage with old and new trade allies and to expose the new Chinese culture and trade to the world. The South African pavilion, fresh from the focus of the World Soccer Cup, was extremely popular and provides a great opportunity to show South African mohair. The South African 'team' is already investigating opportunities in respect of the *next* expo.

China surprised the delegation with its state of the art processing facilities and it was very clear that massive strides had been taken in this regard in the last few years. The very modern and efficient Topline Company, a spinning concern with export links to mainly Europe and the USA, bears testimony to this. The high quality end product was impressive and it is evident that they serve the top end market. They use mainly the 25-32 micron range and produce top quality yarn that contains 30-70% mohair. They enquired about the possibility of introducing a seal of excellence and source of origin certification for South African mohair, and they, too, reiterated the perception that the Chinese people are not familiar with mohair. They are enthusiastic to co-operate with any marketing opportunities that MSA envisages in China, including a fashion show at the Spin Expo.

Pierre, Francois and Reinhold also visited a vertically integrated company, the Jiangsu Sunshine Group from Jiang Yin City. They consume mainly fine kid hair for their fabrics and are of the opinion that the Chinese market is ready to absorb the luxury natural fibres, since there is already a growing demand for this product. They are also of the opinion that more marketing of mohair needs to be done in China, as the population is unaware of its fine qualities. They, too, requested a seal of excellence and source of origin certification for South African mohair.

After further visits to the Yanshun Spinning Company and the Ji Angsu Y Inling Group, the delegation departed for Japan, having recorded the following perceptions about the future of mohair in China:

- There has been an impressive, highly visible improvement of lifestyle in China with an interactive awareness of quality, linked to an improvement of technology in textile production. This opens up a completely new consumer market for mohair, with enormous growth potential!
- Top makers should take cognisance of the request for quality mohair tops and certification of origin in respect of South African mohair. This should serve as a warning that international spinners will resort to importing more and more raw mohair from South Africa if their demands are ignored.
- All the local mohair processors are keen to co-operate with MSA in any marketing attempts aimed at creating mohair awareness in China.
- They perceive Rift Valley Fever as an enormous threat, because the Chinese economy is based largely on agriculture and any threat to their agriculture is viewed in a very serious light. They do, however, realise that the ban was an over-reaction and will recommend that the quarantine rules and regulations be relaxed.

There is a strong expectation of an improvement in the market, based on a demand for the finer mohair types.

The visit to Japan coincided with the award ceremony of the Mode Gauken University's fashion design students.

In an attempt to stimulate the interest of the youth in mohair and to create excitement for the fibre in this sector, MSA entered into a partnership with Mode Gauken University and sponsored an award for a competition among their fashion design students. The university is widely recognised for its excellent fashion design curriculum and its successful graduates are in great demand internationally.

The show was an extravaganza attended by approximately five thousand people and was very well received in the press, and featured on local Japanese television. The local Japanese processors welcomed the effort by MSA to create a passion for mohair in young people, most of whose awareness of the fibre is very scant (many are completely oblivious of the origins, existence or qualities of mohair), and will support and encourage any effort to bring this special natural fibre to the attention of young people.

The quality of both the performance and the clothes was exceptional. The ramp vibrated with feverish young energy and the enthusiasm for the clothes and the show was tangible.

It was an easy decision to continue with the project in 2011.

A visit was paid to Miyuki Keori in Nagoya, where the message that there is a slow improvement in the top end market was favourably received. Their main stumbling block remains the strength of the yen, which hampers exports. There is a strong expectation of an improvement in the market, based on a demand for the finer mohair types. Mohair in the 27-29 micron range is still being used mainly for men's summer weight suiting. Fabric made of 100% mohair content with a 72-yarn count is growing in popularity as availability improves. Mohair and silk blends are also very popular.

A visit to Towa Keori, a spinning company, confirmed that business was slow due to the strong yen impacting negatively on exports and mohair consumption. They still consume a sizeable volume of mohair in the 27-28 micron range destined for the local domestic market. Small quantities are exported to China. The company is in the process of testing several ranges of cloth in mohair/alpaca blends, as well as mohair/wool blends for ladies' wear. They, too, supported the Mode project and supplied the students with yarn.

Nakaden Keori, a modern, youthful company with spinning, dying and weaving facilities, produces about four million metres of fabric in mohair/wool/silk/alpaca blends.

They showed an interest in using a fabric with a 100% South African 'source of origin' content.

This company also complained about the strength of the yen. It is very keen to develop fabric exclusively for ladies' wear. The company has undertaken joint ventures with the Sunshine Group in China, renowned as a vertically integrated company, for the past twenty years.

A trip by train to Tokyo, to the Japan Sewing Company, proved to be very pleasant. This third-generation family-owned company has outlets on Saville Row and Bond Street in London. Included in their list of celebrities is our own Gary Player, who is a keen supporter of their excellent quality of merchandise. They produce approximately 150 000 suits per annum for the top end market. They showed an interest in using a fabric with a 100% South African 'source of origin' content. They currently acquire their fabric from local weavers and are keen to partner with MSA in mohair promotion projects.

The Senken Shibun is the most popular textile newsprint in Japan and speaks to the textile manufacturing sector of Japan. A meeting with their president, Mr Ossao Shirako, and his deputy director, sparked a great interest in South African mohair production trends.

The company expressed an interest in getting involved with mohair promotion and to partner in this venture with Ayoyama Aoki International, the biggest manufacturer of men's suits in the world – 1, 5 billion suits per annum! They confirmed that there is a positive trend towards using mohair, and had no doubt that the demand for mohair will be seen in this new season.

A visit to the South African Embassy, where Mr Gert Grobler, the South African ambassador to Japan, welcomed the delegation, and where the Chairman gave a brief overview of the mohair industry, was much appreciated. Six of the award-winning garments from the Mode Gauken University project were handed to the ambassador to be displayed at the embassy.

To come to terms with the mere volume and size of the manufacturing sector in Japan is a challenge. The Konaka Company produces 800 000 suits per year predominantly destined for the "town market" (where suits are made overnight, to one's tailored requirements). Konaka wants to create a winter demand for mohair and is in the throes of creating a 100% mohair fabric for the Japanese domestic market.

Impressions of the present state of mohair in Japan:

- The general impression after visiting the above manufacturing outlets was that they have survived the worst of the economic downturn and are cautiously optimistic about the future, yet concerned about the strength of the yen which hampers their exports.
- The conservative approach of some of the traditional roleplayers in this market left a sense of concern for their future. While it would appear that they are financially very sound, one was left to wonder how they would adapt to the demands of the new young generation of consumer that views mohair as a classic garment for the older generation. They might be compelled to change their conservative outlook if they want to create excitement with the youth.
- They are all keen to co-operate with attempts by MSA to promote mohair in their country.
- On the other hand, the delegation was left with the impression that there are some very innovative roleplayers in the Japanese market who are keen to meet the challenges of creating a youthful excitement for mohair.
- In their own interest, the call for a certification of source of origin for South African mohair is something the top makers need to give serious consideration to. ■

Mohair News *from Europe*

Ricca Turgel from Abafazi in Alicedale was a popular exhibitor at Maison Objet

Deon Saayman

On 21 January this year, an icy -1° winter's day, Fred Alberts and Deon Saayman arrived in Paris to take a look at the state of mohair affairs in the manufacturing sector in Europe and to determine the impact of the global crisis on that sector of the market.

It became evident that a huge target market could be reached at trade shows and that education on the uses of mohair is of primary importance.

Their journey started with a visit to *Maison & Objet*, an interior decorating trade show in Paris, where the Mohair Signature Collection is to be exhibited in September.

The turnout from the trade at these shows is phenomenal, and it was good to see the likes of Jan Paul Barnard and Ricca Turgel from Abafazi in attendance … and fascinating to witness the fulfilment of Li Edelkoort's prediction that animals and fur would become major trends at this kind of fair, as indicative of man's need to interact with animals. There were many fake fur and mohair look-alike products on display, but also numerous animal products. A deeper investigation into why there weren't more mohair products, revealed that very few exhibitors knew mohair – which underlined the need for marketing opportunities at trade fairs. It was disconcerting to realise how ignorant people are as far as mohair is concerned. On questions as to why owners did not use mohair for their particular products, the responses varied:

- I don't like using dead animals
- I don't like killing animals
- I don't know
- I don't know mohair

It became evident that a huge target market could be reached at trade shows and that education on the uses of mohair is of primary importance.

In Italy, Fred and Deon met with Ermenegildo Zegna, Vitale Barberis Canonico and

All weavers were of the opinion that young people need to be made aware of the potential of mohair. This resulted in students at the Design School of Eindhoven being assisted with projects for interiors.

Deon and Fred shaking hands with Matteo Loro from Zegna.

Fred at the entrance to Haezebrouck the velour manufacturer from Belgium.

Alvigini, all of whom reported an improvement in the Italian textile sector, adding that fashion was moving to high-lustre fabrics in Korea, Japan and Taiwan.

One company reported that sales volumes over the past two seasons were good, despite the economic recession. They stated that the company was cautiously optimistic about business for 2011 and that they were finding that Eastern European countries were beginning to show more interest in the high-lustre fabrics. There was, however, concern about the perceived lack of lustre in the South African mohair clip.

Alvigini reported that the mohair cycle seemed to be longer than normal, and he also noted that there was renewed interest from Eastern Europe in high-lustre worsted cloth.

Interaction with the Velour Groups:

The delegation visited four velour companies – Veys, Haezebrouck, Schellens and Pongs – and returned with interesting information.

One company works almost exclusively with mohair and reported that they were concerned about the stiff competition from polyester, but that the classic style theatres still prefer using mohair velours, because it is more cost-effective to upholster with mohair, which ultimately outlasts most other velours. They also believe that young people do not know enough about mohair.

Kemp and dark hair in mohair remains a problem for velour manufacturers. It forms black holes in the weave and is costly to remove, as is the polypropylene contamination picked up during the processing of the mohair. Price fluctuations are hugely problematic for manufacturers, as wholesalers need to set the prices for their customers in September of each year for the year ahead. The manufacturers were of the opinion that the mohair velour market had not completed its upward swing yet.

One Belgian weaver confirmed that the velour market had been under pressure since 2008, but stated that they did work closely with architects in the USA and often won contracts for big projects like cruise-ships and theatres. The rise in the price of cotton has added another dimension to keeping product prices stable (cotton is used extensively as backing for their fibres). The company also expressed concern about the lack of lustre in the mohair clip and re-iterated the problems associated with black fibres and kemp.

All weavers were of the opinion that young people need to be made aware of the potential of mohair. This resulted in students at the Design School of Eindhoven being assisted with projects for interiors.

In conclusion, it would be fair to make the following assessment of our visit:

- The general lack of knowledge of and appreciation for mohair among the youth is disconcerting.
- We should use any and every trade show opportunity to educate the broader public about mohair.
- There is a perception that the South African mohair clip has deteriorated in the sense that it lacks lustre.
- There is concern about the big fluctuations in mohair prices in certain categories, as this creates problems with setting fixed annual prices with wholesalers.
- The velour market has not yet fully recovered since the financial crisis and it may take some time to regain the momentum it had before 2008.

on the scoreboard!

The Zegna Awards 2010

In an interesting change of venue, the 2010 Zegna Awards were presented in the brand new Nelson Mandela Soccer Stadium in Port Elizabeth on 21 October 2010, where instead of soccer, mohair and wool took centre stage as both trophies were awarded at the same event for the first time.

The mohair awards were presented, on behalf of Zegna, by Mr Juan Aquilar, manager in charge of developing the company in Latin America and South Africa.

Mr Aquilar's address complimented mohair producers on the high standard of raw fibre and assured them of the company's commitment to producing superior quality natural fibre fabrics.

From left to right: Mssrs. Louw Retief, Piet Viljoen, Juan Aquilar (Zegna), Billy Colborne, Elna van den Bergh, Werner Ferreira, Paul Michau, Barries Snijman, Lloyd Short.
Front: Eugene Maritz, Frans Louw, Aubrey van den Bergh, Alberto Candellero (Zegna), David Short.

The order of merit of the other finalists was:

2. Snyberg Angoras (GT and Werner Ferreira)
3. PA Viljoen
4. PCL Michau
5. JL Retief and Son
6. Vleikuil Boerdery (Barries Snjiman)
7. BT Henderson
8. AM Short
9. Van Hasselt Farming/Oelofse Farming (Elna van den Bergh)

Creep-feeding of Angora Kids

The author, Charles Fitzhenry, holding a kid reared with creep feeding.

Charles Fitzhenry

Whenever feeding is discussed, the first thought that comes to mind is cost. With so many sources of different components of feed, and so many recipes, the debates about which is the best and which is the cheapest, is a topic (and a book) all on its own.

Our Veld – Nature's Gift

We first need to accept that as farmers, we are harvesters of rain and sunshine, as these are the two most important free components which grow and sustain our natural vegetation. God in His grace provides all this, for which we give Him glory and thanks. Our veld is the very essence of our livelihood. Farms in the Karoo have an abundance of sunshine and a very scarce supply of rain, yet our veld is so grateful for so little. Once we have understood this concept, the 'harvesters' that we choose to reap the veld are determined by the vegetative growth of each farm and the preference of each farmer. Whether we use Angora goats, Boer goats, Merino sheep, Dorper sheep, cattle, springbuck, kudu, ostriches or any other animal is our own choice. The choice and proportion is determined by the variation in the natural grazing, as well as the different grazing patterns of the different animals. What is important to realise is the economic return per hoof and how to maximise this, while at the same time carefully conserving our natural grazing.

Due to the changing seasons and prolonged drought conditions, harvesting our natural grazing by using livestock requires of us to vary our flock compositions, as well as our stocking rates. These variations cannot be controlled as easily as opening and closing a tap, but require gradual changes and supplementary feeding as the seasons become drier. The quality of a flock is built and improved over a long period of time, and preserving the acquired genetic improvement is very important.

My experience

With this article, I hope to share some of my experiences in respect of flush feeding of Angora goat ewes prior to kidding, supplementary feeding during kidding and creep feeding of kids until weaning. None of these practices is the blueprint of goat farming – this article is merely a guideline, since conditions vary from farm to farm, district to district and season to season.

