



NEWS FOR THE PRODUCERS OF THE NOBLE FIBRE

JUNE2014

SAMGA APPOINTS NEW GENERAL MANAGER

Petrie Maré has been appointed as successor to Justin Coetzee as the new General Manager for SAMGA effective 1 May 2014. Justin Coetzee, who is stepping down from his position as General Manager as he will be joining the Stucken Group, will remain at SAMGA until the 30th of June 2014 at part of a orientation process.

Justin says that Petrie's appointment follows a thorough selection process to find a suitable candidate for the position.

"We received a number of applications and short-listed three candidates, who each had an extensive interview with a panel of SAMGA board members," he says. "We are very pleased to have someone with a passion for the success of the producer, hands-on industry experience and such in-depth knowledge of the association and its roles."

Petrie studied at Grootfontein Agricultural College and graduated in 2004 as one of the top students of that year.

He subsequently joined CMW's head office in 2005 where he was trained as a technical field officer specialising in wool and mohair and worked as a technical field officer from 2006 in Jansenville and then progressed in 2009 to managing the Graaff-Reinet, Aberdeen and Murraysburg region.

Petrie's commitment to the producers and perseverance paid off when he was selected in 2012/13 as CMW's technical fieldworker with the greatest growth in mohair delivery. He was also recognised as the CMW's fieldworker of the year for 2013/14.

"I see this as an opportunity to play a significant role within our industry at large. I truly have a passion for the mohair industry and have great respect for the producers of the fibre. I have had the privilege during my previous career to gain a lot of insights into the successes and failures of areas in the production of the fibre. I will be applying this knowledge to the strategy going forward at SAMGA. I am also looking forward to the discussions at congress and would like to request our members to make a concerted effort to join us at the annual congress where we can share our vision for the industry," says Petrie.

President of the South African Mohair Growers Association, Kobus de Klerk said at the recent SAMGA Executive meeting in Jansenville: **"We welcome Petrie to SAMGA and trust he will find the environment stimulating and rewarding. We look forward to working with him to grow SAMGA and the mohair producer industry in Southern Africa."**



PETRIE MARÉ- NEW GENERAL MANAGER FOR SAMGA

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Angora Goat's Health- MACKIE'S ADVICE TO HEALTHY ANGORAS

May is a quieter month in terms of veterinary health management with kid deaths in decline due to the roundworm parasite exposure being reduced with cooler temperatures and improved kid immunity. Following the good rains roundworms (especially brown stomach worm) are still of concern if temperatures remain high (See farm report for April on the Angora web site).

The veld ram roundworm resistance trial results revealed interesting results regarding differences in immunity that may be of use to commercial and stud breeders in the future.

Sheep scab has been diagnosed on a number of farms in April and although Angoras are not preferred hosts they may still act as carriers so keep this in mind when considering your farm biosecurity.

With fluctuating temperatures this time of the year cases of Pasteurella may start appearing. The disease is at its peak in autumn and spring and often triggered by sudden changes in weather. Transport, crowding, dipping, shearing or any stress may predispose to the infection which usually occurs a few days later, but can be up to two weeks later. Mortality rate seldom exceeds 10%. In the acute form death may occur without clinical signs but most animals show fever, depression, nasal discharge and coughing. Subclinical and chronic cases are non-specific and result in 'poor doers'.

On most farms rams are removed from the ewes in May. The nutritional requirements of the ewe during the first two months of pregnancy are still relatively low, and the natural grazing after the good rains will be sufficient.

PART 2: SUSTAINABLE GUIDELINES- THE ECONOMIC PRINCIPLE

The economic principle is that economically viable farm production is maintained or enhanced, i.e the agronomic, livestock, veld and forage resources and practices of the farm are all integrated with the climate, soils, water and topography to maintain or enhance sustained economic return to the producer.

Criteria within this principle were drawn from various sources and can be expanded as follows:

- As mentioned in the previous newsletter, a record keeping strategy should be in place: Records should be kept of the various facets on the farm with the focus on Integrated Livestock Management, which means active record-keeping by the producer of animal well-being, veld condition, pests and diseases. Record keeping also facilitates good practice in terms of traceability which is increasingly becoming a marketing requirement.
- A written land use plan exists:
The farmland should be mapped and environmental risk factors like buffer zones should be identified. Climate change should be recognized and strategies for mitigation and adaptation should be developed and implemented.
- Profitability of the farming operation is planned annually:
To be economically sustainable it is necessary that a farm vision, farm land use plan, marketing strategy and accompanying financial plan is developed and annually revised. Production information and records of production, losses, assets and liabilities, as well as income and expense must be recorded annually. Financial year records must be kept to calculate the value of short- and long-term production decisions, also in relation to other farming activities on the land. This will enable continuous improvement and active management of the farm. **This can be as simple as keeping one's own records, or be more complex where staff who utilize financial software are employed, depending on the size of the operation.**
- Production potential of the land is maintained and ecosystems are protected:
A sustainable business is dependent on sustainable land use. Tax incentives are offered to farmers entering into stewardship agreements.
- A climate change strategy is in place:
The effects of climate change are recognized (e.g. reduced or increasingly erratic rainfall) and where possible a strategy to mitigate or adapt is formed. Where SA producers can show their soil carbon percentages have increased, a future potential exists for economic returns from carbon trading.
- An energy strategy is in place:
Energy efficiency and reduction in green house gas emissions is practiced by e.g. employing renewable energy resources (solar, wind).



