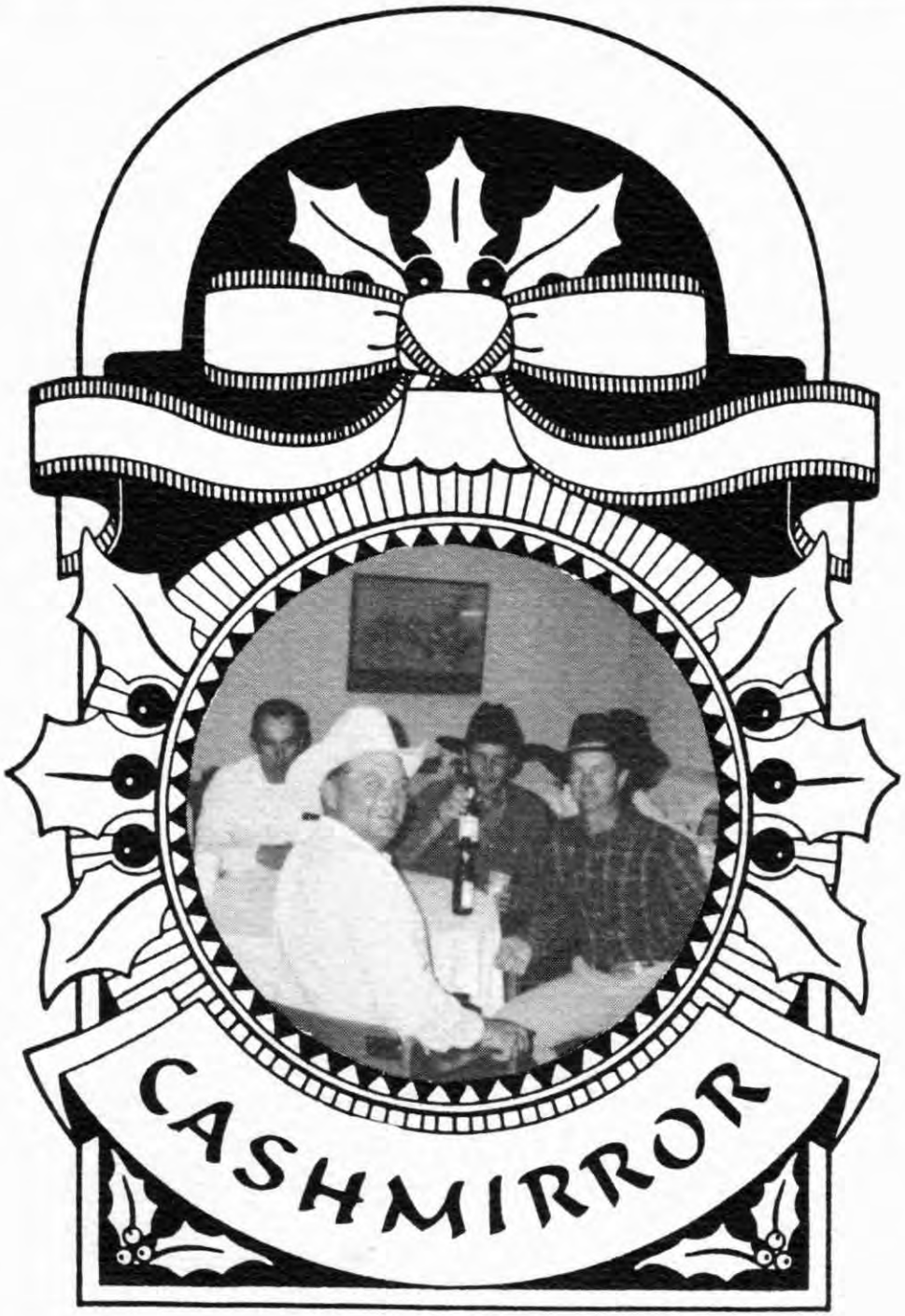
CASH MIRROR

VOLUME FOUR, ISSUE TWO DECEMBER 1992



CASHMIRROR

CASHMIRROR
REFLECTING THE CASHMERE INDUSTRY

Published each month by: **THE FARM**, P.O. Box 639, Toledo, Wa. 98591 206-864-4200, Fax: 206-864-4201

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The CASHMIRROR welcomes contributions of articles and photographs. If possible type articles in double spacing on one side of the paper.