Ewe Management

My goat ewes are shorn during the first week of May. They are then scanned and separated into groups – those that are dry, those that carry single fetuses and those that carry twin fetuses. Ewes that are carrying twins are marked on the horn and remain with the "singles" (ewes with one fetus) until mid-July. My kidding season starts during the second week of August, when the veld is dry after the winter. After a good summer season, the kidding areas are usually well stocked with dry roughage, sufficient to start the kidding process.

The whole gestating flock is given a production lick, consisting of a good bypass protein, maize and salt, from the beginning of July (6 weeks prior to kidding). This lick is fed twice a week at a rate of 100 g/goat/day and is gradually increased as the ewes become accustomed to it and to the feeding process. It may be necessary to acquaint the flock with the feeding process by driving them towards the feeding troughs once or twice.

Ewes that are carrying twins are separated from the rest of the flock at the beginning of August. Their lick is increased to 400 g/ewe/day while the "single" lick is increased to 300 g/ewe/day. The licks are fed in *tyre-bakke* (feeding troughs made of old tyres) that provide adequate feeding space for every ewe. Once the kidding starts, the ewes' rations are adapted so that they are fed daily. The feeding is done early in the morning so that the ewes can be checked and so that those that have kidded can be identified and marked with a khoki pen. They are moved later in the day to smaller camps, where the ewes and kids are colour-coded and are given an oil paint number on the ear. This is done to make daily counting and "roll calls" easier, especially during the first two weeks after kidding. Young ewes are kept separate from the rest of the flock, as older ewes are more dominant around the feeding troughs.

Creep Feeding

Creep feeding facilities are placed in the feeding areas when the kids are about two weeks old. Two 3 m creep gates with two 3 m netting gates are put out to make a square "play-pen". Rocks are piled inside the pens to attract inquisitive kids to play on while their mothers eat at the lick troughs. In this way, the kids get used to creeping through the creep gates to play inside the play-pens. Kids are lured into the play-pens by smaller feeding troughs where a few pellets are put out to stimulate their appetite. Because some wastage does occur due to the kids playing in their troughs, feed

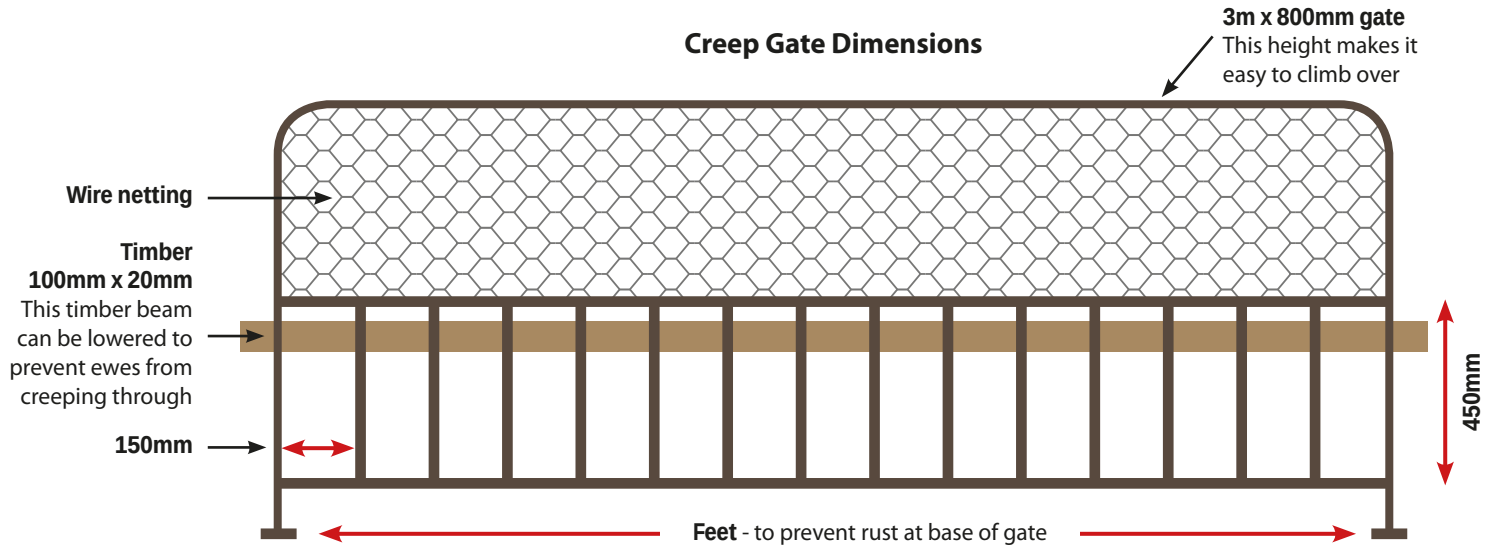
Ewes feeding from the tyrebakke.

portions are restricted. The small feed troughs are later replaced with self-feeders, which allow the kids to eat *ad lib*. As the kids grow older, their intake gradually increases to about 400–500 g per day. It is a common assumption that animals consume up to 4% of their bodyweight in feed every day. The analysis is that if a kid weighs 15 kg and eats only creep feed, its intake will amount to approximately 600 g per day. A group of 60 kids will therefore consume roughly one bag (80 kg) of pellets daily. The self-feeders are replenished every day, while the flock sizes are still small, so as to keep the feed fresh and palatable. When the kids are old enough, flocks are combined and moved to larger camps. Self-feeders are put in these camps for the ewes as well, so that feeding can be reduced to twice a week. This method provides a constant supply of food for the kids to be able to grow well, without competition and butting from the ewes.

Benefits

Kids thrive on creep feeding and the benefits are huge in relation to the cost of feed, labour, fuel, maintenance and replacement rams.

- The kids become less demanding on their mothers for nourishment, which helps the ewes maintain their general condition better.
- Creep feeding also allows for earlier weaning, which gives the ewes a longer recovery period to regain condition for the next mating season.
- If the animals regain condition in time for the next mating season, the conception rate improves and the weaning percentage increases, which provides a larger and stronger gene pool for selection.



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The benefits that I gain far outweigh the extra energy and finance I have to put in to garner these results.

- A larger, stronger gene pool speeds up the genetic progress of the flock, spreads the cost of expensive rams and gives a better return per hoof.
- It also –
  - produces more *kapaters* to shear or sell
  - provides better and more replacement ewes
  - allows more old ewes to be classed out and sold
  - reduces the average age of the flock
  - increases the average price of your mohair clip
  - increases the income return per hectare
  - makes mohair growing more profitable
  - swells your bank account
  - pleases your bank manager and
  - makes you a happier farmer!

The benefits that I gain far outweigh the extra energy and finance I have to put in to garner these results. I assure you that it is well worth trying. Your only risk is the rate of improvement! I'm sure Hall Middleton's comment on this system – characteristically succinct – would have been, "Well done!" ■

Kids getting used to creep feeder and using it as a playpen.

The extra e ort and expense is worth the nal product.

Die skrywer, Blair Henderson, by 'n tweeling bokkie.

Help jong ooie ... dis die moeite werd!

Blair Henderson

Alhoewel dit my beleid is om met angoras wat in normale ekstensiewe omstandighede aard en wat nie byvoeding nodig het nie te boer, is dit soms nodig om die reëls aan te pas om beter finansiële resultate te kry.

By uitstek selekteer ek ooie met hoë vrugbaarheid wat goeie moedereienskappe openbaar en my beleid het begin vrugte dra as ek na my lampersentasie kyk. Vir my het 'n ooi wat 'n tweeling grootmaak baie meer waarde as een wat die mooiste voorkoms het en net elke jaar een bokkie produseer. Waar ek hier in die droër deel van die Karoo boer en glad nie op die ondersteuning van aangeplante weidings of lusern kan staat maak nie, is daar nie plek vir ooie wat nie hulle kant met 'n bokkie bring nie, maar is dit belangrik dat ek elke poging aanwend om my jong twee-tand ooie en ooie met tweelingbokkies te help om die mas op te kom. Sodoende benut ek die voordeel van meer bokkies in my kudde en maak ek voorsiening vir 'n sterk, lewenskragtige nageslag.

My veld bied 'n goeie verskeidenheid van struike- en bossieveld en onder normale omstandighede kan die ooie self goed regkom, maar daar is ongelukkig baie maer jare waar die reënval nie na wense is nie en dit verregaande sou wees om van 'n jong ooi of een wat 'n tweeling grootmaak te verwag om sonder hulp genoeg melk te hê. Dit is ook vir my van groot waarde om genoeg bokkies te teel sodat ek seleksie kan toepas en my kudde kan verbeter, dus help ek maar hierdie groepie ooie.

Ek gebruik 'n bestuurstelsel wat lamhokkies en byvoeding vir hierdie groep insluit. My eenlingooie het nie hierdie gefokusde aandag nodig nie en lam onder normale omstandighede in die veld in kleiner kampies nader aan die huis. As die natuurlike

Bo: Lamhok met tweeling.
Bo regs: Kruipvoer vir lammers.
Regs: Ondersteuning vir ooie met tweeling.
Regs onder: Die lamhokkies is gemaak uit herwinbare tweede-handse materiaal en is koste e ektief.

toestande nie na wense is nie sal ek ook vir hierdie groep byvoeding en lek gee.

My lamhokke is alles uit tweedehandse materiaal gebou om dit so koste-effektief as moontlik te hou.

My ondervinding is dat jong ooitjies soms skrikkerig en verward is by die geboorte van 'n eerste bokkie en dat dit kan bydra tot 'n situasie wat stres veroorsaak met die meegaande verlies aan melkproduksie en swak moedereienskappe.

Ek bring dus hierdie groep ooitjies ses weke voor lamtyd nader en gee vir hulle 'n gebalanseerde byvoeding wat deurvloeiproteïene bevat wat melkproduksie bevorder. Ongeveer twee weke voor lamtyd plaas ek hulle in kleiner groepies van ongeveer 20-25 ooie in kleiner kampies met lamhokke en gee vir hulle byvoeding in die vorm van lusern en lek.

Teen lamtyd is die ooie gewoond aan hulle omgewing en het hulle die voordeel van die byvoeding en die deurvloei-proteïene benut.

Ek vind dat lamhokkies die ooie 'n kans gee om rustig aan hulle bokkies gewoond te raak en die natuurlike moedereienskappe 'n kans gee om te ontwikkel.

Om die lamhok droog en skoon te hou plaas ons die ooi en lam eers na die geboorteproses wanneer die nageboorte uitgeskei is vir 24 tot 48 uur in die hokke.

Die hokke is voorsien van skoon strooi en water asook die byvoeding waaraan die ooi gewoond is. Dit is belangrik om ten minste ses weke voor die verwagte lamtyd met die byvoeding te begin. Nie net gee dit die ongebore fetus meer lewenskrag nie, maar dit dra ook by tot 'n hoër geboortegewig en voorsien dit die ooi van genoeg melk om die tweeling groot te maak.

Na ek hulle uit die lamhokkies gehaal het, loop hulle in skoon kampies waar die byvoeding voortgesit word. Namate die bokkies groter word, word hulle in groter veldkampe geplaas en geleidelik aan kruipvoeding blootgestel.

Tweeling ooibokkies word geïdentifiseer sodat daar op twee-

tandouderdom nie met seleksie teen hulle gediskrimineer word nie.

My filosofie is dat dit die moeite werd is om geld te belê in die opbou van jou kudde en dat die bokkie die begin van die toekoms is. As daar die jaar nie 'n goeie aanwas van kwaliteit nageslag is nie, betaal jy die prys deurdat jy lank daarna nog die negatiewe uitwerking aan jou sak gaan voel.

Ek beskou die ekstra uitgawe aan byvoeding as 'n belegging vir die toekoms. Dit is eers as jy in 'n kraal met min, swak uitgegroeide bokkies staan dat jy die waarde van hierdie ekstra uitgawes waardeer.

Jong ooitjies by 'n voerbak.

Byvoedingresep:

Daar is soveel resepte as wat daar boere is en elkeen se omstandighede verskil. Dit is dus nie my voorneme om my resep as voorskriftelik aan te beveel nie,maar dit kan dalk vir iemand in boerdery-omstandighede waarde hê.

- 200 kg Maxiwol
- 200 kg mieliemeel
- 40 kg Molasse meel
- 50 kg sout

Lusern word vrylik beskikbaar gestel aan die trop ooie in die lamkampe.

My filosofie is dat dit die moeite werd is om geld te belê in die opbou van jou kudde en dat die bokkie die begin van die toekoms is.

TO OUR ENGLISH READERS: This article about management for young ewes and ewes with kids is available in English on our website www.mohair.co.za/ les/journals/English53_1.pdf

Farming successfully next to a National Game Park

Photographer: Nico Claasen

The authors Allan Truter (left) and Chris Gree (right).

Allan Truter and Chris Greeff

The Zuurberg Wool and Mohair Producer Organisation had 43 members in 1992. In 1996, we had 14 members left. More than half of our farming community was lost due to the expansion of the Greater Addo Elephant Park, the establishment of Kazuko Game Reserve and the purchasing of game farming land by Mr Duncan Davies. All in all, the property thus lost to commercial farming amounts to 80 000 ha.

Overnight, the Kommadagga area, which had been fairly vermin-free, experienced an influx of especially black-backed jackal from these game parks. Initially, when the small stock farm land was vacated, the jackal moved in and began breeding vigorously, as there was an abundance of food. Within two years the populations of springbok, duiker, steenbok, rabbits et cetera were virtually wiped out and the jackal moved in from the parks to the farm lands with devastating results. The population explosion of the black-backed jackal and the lynx can be explained by the fact that before it was bought by game farmers this land was utilised by small stock farmers who controlled the predator numbers fairly effectively. In a recent survey conducted by Prof HO de Waal working in association with the University of the Orange Free State, it is estimated that approximately 2800 small stock are taken by vermin inside the boundaries of South Africa each night.

The farmers had to adapt very quickly or suffer the same fate as the springbok. I erected the first electric fence in 1995. Very little was known about fence electrification then. The results were good, but the jackal still managed to penetrate the fences on occasions. Chris Greeff, my neighbour and I, began working together against the jackal onslaught. I began specialising in making night-hunting equipment like the truck-mounted shooting chairs. At the same time, Chris also began electrification of his outside fences and he established a pack of hunting dogs. We realised that farming in Kommadagga was similar to running a factory. No factory can function without selling a product. Wool and mohair sales should

Because there is no over-population of jackal, they do no enter commercial small stock areas.