IMPORTANT DATES

- 3– 4 June**
BKB & CMW Field Officer Industry Tour
- 10 June**
Last Summer Mohair Sale
- 18–19 June**
SAMGA Congress Port Elizabeth
- 18 June**
Miyuki Trophy Awards Ceremony
- 26 June**
Grahamstown Growers Day
- 27–29 June**
Kirkwood Wildsfees

Visit www.angoras.co.za for more information.

URGENT REMINDER : SA MOHAIR BROKERS LTD (SAMB) SHAREHOLDERS

An important circular has been posted to SAMB shareholders during May 2014 concerning payment for their shares. Urgent information is requested so that the payment process can take place after the closing date of 31 July 2014. Shareholders are mohair producers who were allocated shares at the founding of SAMB in 1993 and those who have inherited or purchased shares since that date.

If you are a shareholder (or know of a shareholder) who has not received this circular please contact Theuns Ferreira on 0414067500 or email theunsferreira@cmw.co.za

SPONSORED FEATURE:

PRESERVATION OF THE YOUNG FOETUS

Molatek hopes that the mating season went very well and that most ewes are pregnant. During a period in which the mohair industry is flourishing, the survival of kids and the development of each little hair follicle are equally important!

As various studies have indicated, the overall energy requirements of Angora goats are very high. The winter cold and the distances the ewes have to cover, cause these requirements to increase even more. These energy requirements peak at especially high levels in the last third of the gestation period. Most abortions also occur during this time, due to a lack of energy.

The healthy development of the unborn foetus depends largely on the nutritional status of the ewe. Currently, in this early stage of gestation, the healthy development of the foetus could be ensured by considering the following nutritional aspects:

Limit any stressful condition that makes excessive demands on the ewe's energy resources, such as a lack of shelter, parasite load, poor grazing, etc. Limit inconsistent feeding environments.

Green feed provides too little dry fodder and is low in energy, due to its high moisture content.

The nutritional needs of young ewes are the greatest, because they themselves are still growing.

Limit the loss in condition of the pregnant ewes by providing supplementary nutrition that is high in energy.

The following supplements can be used to bear up against most of the abovementioned problems:

Mix Molatek molasses-based products with grain to maintain the blood glucose levels of the ewes and thus promote healthy foetus growth!

Option 1: Molatek Master 20 -280 kg, Grain-250 kg, Salt- 50 kg

Ingestion: 250 gram/ewe/day or

Option 2: Molatek Condition Lick- 200 kg, Grain- 50 kg

Ingestion: 200 gram/ewe/day

Closer to the kidding season, this mixture can be adapted to provide sufficient quality protein in order to increase lactation. Please call the Molatek representative in your area for expert advice!



MOLATEK

by Deon Saayman

The current steep upward trend in prices was last experienced in 1994, upon the demise of the one channel market system, when prices surged by 131% in one year. It is probably the first time in history that there has been a simultaneous demand for all sectors of the mohair clip.

The average price level is now 81% higher than the opening sale of the 2012 summer season. Many questions have been raised about the reasons for this remarkable surge in prices.

What we have seen over the last 3 to 4 years is a continuing global fashion trend favouring mohair, which has spilt over into the interior sector.

Not only the "hairy" look, but also the "fur" look is favoring mohair. Many international brands are turning to fibers like mohair, which can be ethically sourced.

We have seen what a dramatic effect the unethical treatment of animals can have on the demand of a fibre. Point in case is the recent situation with Angora rabbit hair, where international brands turned their backs on the fibre, which then partially attributed to the surge on the demand for mohair. (SEE IMAGE BELOW)

The dwindling supply of Texas mohair has had a very positive spin-off for South African producers, as many international users had to turn to the only reliable supply of mohair in the world, namely South Africa.

Marketing efforts over the last five to six years to educate potential users of mohair on the benefits of the fiber and the continuing presence in the international arena is starting to pay off in a big way and earning the trust of users around the globe. Consumers are increasingly doing their homework, reading the labels of clothing and looking for trustworthy information on the product they are interested in buying.

Although the European "off" season is around the corner trends show that the use of mohair in lighter Spring/Summer fabrics is increasing and buying houses are still anticipating steady demand for the coming winter season.

It is accurate to say that the interest in mohair is still very current and although we cannot accurately predict prices going forward, price levels for angora goat farmers will probably remain at sustainable profitable levels.

www.dailymail.co.uk/femail/article-2529849/Zara-Gap-finally-ban-angora-shoppers-horrified-plight-rabbits-plucked-alive-threaten-boycott-shops.htm

The screenshot shows the Daily Mail Online homepage. At the top, there are social media sharing options (Facebook Like, Email, Follow @femail, DailyMail), the date (Sunday, Jun 1st 2014), and a weather forecast (13°C / 11°C). The main navigation menu includes Home, News, U.S., Sport, TV&Showbiz, Femail (highlighted in pink), Health, Science, Money, Video, Coffee Break, Travel, and Fashion Finder. Below the menu, there are links for Femail Home, Fashion Finder, Food, Femail Boards, Beauty, Gardening, Deals, Shopping, Baby Blog, and Login. The main headline is "Zara and Gap finally ban angora as shoppers threaten to boycott shops over the horrific plight of rabbits plucked alive for their fur". Below the headline is a bulleted list of points: "Gap and Zara join Marks & Spencer, Next and H&M in banning the fur", "Cruel methods at Chinese angora farm revealed by investigation", and "Petition protesting about Zara's use of angora attracted 295k signatures". On the right side, there are social media links for Like Daily Mail, Follow @femail, Follow Daily Mail, and Google+ Daily Mail. A "DON'T MISS" section features a link to "Justin Bieber caught on camera using N word".

STAY INFORMED!
Log on to the SAMGA WEBSITE, www.angoras.co.za
or join the Mohair Growers Facebook Group .