No responsibility will be taken for material while in transit or in this office, although it will receive maximum care.

On the Cover: Turney, Lange, Connors and friends are caught on camera enjoying after conference refreshments by an unnamed CashMirror photographer.

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EDITORIAL

When people buy something they do so for different reasons. A buyer may be influenced by advertising, service or perhaps even location. However, it has been my experience that when people are looking for cashmere goats and find several goats that may be a suitable selection, then they have other more intangible reasons for buying.

Some people who have purchased our goats have made a connection with us in some personal way. We like them. We are on the same wavelength or something cosmic like that. For example, one customer bought from us because they lived closely and wanted to use our buck services. Another customer that lives closely did not buy from us - in fact they purchased animals from a breeder on the east coast. To us it makes no difference. We know that what happens to us happens to others and sometimes we benefit from another's loss and others benefit from our loss.

On more than one occasion we have had people come and look at our goats - spend the whole day with us and then go home not to be seen or heard of again. Then one day you hear they have purchased goats from someone else. The first response for some who are not use to this is self criticism or criticism of the other seller. That's not necessary. I've been in sales a long time. I'm used to rejection and recommend you don't take it too personally.

At our farm we encourage breeders to shop around for their goats. We feel it is important that breeders find the goat with the look and fleece they expect. We also want them to develop a commitment to their own program. Because we produce *CashMirror*, we send every one who visits our farm home with a copy or two to study. We essentially provide them with a list of every breeder in the country. We don't feel threatened in any way by customers shopping - we expect it! That way, if they come back to us it is because they want that goat at our farm.

When you lose a customer don't feel badly. If you have decent goats and good management then the customer had another reason for buying elsewhere. Recently, I heard one breeder in the United States say "I will not recommend anyone who has so-and-so's goats" This folks is B.S.! Don't be afraid to look at other herd sires and does. I have also heard someone say, "All spanish ferals are not producing." That is not true! In Missouri last year we were very impressed with some of the spanish goats we saw. Not all of them - but those that were nice were remarkable. Looking and choosing goats from many herds is how new people learn and how veterans improve. Give your customers a good education and encourage them to understand their choices. I hate to quote that old cliche, but in this case it seems appropriate - "What goes around comes around".

We have a neighbor named Dean who breeds Quarter horses. When we first met him we were awed by his ability to remember stallion and progeny performances, speed ratings, and winners of important trials. Some day cashmere breeders will be the same way - once they have studied the goats in the United States and have a history of the developing breed lines. Goat breeder's need more information on goats that are producing at top levels. Then we can be like our friend Dean.

Staying in the business for a long time is another aspect of developing clientele. I swear, for the first three years of being in this business our phone hardly rang. Finally, after attending every gathering we could, advertising in a couple of farm papers and CashMirror, we are finally getting regular phone calls. But honestly folks, it did not happen over night. Take it from us, we have lost more than one customer to other breeders.

When you present your goats for sale, do so with the understanding that no matter how good your goats are, it's possible and probable another breeder has something to offer that may suit the buyer better. Then when you lose a customer to one of your goat friends - forget it - that's the goat business sometimes.

Have a Happy Christmas and a Cashmere New Year!

Wendy Paulin

CaPrA Stays On for 1993 - Host Mike Lange is the Star of the Show

CashMirror Publications attended the Fifth Annual CaPrA conference held in San Angelo, Texas. The October conference brought together about 40 cashmere growers to discuss the 1993 CaPrA agenda. There were many excellent presenters in the program and anyone tracking the cashmere industry in the United States must have a copy of the conference proceedings distributed by the CaPrA secretary.

The hero and host of the CaPrA conference was Mike lange, President of the Texas Cashmere Association and partner in the well known Three Mill Ranch. Mike is also an experienced auctioneer and public speaker. His talents as a moderator kept the focus of the conference at a professional level and without him the conference would not have been the same. Thank you Mr. Lange!