Below: Electri ed grid.
Bottom: The double standard electric fence.

cover running costs and the profit should be the sale of young stock, which should then be our main product to sell and our chief source of profit.

To achieve this, we began implementing the following plans:

1. We began feeding our Merino and Angora ewes at mating and kidding/lambing time. This immediately took our lambing/kidding percentage from 60% to 80-100% (lamb/kid in the veld). Our stock totals are increasing as a result of better kidding and lambing, and now we have stock to sell.
2. We changed our electric fences to a three-wire system – two live wires outside and one live wire on the inside of the camp fence. It is absolutely essential to have **two wires on the outside on any boundary fence**, since a single wire is always either too high or low off the ground.

A single wire on the inside of a camp fence is essential to keep the fence closed. If a porcupine, antbear, warthog or bush pig is in the camp, it will dig unhindered until it passes through under the fence and will only be shocked once it exits the camp – and the hole left thus will allow jackal to enter easily from the outside.

All our boundary fences are netted. Great care is taken when constructing an electric fence. The initial extra time and expense needed to erect a fence properly always pays dividends in the long run.

It is important to erect an electric fence on an existing fence that is in a reasonable condition, otherwise there will be many loose wires that can cause short-circuiting, resulting in a fence of limited efficiency.

The secrets of the success of an electrical fence are:

1. Don't go for **quick** erection but for **thorough** erection from stage one.
2. Divide your farm into 400–500 ha blocks. This allows greater control if vermin should come in, as the problem will be contained in a smaller area that is easier to control.
3. Never let the voltage drop below 5000 volts on all three wires. If the voltage drops to below 5000 volts, erect the next energiser station.
4. Only three rules once the fence is up – maintenance, maintenance and maintenance.
5. Divide your staff so that only one person is accountable for each specific section of the fence. This works very well.
6. Refrain from buying one large energiser for the whole farm. This does not and will never work, as a single

short close to the unit exposes the entire farm. We use mostly solar units – 75 watt panel, 2 x 105 amp/hour deep cycle batteries, and regulator and Meps 125 energisers. These Meps energisers are cheap and easily repaired. We always stock spare energisers in case of lightning damage. We work on one solar unit per 8 km with 3 wires. The energiser unit is put in the centre, 4 km to the left, 4 km to the right. Solar units on the furthest points of the farm with the wires running to the house or areas most often reached, ensure that fences can be checked daily. A large unit at the farmstead with wires running away in all directions cannot be checked daily.

My neighbour Chris and I had a lucky break when they we allowed to control the vermin on the neighbouring game farm. Night-shooting is used and this allowed the jackal to be controlled in such a way that the ecosystems of the game farms concerned had enough food to support their own jackal. Because there is no over-population of jackal, they do not enter commercial small stock areas.

Hunting together at night gave us the advantage of knowing exactly where the jackal are located in our area. What we do not shoot at night is very successfully controlled by Chris's dogs a day or two later. Chris believes in handsomely rewarding his hunter, who also hunts for an extra income during his free time over week-ends. Chris also has great success with the use of traps.

Our success rate in controlling the number of stock lost to vermin is due to persevering with our techniques. Despite the fact that we farm next to game parks, I lost only one two-tooth Angora ewe to a lynx for the entire past year, and Chris has cut his losses by more than 90% since 1995.

Another advantage of having electric fences is that the animals remain where they are supposed to be. For instance, your neighbour's stock can't enter your property and infect your stock with lice, *brandsiek* or whatever, and your stock can't take off for foreign destinations!

In Closing

My advice to other producers who are struggling to overcome the predator problem is to work together as neighbours, and allow each individual to become a specialist in one or other aspect of jackal control.

If you go to the effort to electrify, do it properly, otherwise do not bother. Be very realistic with yourself – do not calculate what an electric fence costs, but rather ask yourself what you are losing annually by *not* having an electric fence.

No single control method is successful on its own. Farming next to jackal territory requires maintained electric fences, dogs, traps and night-shooting – and bags full of enthusiasm!

There is nothing more depressing for one's staff on the farm than a continuous onslaught from vermin. The relationship between farmer and labourer becomes strained if the workers continually have to report stock losses.

Top left: The hunting chair that Allan builds.
Top right: Scenes like these are rare on their properties.
Above: Solar panels are used for the electric fences.

Ons besoek aan die navorsingseenheid van Wildlife Services te Fort Collins.
Van links is prof H O de Waal, Me Magdel Bosho , Coligny Stegmann, dr. Nico Avenant.

Predasie – ons steek kers op in Amerika

Bo: Een van die ongeveer 90 coyote's wat op die proefplaas aangehou word vir navorsing. Onder: Bokooie met hul bokkies op die plaas van mnr Giles van Texas.

Coligny Stegmann

Die groot vraag wat by almal opkom is waarheen ons op pad is met die al groter wordende probleem van veeverliese as gevolg van predasie deur veral die rooijakkals en die rooikat. Op die oomblik veg ons almal om oorlewing en sukkel ons om al ons bokkies groot te kry.

'n Studie van ALPRU (African Large Predator Research Unit) toon dat ons verliese in die kleinveebedryf ongeveer R1,4 miljard per jaar beloop, en dit is net die direkte koste vir die veeboere. Dink net hoeveel die Staat jaarliks aan BTW verloor! Dit is egter ook makelaars, vervoerkontrakteurs, veemedisynemaatskappye, veevoervervaardigers, slaghuise en so meer wat jaarliks groot verliese as gevolg van die predasieprobleem ly. Suid-Afrika het dan selfs nou ook 'n netto invoerder van rooivleis geword!

Baie produsente is van mening dat die bedrywe nie genoeg aandag aan die probleem gee nie. Ek wil u egter die versekering gee dat die PMF (Predation Management Forum) baie hard werk. Die forum is saamgestel uit lede van die NWKV, RPO, SASKV en die wildbedryf.

Ongelukkig moes ons die afgelope twee jaar bykans al ons tyd gebruik om 'n drakoniese wet (NORMS & STANDARDS) te beveg en te beïnvloed, om dit so sinvol moontlik te kry. Dit het meegebring dat ons met onder andere die voormalige Minister van Omgewingsake, die Minister van Landbou, die Direkteur-Generaal van Omgewingsake en die Parlementêre Komitee vir Landbou geskakel het.

Verlede jaar het vier van ons – prof HO de Waal, dr Nico Avenant, mev Magdel Boshoff van Omgewingsake en ek – vyf Amerikaanse state besoek. Dit was ongelooflik om die goeie samewerking tussen die produsente en die Staat te sien. Ons het met verskeie wol-, bokhaar- en beesprodusente kontak gemaak. Hulle het presies dieselfde probleme as ons.

'n Slagyster met 'n rubber waarin daar 'n verdowingsmiddel is. Wanneer 'n jakkals daaraan kou word hy verdoof en dit verhoed dat hy aan sy eie voet kou.

Aan die regterkant is 'n M44 (gifskieter) wat gestel is, en aan die linkerkant is die teenmiddel wat die 'trapper' byderhand moet hê vir indien hy dalk van die gif per ongeluk inkry.

Hierdie is een van die slagysters wat aan die ISO9000 standaarde voldoen wat gebruik mag word.

Die groot verskil is egter die uitwerking van die maatskappy, Wildlife Service, wat 'n predasiediens aan boere en inwoners van die VSA lewer.

Wildlife Service is 'n deel van die VS se Departement van Landbou wat geen wetgewende of vervolgingsgesag het nie. Hulle het oral '*trappers*' wat uitstekend toegerus is en wat produsente help waar daar groot probleme is. Van die metodes wat hulle gebruik is helikopters, vastevlerk-vliegtuie, slagysters, strikke *('snares')*, die M44 (gifskieter) en hokke.

Hulle word goed ondersteun deur 'n navorsingstasie by Fort Collins asook 'n proefstasie waar daar ongeveer 80 coyotes vir navorsing aangehou word.

Al die inligting en navorsing wat ons daar gekry het, het 'n baie positiewe invloed op die samestelling van die NORMS & STANDARDS, 'n predasievoorligtingsdokument, gehad. Slagysters sou na drie jaar verban word, maar is egter opgehef aangesien daar ISO 9000-standaarde vir slagysters is, wat wêreldwyd aanvaar word. Daar sal nou net aan die gebruik van die regte ysters aandag gegee moet word. '*Denning*' (waar klein jakkalsies in die broeines met gas doodgemaak word) was ook eers verban, maar die verbod is wat dit betref ook gelig. Navorsing het gewys dat wanneer *'denning'* toegepas word, predasie na 48 uur ophou, omdat die jakkalse nie meer nodig het om vir hul kleintjies kos aan te dra nie.

Die PMF het twee jaar gelede met 'n opleidings- en bewusmakingsveldtog onder produsente en hul werkers begin. Die persoon wat die opleiding doen, Neil Viljoen, is 'n boer van Loxton. Hy het op sy eie plaas baie interessante navorsing gedoen. Indien hy nog nie in u omgewing 'n kursus aangebied het nie, moet u nie huiwer om die kantoor op Jansenville of dr Amie Aukamp by die NWKV-kantoor te kontak nie.

Met die PMF-vergadering op 24 Februarie is daar ook indringend aandag aan navorsing gegee. Al die universiteite is genooi om iemand na die vergadering af te vaardig om te bepaal watter navorsing nog deur watter instansie gedoen moet word. Daar sal dan 'n navorsingstruktuur daargestel word om die saak te hanteer.

Daar moet ook dringend gekyk word na 'n gekoördineerde predasiebestuurstelsel. Ons sal nooit die oorlog wen as produsente nie almal saamwerk met die nodige ondersteuning van die Staat nie. Die Staat se wiele rol egter maar stadig. Intussen moet boere self die probleem beveg. Probeer elke wettige metode binne u vermoë!

Daar word baie gepropageer dat ons net nie-dodelike tegnieke soos Alpakkas, Anatoliese honde, die kraal van vee ensovoorts moet gebruik. Navorsing in die VSA het egter getoon dat minstens 60% van die populasie jaarliks verwyder moet word net om die getalle konstant te hou. Dié faktor is een van die groot redes (onder andere) waarom die probleemdierbevolking in Suid-Afrika so ontplof het.

Indien u enige navrae het, kan u my kontak by coligny@r63.co.za. ■

TO OUR ENGLISH READERS: This article about predation methods in America is available in English on our website www.mohair.co.za/ les/journals/English53_1.pdf

Heel bo: 'n Voorbeeld van vanghok wat gebruik word. Middel: Dit is een van die vaste vlerk vliegtuie wat deur Wildlife Service gebruik word om coyote's te beheer. Die koste is een derde van 'n helikopter. Onder: Hierdie is die toerusting van die 'trapper' van Wildlife Service wat op mnr Giles se plaas help met die beheer van coyote's.

Tegniese voeding **werk!**

Dr Chris Landman

In my huidige gratis dienslewering aan produsente, is daar vasgestel dat hulle in vier groepe verdeel kan word:

- Produsente wat glad nie voer nie en dit nie eens wil probeer nie;
- Produsente wat af-en-toe, net tydens droogtes, voer en elke nuwe produk op die mark probeer en dan weer los;
- Produsente wat op aanbeveling van voermaatskappye te veel of onoordeelkundig voer, wat negatiewe gevolge kan hê en duur is; en
- Produsente wat op aanbeveling van my individuele konsultasie, tegnies voer en finansieel wen.

In 'n wêreld waar mededinging en prestasie hoog aangeskryf word, kan 'n produsent wat nie met nuwe ontwikkeling tred hou nie, finansieel geweldig baie verloor. Boerdery is 'n besigheid, en die netto wins is wat saak maak. Tegniese voeding op die regte tyd kan die verskil maak ... byvoorbeeld, 'n voerkraal kan nie met swak voeding optimale groei verwag nie.

Ontoereikende ensiemsisteme veroorsaak dat aminosure stadiger in die rumen-mikrobes ingebou word. Rantsoene wat voldoende mikrobe-aktiwiteit in die rumen kan inisieer, is dus van kardinale belang:

- Rumen-mikrobes kan laegraadse stikstofbronne soos ureum se biologiese waarde verhoog en dié met besondere hoë waardes bv vismeel, deur proteolise, deaminasie en hersintetisering verlaag.
- Die hoeveelheid proteïene wat in die rumen afgebreek word, word deur inname, vermoë om aan die behoefte van mikrobes te voorsien en oplosbaarheid beïnvloed.
- Herkouers benut hoëgehalte proteïene meer doeltreffend wanneer 'n gedeelte daarvan na die laer spysverteringskanaal deurvloei.
- Die ideale rantsoen vir maksimum stikstofbenutting behoort dus 'n goeie gehalte proteïene met lae oplosbaarheid in die rumen in te sluit.

Proteïene is oor die algemeen duurder as energie en behoort nie vir energie-aanvulling gebruik te word nie. Vir elke 1 mg stikstof wat deur rumen-mikrobes opgeneem word, is daar 50-80 mg glukose nodig. Tien tot vyftien persent van verteerde koolhidrate kan in bakterie-selle wat uit ±10% stikstof bestaan, ingebou word. Dit beteken dat as 'n herkouer 1 kg voer met 70% koolhidrate waarvan 50% verteerbaar is (350 g) inneem, kan 'n selgroei van 35 g met 'n stikstof-inhoud van 3,5 g 'n ru-proteïene opbrengs van 22 g per dag verwag word. Die rumen se totale stikstofkonsentrasie daal as verteerbare energie van die rantsoen daal, en eintlik verlaag die bakterie-stikstofkonsentrasie.

Wanneer daar ureum in melk of baie ammoniak in die rumen is, beteken dit dat bakterieë met 'n te lae graad proteïene of 'n oormaat nie-proteïenstikstof moet klaarkom. Sommige produsente koop duurder produkte soos Zeolite om die oormaat nie-proteïenstikstof wat in die rumen vorm of voorkom, vas te vang, maar bakterieë het steeds te min ware proteïene. 'n Wanbalans in voeding wat blaasstene veroorsaak, word met ammoniumsoute behandel, maar bakterieë is nogtans aan die wanbalans onderhewig. Die vorige generasie het dikwels gepraat van 'penny wise, pound foolish'; dit is wysheid wat 'n mens met groot vrug in gedagte kan hou.