Dr Thian Hor Teh, Professor, Langston University talked about the cashmere goats in the Peoples Republic of China. His presentation was fascinating.

One of the highlights of the visit to San Angelo was a fashion show presented by Tom and Ann Dooling during the conference luncheon. Cashmere garments presented were products from their home based cashmere cottage industry in Dillon Montana. **The craftsmanship and fiber were impressive!** The garments were modeled by many of the conference participants. The look, feel, drape and quality of these garments were super professional.

I also found Dr. Frank Pinkerton's lecture on meat goats particularly insightful. I am not impressed easily, but listening to him I actually got very excited about meat marketing. That is a first! A copy of the lecture is in the CaPrA conference proceedings. Write or call CaPrA for more information. You have got to read this.

Photos Left to Right: Modeling Fashions from the Great American Cashmere Company, Mary Beth Turney, Texas; Bob Bucholz, Texas; and Mrs. Alrafiq, California

One big disappointment was the cancellation of the Cashmere Wyoming presentation. The lecture was canceled without notice or explanation. It was too bad because so many participants at the conference were interested in this important cashmere project.

Richard Jenson of Airy Knoll Farms, Inc. Nebraska is the new President of CaPrA. He already has added new life to the organization and promises to keep us informed in the new year. Also, Carolyn Turney of Turney Ranch, Texas, will be writing and publishing the quarterly newsletter for CaPrA members.

It looks like a bold New Year for CaPra.

Respectfully submitted,
Michel Paulin

Board Members 1993

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Joaquim Grevel
Richard Jensen
Jerry Kaplan
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Photos Left to Right: Modeling Fashions from the Great American Cashmere Company, Coni Ross, Texas; Richard Jensen, Nebraska.

Reduce the Drudgery of Record Keeping
By Miriam

Most of us do a pretty good job of keeping up with the regular chores, but our records and files are a mess. We just don't get around to writing things down, and we try to rely on memory and heaps of paper instead

Unfortunately, memory is unreliable, and heaps of paper sit around and accuse us of slacking in our record-keeping duty. Eventually, it gets so aversive that we simply avoid the whole business. I have devised a method of record-keeping that works for me. It consists of two parts, one in the barn and one in the house.

The barn part consists of a big calendar with squares big enough to write one each day. Whenever something happens, like a doe is in heat or bred, someone is sick, someone is dewormed, hoof-trimmed, or whatever, I write it in the square for that day. I also use it to remind me to do something like check for heat, or deworm. I particularly like the school-year calendars that start in September, because then I can project ahead five months from a breeding date and remind myself to do Pre-kidding chores and to check the pregnant does when their due dates are near.

Now and then I take the calendar into the house and copy the information into each goats's individual files. This can be done on paper on the computer. I have devised files for both. In fact, I have devised a nifty system t create instant pedigrees so that I don't have to recopy each sire and dam for each animal. If you don't have a computer, here are some convenient forms to copy and use. Now there is no excuse for putting off your record keeping, is there?

Glacier Cashmere
Miriam Jeswine
Dexter, Oregon

HEALTH RECORD

Name of Goat:_____ Sex:____

DATE	MEDICATION	REASON	RESULTS

COMMENTS:

PROGENY RECORD

Name of Goat:_____ Sex:___

BRED TO	DATE	RESULTS	DATE

COMMENTS:

FLEECE INFORMATION

Name of Goat:_____ Sex:___ Date of Birth:_____

AGE	DATE SHORN	MFD	SD	CV	YIELD	FIBER LENGTH	GUARD LENGTH	DOWN WEIGHT	TOTAL WEIGHT

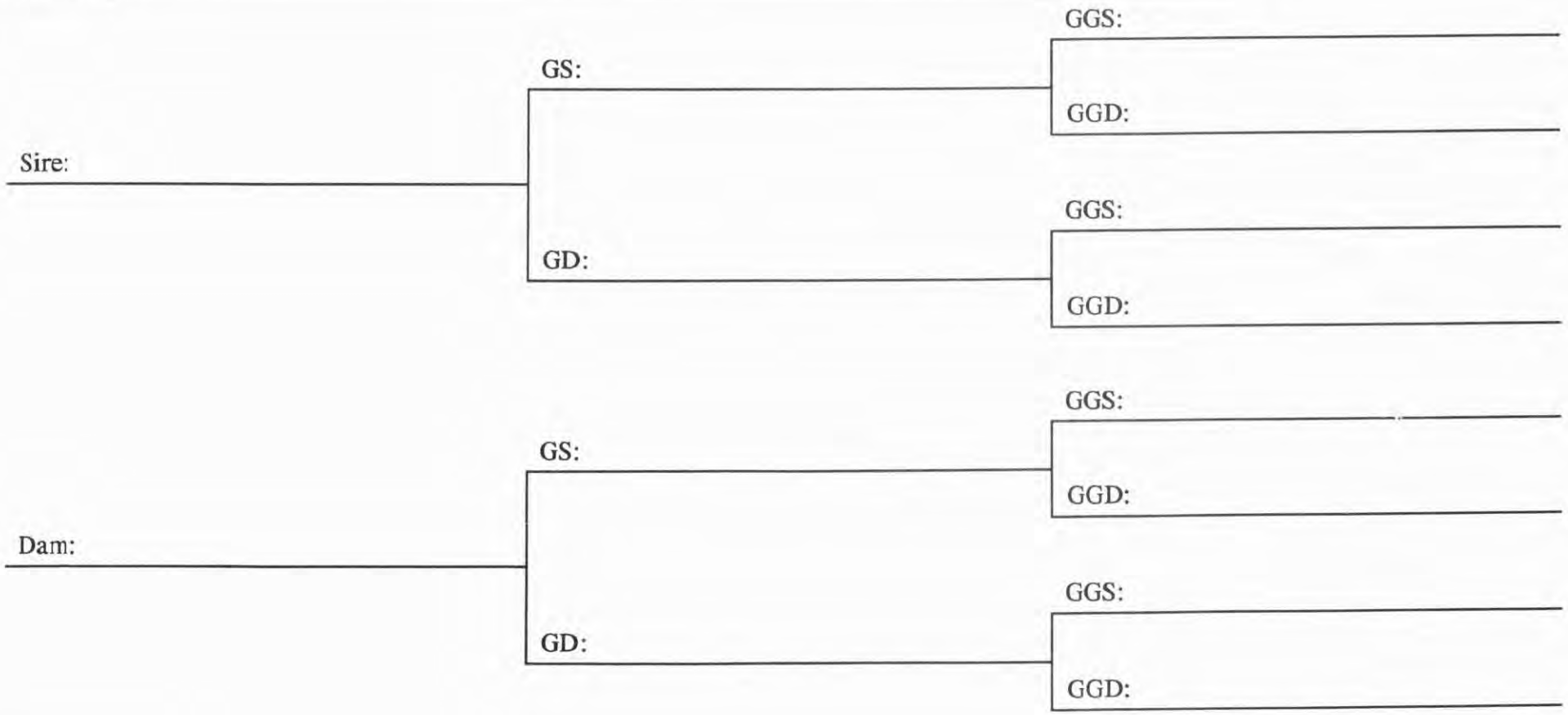
COMMENTS:

PEDIGREE FORM

Pedigree for:_____ Sex:_____ Date of Birth:_____

Number in birth:_____ Color:_____

Owned by:_____



COMMENTS:

An Overview and Some Fun With the Gift Business

My first job after college was as a management trainee in a department store and then as a gift wholesaler for a representative group in Seattle. It is a tough and competitive business, but it is also a tremendous amount of fun. As a gift representative our group sold about 40 different lines of gifts. A few were made locally and many were imported from Europe. Our gift lines were varied and could be described as "high end specialty items." They were products that ranged from Finnish crystal to high tech writing and measuring instruments. In other words, they were things no one in the world needed, but would spend a great deal of money to have.