- Om 'n algemene veevoer in aantreklike verpakking te gebruik, waarborg nie noodwendig winsgewende resultate nie.
- Om 'n produsent se individuele behoeftes en probleme te evalueer en daarvolgens tegniese voeding te implementeer, kan 'n hoër netto wins tot gevolg hê en u aangenaam verras.

Scientific Research Projects:
Keeping Mohair in South Africa at the Forefront

Ray Hobson

Research is a mandatory function of MSA and research projects are conducted to help resolve perceived or real problems in the production and processing of mohair. They are conducted scientifically under the auspices of the Research Committee of MSA and with the full participation of Onderstepoort Veterinary Institute, Grootfontein Agricultural Institute at Middelburg, the CSIR in Port Elizabeth, the University of Stellenbosch or the Agricultural Research Council of South Africa.

A summary of some of the research programmes being conducted at the moment includes:

1. A comparative study of the healthcare and wellness related properties of mohair

Project leaders: AF Botha and L Hunter, CSIR

This research is aimed at comparing the wellness and healthcare related properties of mohair, a relatively expensive fibre, to those of other natural and man-made fibres (which are generally cheaper than mohair) with a view to establishing the comparative advantages of mohair in terms of these increasingly important consumer and niche product requirements.

The research could also serve as a basis for further exploration and identification of the protein molecule responsible for the antibacterial properties of mohair and how this can be further accentuated.

Although considerable research has been done and data generated on the physical and mechanical properties of mohair and textile fibres in general, little work appears to have been done on the wellness and healthcare properties of particularly mohair. More and more, consumers around the world are becoming aware of and demanding wellness and healthcare qualities in their clothing and in automotive textiles. In addition, more consumers, particularly those in affluent countries, are demanding products which do not harm the environment.

However, there is little scientific evidence to back up and promote the perceived benefits and advantages of mohair. If scientific evidence can be produced of the wellness and healthcare related properties of mohair, such as water and water vapour transportation; absorption and release dynamics; and wetting, wicking and antibacterial properties, it will be possible to establish specific applications and end-uses for mohair in which the fibre can out-perform other cheaper fibres.

Another area which appears to hold promise for mohair is that relating to bedridden and physically handicapped persons who spend a great deal of time in bed or in a (wheel)chair. If such persons do not have specifically designed mattress and wheelchair covers that help spread the weight of the body over a large area, thereby reducing the pressure points, they will develop pressure sores. This research is in the project stage and results will only be known late in 2011/2012.

2. The development of a genetic marker for the identification of more hardy Angora goats in South Africa in respect of cold stress

Team leaders: G Snyman and Prof P Swart

This project is aimed at identifying a genetic marker for more hardy Angora goats and to use that marker in a breeding programme in order to breed hardier goats. Previous research has shown that the Angora goat is unable to produce enough cortisol (the adrenal steroid hormone released in response to physiological stress) in response to cold stress. This has been investigated in terms of adrenal steroidogenesis, and a single enzyme, cytochrome P450 17 hydroxylase/17, 20 lyase (CYP), was identified as the probable cause of the problem. During the study, two CYP 17 genes with significantly different activities were identified. The one CYP 17's genes inability to produce cortisol precursors has been demonstrated to be the probable cause of the observed hypocortisolism

Three unique genotypes were subsequently identified, and a rapid and accurate genotyping method has been developed, for the purpose of identifying hardier goats for breeding. An insulin-induced stress experiment was carried out on the experimental farm at Jansenville, which revealed that the ability to produce cortisol in response to physiological stress is significantly different for each of the three different genotypes. This was followed by

This project is aimed at identifying a genetic marker for more hardy Angora goats and to use that marker in a breeding programme in order to breed hardier goats.

a breeding programme in collaboration with Dr Gretha Snyman of GADI. Two generations of kids have been born from this programme. These have been genotyped to determine whether the pattern of inheritance we have proposed is correct. The mohair produced from genotyping the goats was investigated and no significant differences were found.

The final work in terms of this programme involves analysing samples from the stress test performed at GADI, where cold and wet conditions were simulated under veld and kraal conditions.

3. Mohair lustre measurement

Project leaders: L Hunter and AF Botha, CSIR

This project explores the possibility of identifying and of developing a cost-effective method for the routine and accurate measurement of mohair lustre, preferably on-farm and at-brokers.

Research is underway at WSU (Walter Sizulu University) and NMMU, in the endeavour to establish which particular fibre surface characteristics – for example, scale structure and roughness – provide a good measure of mohair lustre. If such surface characteristic(s) could be identified, ways could then be sought by which such characteristic(s) can be measured quickly and accurately. One such a method of measurement might be a high resolution image analysis, based on the concept embodied in the OFDA instrument.

4. The evaluation of a frozen semen protocol for Angora goats in South Africa

Project leader: Dr G Snyman, in co-ordination with Ramsem and Angora Goat Breeders

The aim of this project is to evaluate the frozen semen protocol for implementation in the Angora goat industry, through which superior genetic material could be distributed in the industry on a large scale.

The background

A project on the evaluation of a protocol to successfully freeze Angora goat semen was implemented in 2007. There were variable results in terms of freezability and durability. The results – at three localities – of the laparoscopic insemination of ewes with the frozen semen pellets were 22,6%, 39,8% and 51,5% of ewes that kidded per number of ewes that were inseminated.

The above results were discussed during the Angora Goat Research Advisory Committee meeting held on 12 August 2010 and the following recommendations were made:

- Further work needs to be done on the protocol. A new freezing agent should be evaluated with the aim of improving the durability of the semen and also the number of pellets that can be frozen per sire.
- The possibility of using trans-cervical insemination instead of laparoscopic insemination should be investigated, as this option will be cheaper for producers.
- The nutritional management of sires should be resolved.

The objectives of the continued part of the project are to:

- evaluate the effect of melatonin implant in Angora rams on the freezablity of semen outside the breeding cycle;
- evaluate the viability of semen frozen inside and outside the normal breeding season via laparoscopic insemination, in terms of the kidding percentages obtained;

- freeze semen in pellets and straws;
- evaluate the viability of semen frozen in pellets vs. that frozen in straws via laparoscopic and trans-cervical insemination respectively, in terms of the kidding percentage obtained.

The seasonality of Angora goats still poses a problem for the large-scale implementation of a semen freezing programme in the industry. Superior sires will not be available to the programme if semen-freezing can only be done during the normal breeding season.

5. Maintenance of a biological bank for Angora goats in South Africa

Project leader: MA Snyman

A project aimed at the establishment and maintenance of a DNA bank for Angora goats was initiated in 2004 at the Grootfontein Agricultural Development Institute (GADI), involving three Angora producers and the experimental herds at Jansenville Experimental Station. To date, blood samples have been collected from 10 480 animals and stored in the Angora Goat Blood and DNA Bank and all the phenotypic data recorded has been entered into the database. There are already three research projects that have obtained blood and DNA samples as well as phenotypic data from the bank.

During 2006/2007, the DNA bank project was extended to include an investigation into the longevity of Angora ewes. This part of the research will take place over a ten-year period.

The programme, *Establishment of the South African Biological Reserve for Small Stock Research and Conservation*, driven by the Department of Agriculture, Aquaculture and Fisheries, has been implemented at GADI. The aim of the programme is twofold – to promote the improvement of the South African sheep and goat population, and its conservation. The Angora Goat DNA Bank Project now forms part of the bigger programme.

The above is a glimpse of the research projects currently being supported with grower's funds in the interest of solving production problems and attempting to find new markets.

6. Swelling disease

Project leader: JA van Rooyen, GADI

Outbreaks of swelling disease still occur periodically and Angora goat producers are still suffering some losses. No definite cure is known; various farmers administer different treatments, not all of which are always successful. The aim of this study is to identify the causative agents responsible for swelling disease in South African goats.

From all the information available on swelling disease in Angora goats, it is evident that it is a complex condition, and that little is known about the mechanisms involved in the origins of the disease and the course it follows.

Results obtained thus far with the present study, indicated that although *Teledorsagia circumstancta* (brown stomach worm) infection has been listed as one of the predisposing factors for the disease, it alone cannot cause it.

The results of the study further indicate that higher dietary protein levels could possibly help prevent swelling disease. In a questionnaire investigating the epidemiology of swelling disease, 65% of the respondents reported having encountered swelling disease on their farms, while 35% had never encountered or seen the disease. A few cases of swelling disease were reported during this period, with only one serious outbreak. The standardised battery of tests was applied to this outbreak. However, there will have to be further cases before a statistically meaningful analysis can be done.

It seems unlikely that there will be a simple solution to this complex problem. The prevention of swelling disease should therefore rather be based on a multidisciplinary flock health management approach. ■

Outbreaks of swelling disease still occur periodically and Angora goat producers are still suffering some losses.

2010 –
die ou geriewe vir opleiding

Marlow lei bokhaarboere op vir die toekoms

2011 –
nuwe toerusting vir opleiding

Linda Henderson

Marlow Hoër Landbouskool is op 3066 hektaar langs die Visrivier net buite Cradock in die Karoo geleë. Met 180 ha onder besproeiing uit die Visrivier is Marlow dus seker een van die beste proposisies wat daar in landbou-opleiding ten opsigte van semi-intensiewe en ekstensiewe boerdery-omstandighede te kry is.

Die skool spits hom toe op die voorbereiding en opleiding van toekomstige boere in die kleinveebedrywe van die Karoo wat merino's en angoras insluit. Daar word van hoë gehalte diere gebruik gemaak om die praktiese aspek van die opleiding te doen. Tot en met 1994 was die plaasgedeelte van die skool van die Departement van Onderwys afhanklik vir finansiering – 'n situasie wat natuurlik sy eie soort frustrasies gehad het. Die lywige korrespondensie wat nodig was om die gewone bedryfsfunksies van 'n plaas te kan verrig, het baie bygedra tot die visie om die plaas te privatiseer en dit as 'n onafhanklike inkomste-genererende eenheid te bedryf.

Mnr Charl Naude het in 1993 as plaasbestuurder by die skool aangesluit en sy vorige ondervinding as bestuurder van mnr John Hobson van die bekende Thornpark Angora Stoetery naby Longhope, was tot voordeel toe hy die angorakudde moes oorneem. As gevolg van die beperkte finansiële bydrae van die Departement van Onderwys ten opsigte van die aankoop van teelmateriaal, het die kwaliteit van die

angorakudde effens afgeneem en was die skool dikwels afhanklik van die goeie gesindheid van weldoeners soos mnr Kleintjie de Klerk van Clifton Angora Stoetery, wat teen 'n baie verlaagde koers ramme aan die skool beskikbaar gestel het.

Charl Naude se aanstelling was 'n keerpunt vir die 'skoolplaas' en die angoraboerdery.

Tans word die kudde, wat uit 300 ooie bestaan, kunsmatig geïnsemineer met saad van ramme wat meestal van mnr Francois Michau van Cradock kom.

Bestuursprogram

Die bestuursprogram op die plaas maak van semi-intensiewe sowel as ekstensiewe omstandighede gebruik.

As die normale veldomstandighede nie na wense is nie, word die ooie voor paartyd met 'n prikkelvoeding ondersteun. Ooie word kunsmatig geïnsemineer met vars saad, en dié wat nie beset is nie, gaan in die tweede siklus na die ram vir normale bevrugting.

Na paring word die ooie veld toe gestuur en ses weke voor lamtyd word hulle na die voerkraal gebring, waar hulle met kuilvoer, lusern en 'n gebalanseerde voeding wat deurvloeiprotëine bevat en deur André Bezuidenhout, voedingsdeskundige van Adac in Cradock ontwerp is, gevoer. Die kuilvoer en lusern word op die plaas geproduseer, wat die voedingskoste relatief laag hou.

Die ooie lam in lamhokkies. Ooie met tweelinge word vir twee weke in die hokkies aangehou om seker te maak dat die ooi die bokkies sonder komplikasies kan grootmaak. Die ooie en bokkies bly dan vir 3-4 maande in voerkraalomstandighede voordat hulle gespeen word en veld toe gestuur word.

Die resultate van die bestuursprogram is indrukwekkend:

	2010	2009	2008	2007
Totale aantal ooie gepaar	250	220	200	200
Ooie KI	200	200	200	200
KI persentasie beset	65%	63%	65%	67%
Persentasie lammers gebore/ KI ooie	148%	147%	146%	150%
Totale aantal lammers gebore	310	228	265	256
Lampersentasie	124%	104%	132.2%	128%
Speen-aantal	286	168	243	239
Speenpersentasie	114,4	76,4	121,5	119,5

Mnr Naudé wys daarop dat dit as gevolg van swak weersomstandighede gedurende die KI- en lamtyd was dat die speenpersentasie in 2009 swak was omdat nat sand in die lamhokke en bittere koue gedurende dié tyd die oorlewingsyfers negatief beïnvloed het.

Hoewel die diere vir 'n groot deel op landerye of aangeplante weiding loop, sukkel hy nie met parasiete nie en word die bokkies net twee keer vir lintwurm doseer, en twee keer met Multivax Plus geënt.

Skoolopleidingsprogram

Die studente op Marlow ondergaan twee keer in hulle seniorfase, as deel van die Landboubestuurskursus, 'n intensiewe praktiese angora-opleidingskursus wat deur SSA se tegniese span aangebied word. Die kursus is deur CMW saamgestel, met die goedkeuring van SSA. Die teoretiese deel van die opleiding vorm deel van die skoolkurrikulum.