One of the things I found to be most important in this business was planning. And, for those of us who have children to raise, goats to herd, work outside the home or any combination of the above may find that adding one more activity to an already busy farm schedule overwhelming. Without a few well thought out steps, producing and selling a product can turn into project burnout fast. When burnout takes over, sales falter, delivery and production time fails and your reputation is soon to follow. The gift industry like many other things in life is a fairly small world and a reputation is hard to rebuild. The cashmere industry is the same. Believe me if CashMirror is late the phone starts ringing with complaints. With planning, a large task can be broken down into a few workable parts and then somehow the whole task is doable.

Planning a cashmere gift product involves knowing exactly what it will cost for production, how much time it will take to produce the item and pricing it accordingly. It also means knowing how much of the production, design and marketing you can feasibly do yourself. If you do not know these things prior to getting into the business it won't take long to get hung up on details. Research and development of a product does not happen overnight and probably will require a great deal of your own cash resources.

Retail gift stores look for products that are quality, will sell well with their customer base and because this is such a seasonal business, it must be delivered on time as promised. With that in mind, you should know that typically a gift store works on a very small profit margin that many times is as little as 1% and generally never more than 10%. Because of that, these stores tend to carry little inventory and expect the turnover of an item to be about six times in a year. I wish I could say there was a science to gift sales. I wish I could say that gift store owners were high-tech business people with inventory systems and controls, because I personally admire that kind of organization, but typically they are not. Having said all that, it looks like often there is little rhyme or reason to what a retailer buys and why it does or does not sell. Remember the Pet Rock?

Although the whole industry seems like chaos there are many incredible success stories to be told about how a small town entrepreneur made it with their product. And there are as many products that never made it past the first day. One success story I remember well is of an artist that belonged to a conservative church in a small town in Oregon. The church needed to raise money to support their activity and so the artist in the group - Sara designed a goose. After some thought the group decided they would produce a goose and sell it to the gift stores to make money. Sarah picked out fabric and made the patterns and the rest of the congregation were the production crew, shipping, billing and complaint departments. The production costs were low and the goose ended up retailing at a range of 50 to 200 dollars depending on the size. The geese were a huge success. Who would have imagined?

In the beginning, Sara personally took her goose out to gift stores from southern Oregon to northern Washington. She went

to the store owners/buyers and asked them if her goose would sell in their store. Her answer was simple, she took home an order from almost every store. And folks, a $200.00 goose is no cheep goose.

The way Sara sold her geese is a great example for anyone wishing to test their product in the gift stores. If the stores don't buy forget it. Retail shop buyers when approached in an honest and open way for their opinion about your product are usually flattered and more than happy to help. They know what is successful for them and what is not. My approach in calling on these stores was to explain that I had a new gift line I would like to show them and if I could just have 10 minutes of their time I would be grateful to have their opinion. I was always given a chance to show my stuff. I never went to a store without an appointment or without having talked directly to the buyer. Also, I found it very helpful to be at the appointment 15 minutes early, browse around the store to see how my product might fit into some of their current displays and share that idea with the buyer. Be sure when you are in the store to tell them the story of cashmere in the United States and how your product came to be. They will love it and you will learn a great deal in a short time. I have found gift store buyers very sensitive and intuitive about their business. I found only a few that are glitzy, showy and stupid. As a result, there is no reason to be anything but yourself when you approach a buyer with your handmade cashmere item. Even if you are the epitome of a country bumpkin. You should have seen Sara!

If your product is a line of scarves, shawls, hats, gloves or any other very classic type of cashmere garment then you would be best to approach a classic type of store - such as Norm Thompson, LL Bean or Nordstrom. But, in order to present your product to this type of buyer you need to be able to produce more than three hats or scarves. Nordstrom for example has about 30 stores. 3 scarves won't make it with a big buyer. They just wont be able to display the item to make an impact in their store.

Because of the number of goats in the United States there is no doubt your product line will be small simply because there is so little cashmere available from domestic growers. To give you an idea of what I mean, lets say you have 3 goats to shear. We're talking enough fiber to make one sweater - maybe. If you have 60 goats you might get 20. So here's where the planning comes in folks. If you promise to deliver someone 300 pure cashmere scarves you better have your fiber and yarn sources lined up. Three scarves might cut it in one specialty store's treasures display case, but that's about it. Personally I would try to sell my three scarves if that's all I had, but that's the end of the sales for the year. Remember, if they sell well then you are going to be hard pressed to get more.

There is another option to approaching gift stores that gives you many more stores who may carry your item and will stretch your limited supply of cashmere. However, it will require a deviation from the traditional cashmere gift product. The traditional image of pure cashmere and luxury and expense should not be tainted, but it just has to be twisted. For example, most gift stores will cater to those who collect or are attracted to a theme. Cats for example are big in gift stores - very big. Pigs and cows are also popular. There are people who have cat things everywhere in their house. I had one friend that had to have everything that had a gorilla on it. Explain that one.

So let's say this year the hot new product in the gift industry is the "Cashmere cat and his little friend Cash-nippy." The cat would be woven of "pure cashmere" and nippy would be filled with catnip for the use of the owner's luxuriously lazy cat for which to play. (A little snob appeal) We could sell a million of these. In concept, this item may retail for around $50.00, would introduce people to cashmere, take only a small amount of cashmere to produce, and would carry a theme that is appealing to many people. If the product is packaged and presented properly it will maintain the integrity snob appeal of the cashmere buyer. And every cat fancier from here to Paris must have one. I can not tell you why -that is just the gift industry.

Our cashmere buyer is already educated. They know that cashmere is "expensive, valuable, exotic, rare, fine, quality and classy. Mohair is different for example. I'll never forget one winters day I was walking with

my seven year old niece when she asked me what my neat hat was made of. I told her mohair. She paused then asked "What is a mo?"

Cashmere has a great image so your big marketing problem is how not to goof it up. The cashmere cat would be a bomb if improperly styled and packaged. And a bad preparation can hurt the whole industry. Like I said earlier , the gift industry is a small world and it will make a buyer think twice if they already had one cashmere bomb in their store.

There is one factor that governs the whole industry and that is the season. For retailers, Christmas is the biggest season and they start buying for Christmas in July. Stores have pretty much purchased everything they need by September and selling starts in November. Cashmere is a warm winter item and perfect for the Christmas gift buying season. The cashmere cat would be well suited decorated with a red ribbon around his cashmere neck. Another great christmas gift idea would be a hand knit cashmere Christmas stocking complete with gold thread to easily attach to a chimney and convenient for your favorite Santa. The product could retail at about $50.00 and could come in several sizes. It would not take a great deal of fiber to produce and yet could maintain the integrity of the fiber and its image.

Gift giving is about tying a product to a person for a very special gift. Packaging is the key to image. When a customer looks at the product they say, "this is for my friend _____! Your farm label and the story of cashmere is purrrrfect to tell on the cashmere cat's hangtag and it would link your logo or farm label to the product no matter where it is in the United States. This is such an important part of your business that I would recommend you consult a professional designer.

Because the gift industry is such a competitive business and cashmere fiber so limited the best use of all resources would be for all cashmere product businesses to hire one representative to sell all of their lines at the same time. Representative groups have connections throughout the United States. That way a buyer can look at several cashmere items instead of just one and they won't be called on by every farmer in the U.S. Also, this would be a great way for several farmers to share costs in product marketing other than sales. I can see that if a gift buyer had a whole range of items to look at they may want to try some of each: Baby booties, scarves, cats, Christmas stockings, you name it they may try it. A professional sales representative can add 10 to 20% to your cost of sales but it is worth it in the time you save. Even Sara the goose manufacturer eventually went to a sales representative group. That's how I met her.

NEW ZEALAND:
FEATURE FARMER OF THE MONTH

Each month a Cashmere farmer of New Zealand will be presented to you courtesy of Whatawhata Fiber Testing Center, New Zealand.

Introduction

New Zealand cashmere producers represent a diverse cross section of farmers. Although large cashmere flocks continue to run by a number of sheep producers, goats are generally run as a minority animal together with sheep or cattle.