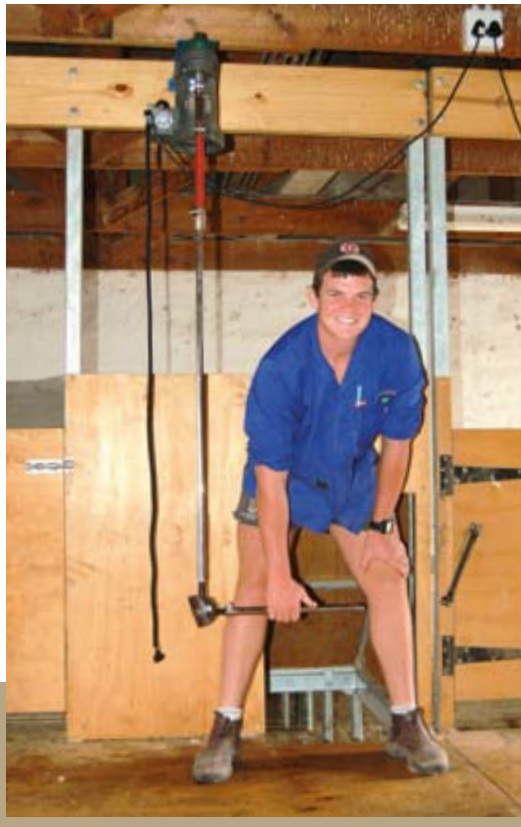
In Junie of Julie, doen die graad 10-studente die eerste drie dae 'n kursus wat 'n praktiese bestuursprogram, klassering, tipering en die beoordeling van bokke insluit. Die studente herhaal tydens die daaropvolgende Februarie (in graad 11) die kursus, waarna hulle vir die klasseersertifikaat in aanmerking kan kom.

Die kursus is baie volledig en spreek al die fasette van angorabokboerdery aan.

1. **Wenke by die seleksie, beoordeling en plasing** van angorabokke sluit voorkoms en rasstandaarde in en lê ook klem op die eienskappe van sybokhaar
2. **Die Bestuursprogram** behels 'n jaarlikse gids (opgedeel in maande) ten opsigte van effektiewe produksie en sluit die volgende in:
   - Doseer-/inentingsprogram
   - Dipprosedure
   - Siekte- en parasietbeheer
   - Skeervoorbereiding
   - Skeerprosedure
   - Paringsprosedure
   - Voedingstekorte
   - Lamtydbestuur
3. **Riglyne vir die klassering** van sybokhaar word ook in diepte behandel en sluit ondermeer die klasstandaarde, uitleg van die skeerhuis, skeermetode, vagverdeling, die merk van die bale en so meer in.

Die bedryf besef hoe noodsaaklik dit is om by die opleiding van nuwe produsente op grondvlak betrokke te raak en het hul volle steun toegesê aan die planne om die skeerfasiliteite by die skool op te gradeer. Hierdie jaar is die skeerhuiskursus met tafels, skeermasjiene en bins wat deur SSA geborg is, aangebied, op 'n skeervloer wat deur CMW beskikbaar gestel is.

Die bedryf besef hoe noodsaaklik dit is om by die opleiding van nuwe produsente op grondvlak betrokke te raak...



Regs: Die nuwe skeermasjiene wat SSA geborg het.
Onder regs: Die lamhokke waar die ooie lam.
Onder links: Charl van Niekerk en Riano Greyling van SSA deel hul bokhaarkennis op grondvlak.

BEE spreads its wings

Gielie Grobler

The SA Mohair industry fully supports the Black Economic Empowerment (BEE) policy of Government. The industry initiated its strategy in 2006 and by the middle of the following year, the first project directed at previously disadvantaged individuals (PDIs) was established on the farm Hardwood in the Ikwezi district. The industry believes that the best way to empower people is through proper training. All its efforts are therefore directed at training people and helping them improve their position in society.

The industry's latest focus is on the area around Matatiele in the north eastern part of the Eastern Cape Province. Most Angora goats owned by people of colour are found in this part of the country. The challenge is enormous and will require time, effort and money if the situation is to be turned around. However, nothing is impossible – on condition that sufficient funds are made available.

Matatiele is a bustling town with people from all the surrounding villages and towns going there to do business and to buy their provisions. The town is close to Lesotho to the north and KwaZulu Natal to the east, and the Maluti Mountains in the background.

All the farm land belongs to National Government, except for a few farms that have been bought by local farmers known as "developing commercial farmers". Apart from the Municipality, which is expected to provide various services to the community, the structure of governance is based on the traditional way.

To appreciate and understand this system, the reader must picture many villages where families live together in a certain area. These villages are governed by a headman with a committee to assist and advise him. The next rank in order of importance is the chief who reigns over a number of villages. He, too, has a committee to assist him. The most senior person is the king. Several towns and many villages are under his jurisdiction, and his word is law in the rural areas.

The farmers keep Angora goats, sheep and indigenous goats, as well as cattle. Grazing is free and the farmers may run as many animals as they like. The consequences of this practice are evident, and have been – sadly – for many years. Overgrazing is the order of the day and soil erosion is rife. Personally, I believe that this has gone too far, and that given the circumstances, the situation can no longer be turned around.

The people are friendly and keen to learn. However, they are very far from the traditional mohair production area. Because of this, they buy their rams from Lesotho or use one of their own offspring. They often get a ram from a neighbour. This being the case, they are not going to improve the standard of their animals. Efforts will therefore have to be made by the mohair industry to help them obtain superior breeding material, especially rams.

No classing of mohair is done. Once again, the industry will have to step in and conduct classing demonstrations to teach the people the very basic principles of classing mohair. In

The farmers keep Angora goats, sheep and indigenous goats, as well as cattle. Grazing is free and the farmers may run as many animals as they like.

Top: Arriving in Matatiele.
Above left: A typical Angora goat farming enterprise in the former homeland.
Above right: The formal handing over ceremony.

this way, they will be able to improve their income quite substantially. Apart from the above, they also need to be informed about certain basic management principles, such as treating their animals against internal and external parasites. The logistics problems are huge: the distance from shearing sheds is a problem; the size of the dip tanks (built to dip cattle) is a problem as they are too big and therefore it is too costly to dip! However, for every problem there is a solution … but it will take time, patience, effort and plenty of money! The question is whether the industry is up to challenge – or should one just turn a blind eye?

The industry should realise that the Matatiele (and Lesotho) producers cannot be expected to run the type of animals that are found in the traditional mohair areas.

Only time will tell how this situation will unfold, hopefully in the best interest of the people concerned. ■

Ram Sales Report 2010/2011

Justin Coetzee

According to the sales figures of the past selling season (2010/2011), ram sales have been most successful.

The wide-spread drought during the 2010-part of the selling season caused stock numbers to decrease, creating a huge demand for sires. Fortunately various production areas were blessed with copious rains during the early months of 2011. This generated great enthusiasm and an increased demand for quality rams.

The decision of ram breeders to appoint a single ram inspector for ram sales has reintroduced a consistent level of minimum standards for rams sold under the auspices of the breed society, and will enable breeders to maintain and improve the genetics offered to mohair producers.

Long debates about the mohair length required in the industry resulted in length indices being added to the catalogues of the Graaff-Reinet and Jansenville Veld Ram Sales, a development which was received well by ram buyers.

The total offering of rams in terms of numbers remained relatively unchanged, with a decrease in the clearance of rams at 89% compared to a 98% clearance the previous season. The average price for the eight sales, however, increased from an average of R3 324,00 to R3 686,00, an increase of 10,9%. The highest price, R32 000, was paid at the Graaff-Reinet Veld Ram Sale for a ram from Van Hasselt Farming.

The Angora Ram Breeders must be congratulated on the exceptional quality of breeding material that they are making available to the mohair industry in South Africa.

Graaff-Reinet

Highest Price: *R16 000*
Buyer: *MW Truter, Oudshoorn*
Seller: *AR Hobson, Steytlerville*

Somerset East

Highest Price: *R23 000*
Buyer: *Van Hasselt Farming, Prince Albert*
Seller: *JH Lategan, Aberdeen*

Summary of Sales – Samevatting van die veiling

Sale Veiling	Rams Offered Ramme Aangebied		Rams Sold Ramme Verkoop		Average Price (R) Gemiddelde Prys (R)	
	2009/10	2010/11	2009/10	2010/2011	2009/10	2010/11
Somerset East/Oos	78	73	76	73	3181	4151
Graa□-Reinet	87	75	82	70	3720	3900
Graa□-Reinet Veld	76	84	63	67	3437	4832
Jansenville Veld	64	69	59	68	3294	4631
Baakensrug	35	31	35	31	3513	2577
Noorsveld	20	25	17	15	1694	1953
VanHasselt Farming	105	90	105	90	4153	4426
Snyberg	125	130	125	86	3602	3020

The highest prices were as follows:

Snyberg Angoras

Highest Price: *R17 000*
Buyer: *Hein Truter, Oudtshoorn*
Seller: *Snyberg Angoras*

Baakensrug

Highest Price: *R5 700*
Buyer: *André Oelofse, Klipplaat*
Seller: *Baakensrug Angoras, Nelspoort*

Van Hasselt

Highest Price: *R30 000*
Buyer: *IR Bekker, De Rust*
Seller: *DL Hobson, Caledon*

Jansenville (Veld Rams)

Highest Price: *R23 000*
Buyer: *Leliekop Trust, Cradock*
Seller: *Van Hasselt Farming, Prince Albert*

Graaff-Reinet (Veld Rams)

Highest Price: *R32 000*
Buyer: *JJ Retief, Hanover*
Seller: *Van Hasselt Farming, Prince Albert*

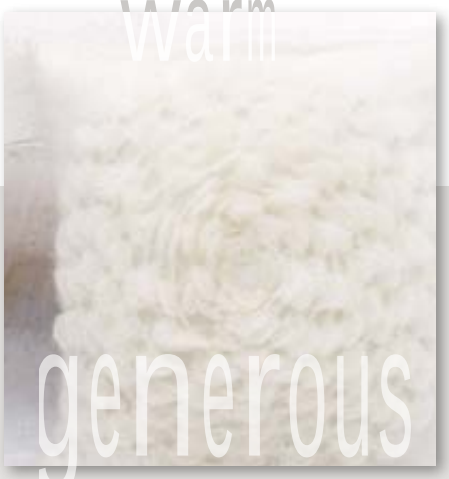
Noorsveld

Highest Price: *R3 100*
Buyer: *GJ Van Loggerenberg, Steytlerville*
Seller: *Cawoodholme Angoras, Klipplaat*

MSA launches …

Mohair throw by Murray Stevens.

the Mohair 2011 Collection



Cushion covers in mohair by Annette Oelofse and Adelle Cutten.

Contempory mohair furniture by Savahl from Port Elizabeth.

Linda Henderson

A project conceptualised in 2009 by the MSA marketing team – which was first open for a sneak preview at the Mohair Summit and then polished and tweaked for a year – was finally given independent life at the Design Indaba in Cape Town at the end of February 2011.

The need to inspire new excitement for mohair was identified by the marketing committee of MSA early in 2009. The committee realised that product development is an area that needs constant attention, and one sure way in which MSA could influence such development locally was in the area of homeware, where the bulk of mohair manufacturers are positioned in South Africa.

The marketing team was aware that a fresh new take on mohair was needed to rekindle consumer interest, since most consumables have a lifespan (which quickly expires once customer interest fades).

The team realised that the key to maintaining successful marketing lies in the curiosity, product interest and satisfaction of past and future clients.

With this in mind, MSA sought assistance from Josef Greeff, product developer and creative designer from Port Elizabeth. Local mohair manufacturers known to the industry were also invited to be part of the creative process.

Josef was requested to look at creative possibilities and new design concepts and to help the companies re-interpret mohair to fit a contemporary lifestyle – which was quite a challenging task, given the fact that some participants were well-established companies with well-defined products and a firm client-base, while others had potential, but lacked production capacity. The common denominator, however, was that they all use mohair as a primary product, in creating a variety of homeware products.

The objective was to bring creativity and design to the table, but not at the expense of commercial viability. This was a tough call, since design stimulates interest but manufacturers often require high turn-over commercial units if they are to generate profit. What was needed, therefore, was a balance between design and commercial viability.

The inspiration for the designs came from the Karoo, and the colour palette reflects the different moods of the Karoo, from misty morning to parched earth, while some of the shapes reflect a number of the curious plants found locally, such as the prickly pear and the desert rose.

After the preview at the Mohair Summit at the end of 2009, it was decided to tweak the range to improve the final concept.

The Design Indaba in Cape Town was the perfect platform for introducing mohair – and some beautiful new ways of using it – to the local South African public. The range was very well received and early indications are that there will be a great demand for the products.

What also became evident from trade and design shows was that people respond to a complete marketing package. They like the story of the product and at the Design Indaba they were proud that it is truly South African. In a world that has become so commercially driven, and where consumables are mass-produced, the individuality of design, origin, scarceness and desirability all play a role in stimulating the emotional demand for the product concerned.

There was certainly a natural curiosity about the source of the product and the animal that produces it, supporting Li Edelkoort's prediction that in the devoid-of-emotion materialistic world we live in, more and more people will be reaching out to connect with animals.

What was highly enlightening was that there was little price resistance to some of the more expensive articles. Perhaps this is a natural response from consumers who know that they are dealing with an exclusive, well-designed product?

The curiosity of young people was remarkable, and there were many requests for material for student assignments – which is a step in the right direction to evoke the interest of the youth in mohair.

Another innovative approach is that the products can be viewed and ordered on line, directly from the supplier at www.mohaircollection.co.za. A mere click of a button to open up a completely new and free marketing space!

Jackie and her team have been very resourceful. While the mandate of the Trust prohibits direct trading, its objectives are the promotion and marketing of both the fibre and the product.

By creating a promotion platform for mohair at trade fairs, the mandate for marketing is met, while sidestepping the trading issue by allowing clients to order directly from the companies concerned.

MSA sees this as a way to support local manufacturers while stimulating interest in the fibre. The added value for local companies should not be underestimated. Depending on the final response to this collection, consideration will be given to participation at Maison Objet, a lifestyle trade show in Paris, in September this year.

It will be difficult to quantify in financial terms the national and international exposure that producer companies get from the endeavours described above.

The project participants are:

Company	Product(s)
Adele's Mohair	Felted throw, and leather and mohair cushions
Annette Oelofse Mohair Products	Cushion covers and lampshades
Coral Stephens Hand Weaving	Knotted throw
Hinterveld	Mohair blankets
Karoo Looms	Carpet
Mohair Weavers	Mohair throw
Momento's of Africa	Brushed and knitted blankets and cushion covers
Peta-Lee	Felted mohair and wool cushion cover and lampshade
Savahl's Fine Furniture	Mohair and leather furniture
Shuttleworth Weaving	Carpets

Congratulations to all the participants, and to their creative director! Their products are stylish and new, and bear witness to the objectives of creative vision, an introspective approach, and a continual recreation of both themselves and the image of their products. *You did us proud* – both as South Africans, and as mohair producers!