In the mid to late 1980's, there was a significant entrepreneurial influence on the NZ goat industry at large, (down producing and mohair producing animals.) Animals fetched very high prices at the sale and the importation of Australian material played a part in the drive to develop superior animals. The industry was also being supported by a number of processing concerns overseas. The use of group breeding schemes, sire reference schemes and buck performance programmes continued to identify animals of superior genetic potential.

The opportunity to harness the productive potential of a large feral population of goats using farming and breeding skills that typify the New Zealand agricultural industry was taken full advantage of. Producers have identified selection/management programmes that compliment their overall farming objectives, and accommodate the diverse environmental conditions that occur in New Zealand. New marketing ventures are currently being developed including the option of further processing of raw material in New Zealand. The number of cashmere producing animals on New Zealand farms continues to exceed 500,000 and the industry is poised to take advantage of an upturn in the market.

I have invited a number of these producers to describe their farming situation so that a wide perspective of what drives the New Zealand cashmere industry can be gained. I am grateful for the contributions which follow.

John Fitzgerald
Whatawhata Fiber Testing Center

CASHMERE GOLD
Rd 1 Tuakau New Zealand

Cashmere Gold was established in 1987 on 640 acres. The land is described rolling to easy hill country with sheltered gullies.

Cashmere Gold is a mixed farming operation presently carrying 600 mixed aged does, 350 doe hoggets, 50 buck hoggets and 450 dairy grazers. Heifers are contracted by weight gain and are paid dollars per kilo - weight gained over the grazing period.

The Goats play a large part in the farm operation by setting up quality clover pastures and controlling various noxious weeds such as: thistles, blackberry and gorse. The doe flock was individually selected from various flocks throughout New Zealand at the time of establishment.

Selection criteria was based on: white fiber, sound feet, 16.5 mean fiber diameter, 30% down yield, 80 gm plus white down. Bucks were purchased at the national cashmere sale. On paper these were considered the best available from five major studs at the time.

Breeding objectives at the time of establishment. By 1994 - 1995, for mixed age flock: 16.5 - 17 mean micron, 50% Down yield, 200-225 gm Down weight.

While this may seem quite ambitious the results this far have been encouraging:

Winter 1990
16.93 mean m
33.5% Yield
110.2 gm down

Winter 1991
16.5 mean m
40% Yield
132.5 gm down

Winter 1992
16.7 mean m
40% Yield
140 gm down

Production of Central Sires:

Tag #9254 First mixed age fleece competition.

Year One
15 Microns
50% Yield
269 gm down weight

Year Three
16.3 microns
48.4% yield
342 gm down weight

Tag # 561 First in first year fleece competition.

15.8 microns
64.9 yield
297 down weight

Tag #251 Second, first year fleece competition.

15.4 microns
48.8% yield
203 gm down weight

Cashmere Gold attributes these results to population genetics over corrective mating. As a result, kids from mixed age coarsened no more than 2-2.5 microns on average.

Several years ago Cashmere Gold participated in the national sire reference scheme in New Zealand and had two top sires with top progeny performance for fineness and down weight. One also went on to leave outstanding progeny the following year.

Cashmere Gold then set up its own referencing using the top buck in the country to rank with central sires. Bucks in the central group are now exceeding the original sire in leaving well covered fine progeny.

Selection of Central Sires:

- Only 10% of hogget bucks are retained, 2-3 of these are kept for central sires the remainder are sold.

-Criteria for selection takes place as early as kid shearing at four months (e.g. fiber diameter and fleece weight).

To this stage all assessment is being done by a registered classer. The top 35% of these fleeces ar sent to the Whatawhata Fiber Testing Center for final analysis.

The assessor is essential in their program so as to reduce costly fiber analysis. The final selection however always is best on the test house results.

Final Central Sire Selection:

Diameter under 16 micron
Style and character
Dullness
Yield greater than 50%
Total down weight (Both Shearings.)