Knitted cushions from Momentos.

A Throw and blanket from Annette Oelofse.

Felted mohair and wool cushion cover and lamp by Peta Lee.

Blankets form the Hinterveld range.

contemporary - contemporary - contemporary - contemporary -

VOGUE Knitting and the Magic of Mohair Design Contest

Jackie Gant

One of the advantages of our attending Li Edelkoort's mohair trend presentation at Parsons Design School in New York last year was that we met up with the *Vogue Knitting* team. *Vogue Knitting* is the premier handknitting publication, published four times a year, in the United States.

According to the Craft Yarn Council of America (CYCA), there are 56 million crafters in the US and a large percentage of these are knitters, who are very loyal and passionate, and love new things. The social network mediums like Twitter, Facebook and Ravelry (the crafters' very own Twitter) is the way to share ideas, ask questions and communicate. There is nothing boring about this group, who refer to their handknitting designers as the 'kniterati'. (Oh yes, and have a 'Knitastic' day!) And best of all, there is no barrier to entry with this segment of crafters … everyone is welcome, even if you are not a knitter but have a keen interest in knitting.

Those of us who remember the mohair boom of the late seventies/early eighties, will know that the US handknitting market was a large contributor. Sadly, the perception left after that boom was that mohair is 'scratchy'.

MSA saw this visit as an opportunity to advance and position mohair as the premier handknitting yarn in the USA; to educate the market about South Africa, the global mohair leader; to build awareness of the mohair agricultural process; and to draw attention to mohair as a natural fibre, as well as to show what can be designed with it (*Magic of Mohair* Design Contest). The campaign slogan, 'Switch for the perfect stitch', appealed to the knitters' sense of humour, and the beautiful images of hand-knitted garments was a strong drawing card.

Thus, the *Magic of Mohair* Design Contest was born, and the vehicle to reach the knitting fraternity in the USA was *Vogue Knitting* (which has been an iconic brand in itself for many, many years).

The contest required hand-knitters to design a women's fashion garment, using a mohair yarn with no less than 25% mohair content. When contestants entered their designs, they had to supply the yarn band to verify the brand and the mohair content, as well as the retailer where the yarn was purchased.

The winning design would be judged on the overall concept, uniqueness of vision

This entry came second in the open section and was designed by Lynette Meek, a eece artist, from British Columbia.

and technical execution. We wanted to see mohair portrayed as magical and fresh.

There were two categories in the *Magic of Mohair* Design Contest, namely the student section, which required the student to be enrolled at a high school, university or fashion institution, and the open section for everyone else.

The grand prize for the winner of the open section was a return air ticket to South Africa and a week-long visit to be 'mohairised'. The winner of the student section and runner-up of the open section each received hampers of knitting goodies.

The modern social media helped us launch and promote the contest with the likes of *Vogue Knitting* magazine (and website), Twitter, Ravelry and the monthly electronic *Vogue Knitting* newsletter. All of these ran for a period of four months.

More than 130 contestants sent in their designs. Twelve finalists were selected. The three winners were announced at a gala dinner attended by 500 guests. I was asked to do a presentation to the guests on behalf of MSA, the major sponsor. The one thing I remember best about the presentation is how slowly I had to speak so that the guests could understand my South African accent!

The winner of the open section was Laura Zukaite, who designs for Polo and Ralph Lauren. The runner-up was Lynette Meek, a fleece artist from British Columbia. The student winner, Monica Hofstadler from Parsons Design School in New York.

The finalists' garments were truly amazing – it was a very difficult choice to make! The selection panel consisted of the editor in chief of *Vogue Knitting*; Nadine Curtis of Be Sweet Yarns (mohair yarns from South Africa); Mr Stacy Charles from Tahka Stacy Charles; Betsy Perry of Classic Elite; and me, representing Mohair SA. (Both Tahka Stacy Charles and Classic Elite are yarn brands in the USA that sell mohair.)

The winning garments will be featured in the next issue of *Vogue Knitting* magazine, along with the pattern for the garment. It is important to note that a pattern expert was secured to put the pattern together, stitch by stitch, since the designers don't design with a pattern in mind! The garments will also be shown at the *Vogue* stand at TNNA (National Needle Arts Association) in June 2011, and will be featured on Twitter, Ravelry and the *Vogue* website.

The contest lead up to an event, 'VOGUE LIVE', which was held in New York from 21 to 23 January 2011.

'VL', as it is called, targeted end-consumers of handknitting-yarns, designers, handknitting-yarn boutiques, and leaders in the US handknitting fraternity. The VL was held at the Hilton Hotel on the Avenue of the Americas in Manhattan, New York. With temperatures of -13°C, it made sense to have most of the delegates staying at the venue where the event was being hosted. The marketplace spanned more than two floors and housed knitting-yarn boutiques from around the USA, accessory suppliers (e.g. knitting needle or crochet hook suppliers), yarn brands offering their colours and patterns for the next season, and artists who use handknitting as an art form. There were also interesting talks and demonstrations held in the marketplace, as well as a few fashion shows from the various yarn brands.

There were three days of knitting workshops presented by the all the big names in knitting circles,

Jackie Gant addressing the audience at the gala dinner.

including Debbie Bliss (one of the kniterati), Rosemary Drysdale (author, and the designer of a knitting stitch called 'entrelac'), and Cornelia Tuttle Hamilton, author of a book on Noro Yarns. People could attend workshops on pretty much everything from cables, enterlac and Estonian lace through to seamless sweaters.

Mohair SA had a booth (stand) at the main entrance and as a result enjoyed a lot of exposure and interaction with marketplace attendees. Knitters are curious by nature, and very tactile, so our greasy, scoured and mohair tops in bins led to many questions and discussions. The winning garments where shown on the stand the day after the gala dinner and everyone had an opportunity to give inputs. I took along some South African ladies' fashion and lifestyle garments to display on our stand, and there were many queries on where the patterns could be obtained!

The following gives one a good idea of how the exhibition-goers see mohair and mohair yarn:

- *"I love knitting with mohair ... I blend it with other yarns … you almost 'paint with mohair."*
- *Denise mixes her mohair yarn with other yarns when knitting.*
- *Mary says that thanks to the advertising of the contest, she wants to go home and start knitting with mohair. She is very inspired!*
- *Becky, who has been knitting for 40 years, said she loves the warmth of mohair, and the fact that it is very lightweight to knit with: "I love the fuzziness and texture."*
- *Anne said, "This is not the mohair of the past ... I love the new mohair".*
- *Christine said that she felt like a spider weaving a web when working with mohair. "Wear mohair, as it is light and you feel as if you have nothing on, but you are warm!"*
- *Jan said that mohair is light, warm and easy to work with. She mixes the mohair yarn with other yarns. "It gives you warmth without the bulk. It has life ... but it's not the easiest yarn to rip out ...".*
- *Waejong and Anna loved the vibrant colours. "It's great to combine with other yarns when you knit. By using mohair you can turn a simple pattern into something that makes a statement!"*

...the key to this market segment is cutting-edge designs and patterns that make use of beautiful mohair yarns in trendy colours.

In conclusion, the key to this market segment is cutting-edge designs and patterns that make use of beautiful mohair yarns in trendy colours. This is true for all ladies, and all the lifestyle and accessory sectors within the handknitting sector. ■

The gala dinner for the awards

Stuart in his linen emporium, showing gorgeous mohair-and-wool blankets.

Mohair is hot again at Old Nick !

Linda Henderson

It was distressing to the mohair industry when the looms and spinning wheels at Old Nick in Plettenberg Bay began focusing on cotton and linen recently … but the good news is that mohair is back with a vengeance in mohair-and-wool blankets that are – as the proverb goes – to die for!

Mungo Design, a contemporary textile design company that produces a host of fine, natural fibre textiles, is situated at the Old Nick Village, a 19th Century Cape farm complex near Plettenberg Bay, home of various artists, crafters and other creative spirits who make and sell their wares in a verdant, rural atmosphere. Central to the Village is the Living Weaving Museum, owned by Stuart Holding, whose passion for old textile equipment is expressed in the individually loomed unique narrow fabrics with a true selvage produced there. All the fabrics in the living museum begin life as 'samples', but the looms are also used to produce many other specialised products. The word 'mungo' – no doubt chosen for its quirkiness and incidental 'African-ness' – is an old textile term, rooted in the Latin phrase *inutile ex arte*, which can be interpreted as 'useless things by art made useful'. The modern term is 'shoddy', which refers to waste fabric that has been ripped up and re-spun into a yarn for recycled fabric. However, Mungo Design's new mohair-and-wool blankets are anything but 'shoddy!'

Describing himself as a capitalistic hippy, Stuart Holding arrived from England having spent six years doing an apprenticeship with a silk mill in Bentham, Yorkshire, where he learned the skills of a master weaver on intricate Dornier textile looms.

"I arrived in Africa after having spent some time in Australia, hitch-hiking with everything I owned in a rucksack. I eventually found my way to Berg River Textiles in Paarl, and was about to set off on another bit of African adventure when I met my wife, Janet, and I turned responsible, realising that I needed to find a more permanent income", Stuart joked. "My biggest ambition was to be able to buy and pay for a bale of mohair to create some fine fabrics!"

Having been trained on sophisticated machinery meant that Stuart had to rewind the

industrial revolution in order to start a business that he could afford and could run by himself. He built a couple of old four-shaft, flying-shuttle, hand-operated looms and taught the local folk to spin yarn which he turned into fabric.

In an effort to meet the high input costs of such an operation, he relied on the free supply of dog hair from the local doggy parlours for his first effort, with some curious results … Suffice it to say that his first efforts were less than rewarding!

The happy clients who bought his beautiful dog hair carpets soon turned hostile when their pet dogs attacked the carpets whenever they became damp or wet, sometimes destroying them, and sometimes lifting a leg to keep the 'other dog' with the odd odour out of their territory!

"It was a fatal flaw to my business plan. I had to find a more creative, acceptable raw material to survive … and in came mohair!" Stuart laughed.

It was at around that time that the couple moved to Plettenberg Bay and Stuart was able to rent premises at Old Nick. Janet is a trained potter, and she enthusiastically joined Stuart in the handcraft operation which has turned out so successfully.

"Initially we trained the crafters at Bitou Crafts, which is an NGO, and we made mohair hand-knit kits that included patterns as well as hand woven jackets made of mohair and wool."

Stuart is well-remembered for the beautiful brushed yarn mohair blankets he made. At the time, the very brilliant shades of colourful blankets adorned many a happy customer's beds. Stuart eventually sold that part of his business to Cape Mohair Holdings, who later sold it to Pure Cape Textiles, a subsidiary of Cape Mohair and Wool. That company has recently been acquired by the Stucken Group, producers of the new Hinterveld range of brushed mohair blankets.

Today Mungo Design is a successful niche textile operation. With the help of a friend, Stuart and Janet acquired a few Dornier looms and set up a business near the Crags, called the Spotti Cow Weavers, where Stuart trained the farm manager and his workers to produce beautiful, unique 'niche of niche' textiles.

In the recent past, Stuart has been producing stunning pure linen, cotton and bamboo fabrics, using antique weaving patterns with romantic-sounding names like Glengariff, Toulouse, Mungo Huck and Clover Leaf. These have been turned into exclusive table linen with mitred corners and antique hem finishes, in line with their philosophy of creating a niche market for exclusive, quality products with a strong touch of nostalgia and honesty.

"The problem with the South African textile market is that it tries to compete with the Chinese commodity market, which can produce massive quantities at cheap prices.

My products are not cheap – they are exclusive and unique, and I believe my customers know that, and relish them for what they are", Stuart commented.

The Holdings' products have also found a ready market with Conran, the homeware giant in Europe and England, and are used extensively by interior decorators, both locally and abroad.

The samples are still designed on the old looms on the premises, but the fabric is then produced in volume on the farm. It is finished in either Cape Town or Durban and is either sold by the metre or turned into magnificent products that are for sale in the retail outlet on the property.

The New Mohair Range

The Mohair Signature Collection, developed by MSA to create a new interest in mohair, was the inspiration for Stuart to become involved in mohair again. He sought to produce something completely different from the brushed yarn blankets that mohair had become associated with.

"I wanted to use the soft and anti-felting properties of mohair and I needed the gentle qualities of fine wool to produce something that does justice to both fibres. I also wanted to give it my own unique design image."

That he certainly did! The antique weaving patterns of the blankets lend an old-world charm, and the much sought after hand-made look associated with such unique products. Another refreshing touch is the linen edging on the throws, which protects a customer who is sensitive to the ticklish sensation of mohair or wool against an allergic reaction.

Stuart uses a combination of 25-26 micron kid mohair and 22 micron wool in a 20% mohair and 80% Herco-wool combination for his new-look blankets and throws.

The Herco-treatment renders the blankets fully machine-washable on a cool wool cycle, putting the product in the easy-care range of textiles despite its handmade quality.

Mungo Design's lovely blankets and throws are available in limited quantities from the outlet at Old Nick in Plettenberg Bay.

Their contact details
Mungo Design: 044 533 1395
Stuart Holding: 082 559 8206
Tessa Holding: 082 821 5692
E mail: woven@mungo.co.za / Web:www.mungo.co.za

Natalie Creed at Design Indaba.

Momento's of Africa launches new fashion ranges

Linda Henderson

Well-known for its curio and mohair shops in both the arrival and the departure halls of all the international airports in South Africa, Momento's of Africa has taken the next bold step since launching its first mohair range several years ago. What started out as a self-help tapestry weaving business that supplied an income to several unemployed township folk has grown into a fully BEE-compliant mohair textile business.

Momento's of Africa's airport stores draw the attention of tourists and travellers either leaving or entering the country, for whom this is often their first or only encounter with mohair.

The company's products are also available in a number of retail outlets around the world, including Mogo at the Boardwalk in Port Elizabeth.

With their weaving enterprise situated in Port Elizabeth, in several buildings near the airport, Momento's is perfectly poised to reap the benefits that Port Elizabeth, as the Mohair Capital of the World, can offer.

For many years, the four-shaft hand-operated looms produced mohair blankets, scarves and beanies in vibrant colours. These products are hand brushed, and the generous mohair pile reminds one of the fluffy coats of the Angora kids … lending credence to the product range known as Baby Mo. Now the company has taken the bold step of moving into the world of fashion.

Natalie Creed, an award winning fashion design student from NMMU and recipient of an MSA bursary, joined their ranks in March 2010. Natalie's expertise lies with knitting and the company recently acquired a fully automated Kano Heng flat precision knitting machine that can knit a wide gauge of yarns and patterns, including Jacquards, lace and cables. The machine can knit fully fashioned garments that require minimum shaping. This has given new impetus to the design possibilities of the company.

Taking her first tentative steps into the world of fashion, Natalie launched her range known as Babymo-Creed at an international trade show, Pure London, held in England from 13-15 February 2011 and then at the Design Indaba, South Africa's premier design show in late February. Her products were also displayed in Moscow at the end of February and were very well received.

The range of twenty four items, made exclusively from the finest kid mohair, included a

Taking her first tentative steps into the world of fashion, Natalie launched her range known as Babymo-Creed at an international trade show, Pure London, held in England

stylish variety of cardigans, dresses, coats and sweaters in a broad colour spectrum

Featuring prominently were some very lacy lightweight tops and jackets. According to Natalie the item that received most attention was the blue and white Jacquard designed mohair coat in a slightly heavier gauge.

Cape Tweed is another innovation from this Port Elizabeth based company. It would seem that their appetite for fashion has been well and truly whetted! Billed as a uniquely South African hand woven mohair textile created from mohair grown in the Eastern Cape of South Africa, this textile is the brainchild of the CEO of the company, Lin Smith, a Bradford trained textile designer.

"We are using kid mohair in the Babymo-Creed range, and it made sense to develop a fabric made from adult mohair", Lin said.

The woven twill cloth has the hazy appearance associated with tweed and is available in a variety of colours. The target market is ladies' apparel, fashion trims and upholstery.

"The fabric is available, but we anticipate that users will want to make an input into the final designs for their orders. For this reason, the company has only produced a range of sample lengths to show what can be done – many of these can be seen on the website. When the site and product were first launched on 9 January, we immediately received orders from major European fashion houses, but could not manufacture quickly enough to get into this year's European winter collections. We are ramping up to be ready for the N Hemisphere Autumn/Fall Collection of 2012", Lin's husband Roger explained.

Yet another exciting new product is the company's beautiful range of knitted kid mohair blankets and cushion covers. Made from the finest quality kid mohair, the blankets are sensual and comforting. Probably more appropriate as throws, due to their light weight, they are ideally suited to provide gentle warmth and comfort. They have the added advantage of not being overly hairy – a problem many sensitive consumers struggle with.

We will be watching the new energy and direction of Momento's of Africa with great interest, and wish them well with all their new creations.

For a look at the entire Momento's of Africa range, consult their websites: www.babymocreed.com, www.capetweed.co.za, www.babymo.co.za
Tel.: +27 (0)41 507 7270
E mail: momentos@momentos.co.za

Hinterveld…Wrapping up their mohair business

Linda Henderson

'Expanding into the business of making blankets seemed a natural progression to increasing our market share in terms of mohair', Nicholas Stucken, Managing Director of the new blanket-weaving company, Hinterveld, said. The name, a play on words that identifies the hinterland north of Port Elizabeth where mohair is produced, heralds a new beginning for the group.

The Stucken Group, well-known for their roles as mohair buyers, top makers, spinners and dyers, recently acquired the blanket-manufacturing company, Pure Cape Textiles (Pty) Ltd, from CMW Operations, thereby expanding their business into a vertically integrated company. Stucken then took on board as partners St Albans Textiles, an Australian company that specialises in mohair and alpaca throws.

'It seemed like a golden opportunity to expand our business, given the fact that the plant was virtually on our doorstep', he continued. 'The weaving concern is located literally in the yard next door and integrating it into the bigger business plan should be fairly pain-free.'

'It must be remembered that each section of our business runs independently from the others and that no favourable price dispensations will be meted out to me by the rest of the group!' Nicholas said when I suggested that the company would be in a position to reap the price benefits of a fully integrated company.

'We are new at this game, but we see an opportunity to expand the range of products that we can produce. Initially, our focus will be on the South African market, but eventually I'm sure we would like to expand our target market internationally.'

The company has undergone major restructuring and has introduced a new range of blankets that are in keeping with the latest interior fashion trends. A significant investment has been made in transforming Hinterveld's product range to ensure on-trend and in-fashion products that will have universal appeal.

'We have worked with mohair for so long, we are aware of every characteristic of this noble fibre. Its qualities of lustre, resilience and colour reflection make it the perfect fibre for creating sought-after blankets, throws and scarves. To improve the design element, we used the expertise of South African design stylist Tracy Lynch, who previously worked for *Elle* magazine', Nicholas added.

The new ranges evoke the nostalgia of past experiences and are aptly named *A Beautiful Story* and *Holiday at Home. A Beautiful Story* contains 78% mohair, 13% wool and 9% nylon, while *Holiday at Home* contains 30% mohair and 70% acrylic. The product is designed to appeal to the top and middle end markets.

For information on these luxurious, timeless mohair blankets, contact Hinterveld at:
Telephone: 041 992 4880, www.hinterveld.com
E-mail: info@hinterveld.com

The Collective NMMU Graduate Showcase and Fashion Show

Lindsay Humphreys

Mohair SA has been involved in the fashion and textile design curriculum of the Nelson Mandela Metropolitan University (NMMU) for the past 10 years.

In 2010, Mohair SA sponsored the 3rd year fashion design students' un-dyed mohair yarns and worsted cloth, after which the students were required to create a design for women, and one for men, of either knitwear or worsted/woven cloth or a combination of the two.

Every year has a theme for inspiration and a selected few students are then given the opportunity to present story-boards to an external design team based on this theme. Later in the year, these students are given the opportunity to show their garments and compete at the Collective Fashion Show. The two Show-garments form part of eight garments in total that the students are required to design for their end-of-year marks.

The Collective Fashion Show was held on 22 October 2010 and showcased the great wealth of talent among our fashion and textile students. Creativity took centre stage, proving how effectively interior design, graphic design, photography and fashion design students could work together to produce a highly professional show.

The students' designs were adjudicated on the evening of the show by Craig Native of Native Designs, Sharon Becker, Fashion Editor of *Marie Claire* and Joël Basson of House of Monatic, Cape Town

The winners of the 2010 mohair ranges were as follows:

1st – Samantha Miller (MSA bursary 2010)

2nd – Kelly Esterhuyse

3rd – Shar-lee Jessica Nel (MSA bursary 2010)

The top three students also received cash prizes.

Local student wins prestigious International Design Award

The designs inspired by the Xhosa tradition of initiation.

Lindsay Humphreys

Laduma Ngxokolo, a Nelson Mandela Metropolitan University student, snagged first place in the Society of Dyers and Colourists' (SDC) annual international design competition in London on the 5 October 2010. Ngxokolo's winning design, entitled 'The Colourful World of the Xhosa Tribe', used mohair knits to explore the rich cultural heritage and traditions of the Xhosa people.

"These designs were inspired by the Xhosa initiation ceremonies, as I wanted to create garments that could be worn by the Xhosa men for their traditional occasions," explains Ngxokolo. "Because mohair is a natural, elastic and lightweight fibre, it is the perfect textile for this type of use."

The colourful garments earned Ngxokolo the SDC Colour Design Award 2010, with a cash prize of £1000 (R10 900). He also received the Veronica Bell Trophy, which honours the late Dr Veronica Bell, an SDC past president, to acknowledge excellence in colour and design.

Ngxokolo is completing his fourth year as a B.Tech Textile Design and Technology student, and has earned bursaries from Mohair South Africa and Cape Wool. He chose to specialise in mohair, citing the durability and versatility of the yarn as his reasons.

"My artwork and designs could be called 'sentimental' so I wouldn't ever use poor quality material," says Ngxokolo. "I want to pass my work onto the next generation, so I need to use textiles which are very durable, like mohair."

Ngxokolo's winning garments feature a delicate blend of kid mohair and wool, which was specifically combined to cater to the needs of Xhosa men.

"Xhosa initiates usually choose 100% wool knit garments, so I added kid mohair in order to create special features and introduce an extra sheen and richness of colour," explains Ngxokolo.

The talented young designer plans to set up his own production line for mohair knitwear in Port Elizabeth, his hometown. He hopes to distribute his locally-inspired garments both domestically and internationally.

Laduma next to his design that was voted one of the ten best design products at the Design Indaba in Cape Town recently.

"I hope one day to become known for my ethnic inspirations and I hope to encourage consumers around the world to embrace my uniquely South African collections." concluded the talented young designer.

Laduma was honoured with a very special award at the Design Indaba in February this year. One of his jerseys was selected as **Ten of the best on show** for design. For a new kid on the block this was an amazing achievement.

We look forward to this young designer's next creations and wish him well on a bright future.

To contact Laduma Ngxokolo
Cell: 078 366 2111

Nuwe aanslag

Annette Oelofse

Annette se reeks produkte wat deel van die Mohair Collection 2011 vorm.

Theuns Botha

Annette Oelofse van die plaas Kamferpoort in die Klipplaatdistrik distrik is onlangs as een van die ses finaliste in *Landbouweekblad* en Sanlam se Landbouvroue-entrepreneurskompetisie aangewys.

Annette vertel dat dit tydens 'n sybokhaar-ekspo 'n paar jaar gelede was dat sy besef het dat baie van die produkte op die ekspo nie in die res van die land beskikbaar was nie en 'n geleentheid gesien het om self tot die bemarking daarvan toe te tree. Dit het haar ook gekwel dat die geld wat deur die bedryf vir bevordering beskikbaar gestel word hoofsaaklik op die buitelandse mark toegespits is.

As diens aan die plaaslike bedryf, het sy Denys Hobson, die vervaardigers van die sybokhaarsokkies en –komberse wat op die skou tentoongestel is, genader om as verspreider op te tree. "Ek het dit aanvanklik kosteloos as diens aan die bedryf gedoen omdat ek oortuig was dat hoe meer mense sybokhaarprodukte koop, hoe beter sal die prys wees wat boere ontvang. Later het ek besef dat ek maar 'n klein winsie kan bysit want die produkte verkoop soos soetkoek."

In die daaropvolgende jaar het Annette met 3 000 pare sybokhaarsokkies en dosyne komberse na die Royal Skou in Pietermaritzburg afgesit waar alles binne dae verkoop was. Sy het ook 'n paar sjaals wat sy intussen op 'n ou tweedehande breimasjien op die plaas gebrei en met egte varswaterpêrels afgerond het, saamgeneem. Selfs teen R1 200 stuk is dit opgeraap.

Aangespoor deur die sukses, het sy met mening al meer sybokhaarprodukte op Kamferpoort begin maak - musse, handskoene, truie, sjaals, onderbaadjies, handsakke, pantoffels, laslappiekomberse en teddiebere. Die aanvraag het in so mate toegeneem dat Annette vroue wat handvaardig is en graag 'n inkomste wou verdien genader het om te help met die breiery. Daar is selfs een dame wat 82 jaar oud is en twee blinde breiers wat vir haar help. Tydens 'n skou in Bloemfontein het sy mense teëgekom wat kreatiewe breiwerk doen en hulle gevra om vir haar 'n reeks produkte te maak.

Hoewel Annette, wat 'n huishoudkundegraad aan die Universiteit van Stellenbosch verwerf het, geen formele opleiding in ontwerp ontvang het nie, is dit iets wat vir haar van nature kom. "As ek 'n lap optel of die breipenne gryp weet ek nie vooraf in watter rigting die ding sal gaan nie. Dit is sommer hier 'n knoets, daar 'n blom of dalk 'n fril. Dit hang net af hoe die muse my op 'n gegewe oomblik lei."

Een van haar jongste treffers is handskoene en balaklawas vir jagters. Die duim en wysvinger van die handskoene kan terugskuif sodat die jagter beter beheer het wanneer

Die produkte waarin Josef Greeff insae gehad het is onlangs op die Design Indaba bekend gestel en het besonder baie aandag getrek.

hy/sy die geweer laai of die sneller trek. Na artikels oor die produkte in *Landbouweekblad* se susterstydskrifte *Weg* en *SA Jagter* verskyn het, het die navrae ingestroom.

Annette se kreatiwiteit ken geen perke nie. Haar jongste skeppings is 'n reeks dekoritems soos lampskerms en kussingoortreksels. 'n Pluimpie in haar hoed was toe Sybohaar Suid-Afrika haar vanjaar genader het om onder leiding van die bekende ontwerper, Josef Greeff aan hulle "Signature Collection" deel te neem. Sy is ook gevra om twee truie te brei vir 'n Londense ontwerper vir insluiting in reeks sybokhaarprodukte wat tydens die "London Fashion Week" te sien sal wees.

Die produkte waarin Josef Greeff insette gelewer het is onlangs op die Design Indaba bekend gestel en het besonder baie aandag getrek.

Een van haar groot afsetpunte is by 'n geskenkwinkel op Steytlerville wat sy saam met twee vennote bedryf. "Ek kon nie glo hoe die produkte in Desember daar gevlieg het nie. Dit is veral toeriste wat op die winkeltjie in die hoofstraat van die dorp toesak." Daar is ook winkels op Graaff-Reinet en Aberdeen wat van haar produkte aanbied. Sy het onlangs in Pretoria 'n nuwe winkel geopen in die De Wilgers-inkopiesentrum se Karoo Leefstyl-afdeling. Sy oorweeg ook sterk om haar besigheid na Nederland en Ierland uit te brei.

Annette het altesaam 12 mense wat haar help om produkte te skep. Die inkomste uit die besigheid word meestal net so weer daarin teruggeploeg. Dit is egter belangrik dat die eindproduk aan die produksie van sybokhaar gekoppel word ... en dat die publiek besef onder watter moeilike omstandighede dit geproduseer word.

"Sybokhaar is veelsydig – dit is warm in die winter en koel in die somer. Die sokkies het 'n hoë absorpsievermoë om 'n mens se voete droog en reukvry te hou. Dit is seker die koningsproduk van die sybokhaarbedryf. Die prysstruktuur van my produkte is van so 'n aard dat daar vir almal iets bekostigbaars is.

Annette kan by 082 4666 174 of by 049 834 9011 gekontak word. Besoek ook haar webwerf by www.mohairblanket.co.za ■

Regs bo: Annette se werknemers hard aan die brei.
Regs onder: Kussings vir die nuwe sybokhaar reeks.
Onder: Die winkel in Pretoria wat Annette se artikels aanhou.

Mohair Meander

Lindsay Humphreys

The Mohair Meander is the perfect opportunity to indulge in warm-hearted Karoo hospitality, leaving you with a true sense of mohair, the noble natural fibre for which South Africa is so well known.

Catering for all tastes, the Mohair Meander offers you the experience of **'walking the mohair way'** from the farm to the finished product. Experience the biannual shearing and annual kidding season, go on interesting, educational factory tours, and spoil yourself with the exquisite mohair products which are truly 'Made in South Africa'.

After having travelled a large part of the Mohair Meander myself, I have no doubt – the Karoo is a place of peace and tranquillity!

I have ventured off in various directions to meet with our participants and each time come back more inspired and excited to be a part of this growing project. I have engaged with the tourists around me – Yes! We already have tourists doing the Meander – tourists who have found their way there via other avenues! I was intrigued by their enthusiasm to experience the Karoo in its true form. They were not interested in five-star hotel accommodation or perfectly maintained roads; the 'grondpad' and the farm-stays were exactly why they were there!

Upon researching what brought these travellers to the Karoo, I discovered the key ingredient to an already great recipe – a **webpage**. I was not surprised to learn that not one of the visitors had come to South Africa without first consulting the internet.

Our plan for 2011 includes launching a dedicated Mohair Meander website, on which tourists will have all the information they require at their fingertips. We have already met with a web design company that specialises in tourism websites, and are currently sourcing information and images.

We envisage the site being introduced in conjunction with – or before – our radio campaign in June/July 2011, which will be focussing on tourism. The radio campaign is to be linked to the school holiday programme, and will feature a competition for our listeners, with sponsored prizes such as a weekend away or a retail voucher.

Part of our overall 2011 marketing strategy is to put the spotlight on this first-ever agri-tourism route in the Eastern Cape, the Mohair Meander. Already we have over 6 million overseas tourists per year and agri-tourism is bound to become an integral part of the true South African holiday experience. However, our aim is to inspire the local South African tourist with a 'secret' that is luxurious, timeless and unique … mohair.

We encourage you to embrace this opportunity by either doing the Meander-route or investing in it by becoming a participant. The possibilities are as follows:

- ?aamkkmb_rgml cqr_`jgqfkclrq &k_ic sqc md kmf_gp products, i.e. blankets, cushions, floor rugs, et cetera);
- Umpigle d_pkq &d_pk ugrf ?lemp_ em_rq _lbmicp qafcbsjcb tours, especially during the shearing and kidding seasons;
- Pcr_gj &qcjj Jlgqfcb kmf_gp npmbsarq'9_lb-mp
- D_armpgcq-kgjjq &micp cbsa_rgml_jrmspq',

Please feel free to contact me at lindsay@mohair.co.za or 041 487 1386 to discuss this opportunity.

History made by mohair buyer

History was made by SAMIL, one of the two big local buyer houses and processors, when they paid the second highest price of R20 000,00 for one of Denys Hobson's Angora rams at the Willowmore veld ram sale. They were also the second highest bidder on the most expensive ram (R32 000,00) of the season, on the Graaff-Reinet veld ram sale. It is the first time that a mohair processor has shown interest in and dedication to the industry by starting up their own flock and investing in the best rams.

(Left to right): Francis Patthey (SAMIL), Andrew Laing (SAMIL) and Denys Hobson (seller).

Italian processor sponsors best team

There was quite a buzz at the Graaff-Reinet Angora Stud Ram Sale. The world renowned Italian clothmaker, Vitale Barberis Canonico (VBC), sponsored a suitelength of men/ ladies' material of the best quality money can buy for the stud breeder presenting the best overall team of rams. The fabric was manufactured from 100% pure South African 25 micron kid mohair and 16 micron super fine wool. The Thorn Berg Angora Stud of Ray and Gary Hobson of Steytlerville were the winners and also sold the highest priced ram of the day at R16 000,00 to Hein Truter of Oudtshoorn. The average price of the sale was R3 900,00 per ram. The sale was conducted by CMW/Elite auctioneers.

(Left to right): Gary Hobson, Donna Hobson, Hein Truter (buyer) and Ray Hobson holding the sought after VBC material.

Hoogste prys vanjaar vir angoraram

Die Somerset-Oos Angorastoetramveiling het sy tradisie gestand gedoen toe die hoogste prys vir 'n angoraram, naamlik R23 000,00 vanjaar op die amptelike veilings betaal is. Die ram is geteel deur Jan Lategan van Aberdeen en die koper was Gay van Hasselt van Prins Albert. Op hierdie tradisieryke, oudste veiling van die bedryf, het daar hierdie jaar al 73 ramme verkoop teen 'n gemiddelde prys van R4 100,00, 32% beter as verlede jaar.

Die innoverende toekenning van die Italiaanse spin-en weefhuis, VITALI BARBERIS CANONICO, aan die teler wat die beste span ramme op die veiling aangebied het, is ook verower deur Jan Lategan van Aberdeen. Die toekenning, wat bestaan uit 'n paklengte, hoogs gesogte sybokhaar en wol mengsel materiaal, is vanjaar vir die eerste keer op die twee amptelike Stoetramveilings toegeken. Die materiaal se sybokhaarinhoud is van suiwer Suid-Afrikaanse sybokhaar (Cape Mohair) en is besonder waardevol.

Die veiling is op 18 November deur CMW/Elite Afslaers aangebied.

(Links na regs): Petri Maré (CMW); Jan Lategan (teler met die toekenning in sy hand); Gay van Hasselt (koper); Jan Venter en Cassie Carstens (CMW).

Jeugskou wenners by Beaufort-Wes Landbou Skou

Die pryswenners
Van links na regs: Ansume Spann (5), Alvina Meintjies (4), Derek Sparmer (3), GV Lund (2), Marco van der Merwe (1).

Wêreldrekordprys vir grootbokhaar op eerste sybokhaarveiling van die somer 2011 seisoen

Op die eerste CMW-sybokhaarveiling van die somer 2011-verkoopsseisoen is daar 'n nuwe rekordprys van R105,00/kg betaal vir grootbokhaar, aangebied as grootbokhaar. Alhoewel daar op die eerste veiling ook jongbokhaar tot en met R135,00/kg verkoop het, is die tipes aangebied as jongbok en het 'n beter voorkoms gehad as 'n tipiese grootbokhaar. Die vorige rekordprys was R103,22/kg vir gewone grootbokhaar.

Die rekordprys is behaal deur drie bale van Visser Boerdery Trust van Richmond, J+JM Trust van Murraysburg en Oosthuizen Boerdery van Venterstad onderskeidelik wat saam gegroepeer was in 'n CMW-groepeerlot. Die lot is aangekoop deur Gerrit Fourie van Stucken & Kie. So berig Pierre van der Vyver, Hoofbestuurder: Sybokhaar.

Gerrit Fourie van Stucken (koper), links, en Matthew Fox van CMW, regs.

Murraysburg **Kuddekompetisie 2010**

Justin Coetzee

Murraysburg het weer eens daarin geslaag om – saam met hul jaarvergadering wat op 30 November 2010 gehou is – 'n hoogs suksesvolle kuddekompetisie aan te bied. Hierdie jaar se kuddekompetisie is onder die koeltebome op die plaas Brakvlei van Boeta Grobler, een van die groter sybokhaarprodusente in Suid-Afrika, gehou.

Die dag, wat deur BKB geborg is, is goed ondersteun en was vol interessante aktiwiteite soos onder andere die kuddekompetisie, vagtipering, mikronskatting, gewigskatting en die plasing van die diere.

Verskeie landbou-organisasies was dié dag teenwoordig, maar die fokus het op die sybokhaarbedryf geval, en die sprekers het Chris Louw (Voorsitter BKB-direksie), Deon Saayman (SSA), Justin Coetzee en Gerhard Grobler (SASKV), Louw Retief (Sybokhaartrust), Charl Vorster (Afrivet), Jacques Strydom (finansiële adviseur) en Antonie Geyer (Grootfontein Landbou Instituut), ingesluit.

Adri de Klerk en Kleintjie Pienaar van BKB moet gelukgewens word met die uitstekende werk wat hulle met die beoordeling van die groepe topgehalte bokke gedoen het. Soos met enige dag kan daar ongelukkig net een wenner wees, en Izak van der Merwe (Aberdeen) het hierdie jaar met die trofee weggestap, gevolg deur Percy Reynolds (Murraysburg) tweede en Winnice Grobler (Murraysburg) derde. Al drie groepe kan beslis trots wees op die gehalte van hulle diere.

Dit was vir my 'n voorreg om hierdie dag as deel van die bedryf by te woon en te deel in die gasvryheid van Murraysburg se Sybokhaarkwekersvereniging en sy mense. Ek waardeer julle vertroue in en entoesiasme vir die bedryf!

Van l/r: Izak van der Merwe, Winnice Grobler en Percy Reynolds.

Ons is trots op ons ... (Spring)bok!

Angoras is die enigste bokke wat bokhaar kan produseer, maar dit is verblydend om te sien dat Bloubulle Springbokke kan oplewer. Ons sal dié vermenging van rasstandaarde met liefde duld as hulle só op die rugbyveld naam maak!

Deon Stegmann, seun van Coligny en Ronel Stegmann van Mortimer, het sy rugbyloopbaan in 1999 op laerskool (in Cradock) begin toe hy vir die onder-dertien Craven Week-span gekies is.

Daarna het dit vinnig boontoe gegaan. Hy het op Grey Hoërskool in Bloemfontein sy provinsiale erekleure vir die sport op skoolvlak ontvang, waarna hy op Tukkies in die onder-negentien en onder-een-en-twintig spanne vir die Bloubulle gespeel het. Hy het in 2007 sy debuut in die seniorspan gemaak, en het al twee Super-Veertien eindwedstryde (2009 en 2010) agter die rug.

Deesdae speel Deon vir die Springbokke in die nommer-6 trui.

Ons is besonder trots op dié bok van ons, en hoop dat sy loopbaan lank en beseringvry – en natuurlik hoogs suksesvol! – sal wees.

Nuus van die **Sybokhaar Familie**

Stephanus Johannes Jurgens (Fanie) Schoeman

23 April 1933- 25 Februarie 2011

Gay van Hasselt

Dit is met leedwese dat ons van die dood van Fanie Schoeman, bekende en toegewyde angorabokstoetboer, voorheen van Prins Albert, verneem het. Hy is op 25 Februarie in die ouderdom van 78 na 'n kort siekbed oorlede, op Hartenbosch, waar hy afgetree het.

Fanie is op die familieplaas, Zwartgrond, op Prins Albert gebore en het later daar geboer. Hy was bemind in die sybokhaarbedryf, en bekend as 'n toegewyde boer. Hy het veral sy veldbestuur met passie toegepas, en danksy sy konserwatiewe benadering tot veegetalle (hy het die bossies op sy veld hoër geag as geld in die bank) moes hy selde gedurende droogtetye sy vee voer.

Hy het aanvanklik sy skoolloopbaan op Willowmore begin, maar het op Union High in Graaff-Reinet gematrikuleer omdat sy pa van mening was dat hy Engels onder die knie moes kry!

Dit was op Grootfontein Landboukollege dat hy en Jan Venter, ook 'n legende in die bedryf, se paaie vir die eerste keer gekruis het. Jan was Fanie se junior en sy 'skiewie' en moes maar bontstaan om sy 'baas' tevrede te hou, maar dit was die begin van 'n lewenslange vriendskap.

In 1984 het hy en Tokkie Marinkowitz 'n vennootskap met angorabokke begin waaruit die bekende stoet 242 – wat Clive van Hasselt in 1995 by Fanie gekoop het – ontstaan het. (Hy het ook die plaas Zwartgrond gekoop.) Fanie was vir baie jare vir Clive 'n mentor en saam het hulle hul passie vir angoras uitgeleef.

Fanie was baie toegewyd en entoesiasties oor angoras en gedurende die bloeitydperk van die bedryf het Fanie en Jan Venter byvoorbeeld dikwels "sybokhaarskole" in verafgeleë sybokhaardistrikte aangebied. Daar was min mense wat meer van 'n angorabok geweet het as hulle twee!

Jan Venter vertel met 'n laggie die volgende storie:

"Fanie was mededingend van geaardheid en trots op sy angoras, en het entoesiasme, lewenslus en pret uitgestraal net waar hy gekom het. Toe hy eenkeer nie met die beslissing van 'n beoordelaar op 'n skou in Willowmore saamgestem het nie, het hy so onderlangs en brom-brom in die teenwoordigheid van die beoordelaars sy mening uitgespreek. Hy draai toe na Okkie du Preez, wat een van die beoordelaars was, en sê so op die man af, "Maar Okkie ek neem jou nie kwalik nie want jy weet boggerol van 'n bok!"

Ons gaan Fanie se kleurryke, energieke persoonlikheid mis. Sy ywer en sy bydrae tot die bedryf sal nog lank waardeer word. Ons innige simpatie aan Annie, Louis, Pieter en Jurgens en die res van die Schoeman-familie.

Thank you to all the participants who entered their photos in the photo competition. It was wonderful to share your magic moments with your camera. The judging was left to the publishers who have a keen eye for good photos.

In the industry related section, where the focus had to be goats, the winner was Justin Coetzee and the runner up was Barries Snijman.
Congratulations to both of you. Justin and Barries will each receive R100 for their entries.

In the open section where the photographers were given carte blanche it was a tough decision. Here the environment or its people were the focus and it was tough to choose a winner. The winner was Nico Claasen and the runner up was Lindy Truter.
Well done to both of you! Nico and Lindy will each receive R100 for their entries.

There was unfortunatley no entries for the frontpage.

The good news is that the competition will continue.
Please feel free to submit your photos to the editor for the next Journal.
Her contact details are: hendersonproperties@axemail.co.za