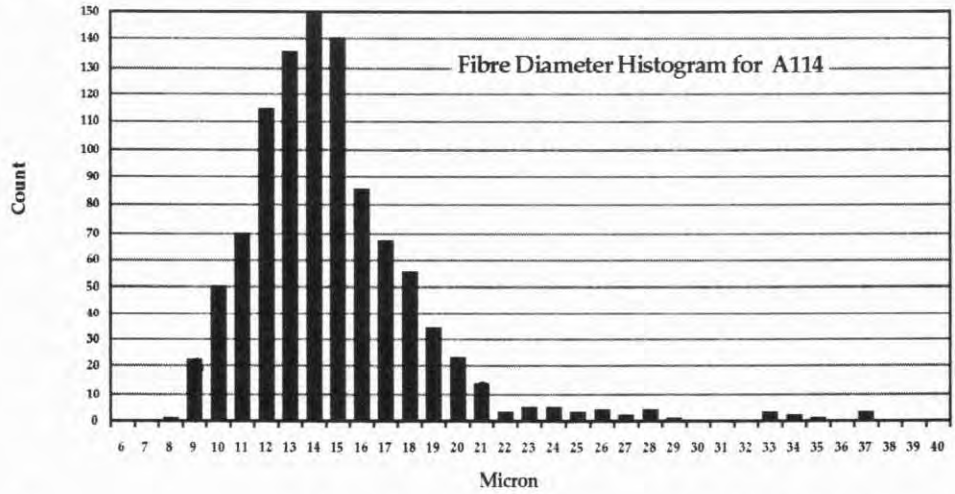
Humor courtesy of "Changing Places" Cathy Spalding, 5725-78th N.E. Olympia, Wa 98516 206-438-1255. This is a fabulous line of note cards that will make you see yourself through your animals eyes.

Bessey Place Cashmere
Wes and Marilyn Ackley
Buckfield, Maine

Northwest Cashmeres
Carole Laughlin
Newberg, Oregon

Presenting Herd Sire "Genghis Kan"

Available for On-Farm Breeding or Semen Shipped Anywhere From the "Buck Bank"



The Farm
P.O. Box 639
Toledo, Wa 98591
Phone:206-864-4200
FAX:206-864-4201
Michel Paulin

Animal ID: Genghis Kan
Sex: Buck
Year Born: 1990
Year Shorn: Jan 1992
Sire: CCC Stuart
Dam: Berrambool Marsala

Mean F.D.: 14.7 micron
S.D.: 3.7 micron
C.O.V.: 25.2
Fleece Weight: 812 g
Down Weight: 227 g

BREEDERS DIRECTORY

ARIZONA

CHIVO NEGRO
DW Cox
RR 1, Box 37 EE
Elfrida, Az 85610
602-824-3661

CALIFORNIA

RAVENHILL RANCH
Mimi Jones
P.O. Box 669
Santa Ynez, Ca 93460
805-688-8382

BERGINS VIEW POINT
Bonita and James Bergin
USDA/SBIR Test Farm
5401 Alta Monte Drive
Santa Rosa, California 95404
584-0996

ROCKY MOUNTAIN CASHMERE
Laura Oberfeld
P.O. Box 21
Potter Valley, Ca 95469
707-743-1148

ARBORETUM FARMS
Joe and Susan Tooker
P.O. Box 75
Capay, California 95607
510-525-3717
916-796-4571
Fax:510-525-3880

FURRY DOWN FARM
Beverly Rolfe & Rolf Pinkwart
USDA/SBIR Test Farm
14254 Oak Ridge Road
Penn Valley, CA 95946
916-273-7653

SUNRISE CASHMERES
Melody and Jeremy Driscoll
P.O. Box 245
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707-926-5430

MAR JO CASHMERES
Joseph Wilkerson
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619-443-6225

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Ferris Hamilton
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Larkspur, Colorado 80118
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Fax: 303-681-2545

Happy Holidays

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CLASSIC CASHMERE BREEDERS
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Carol McComiskey
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Fax: 203-642-7912
203-642-6965

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Fax: 301 298-3579
Lynn Beattie

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Belfast, Me 04915
207-338-2325

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Valerie DuPuy

BLACK LOCUST FARM
Yvonne Taylor
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Washington, ME 04574
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207-336-2948

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616-765-3056

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Fax:406-683-5567

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308-784-3312

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Los Lunas, New Mexico 87031
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Katonah, New York 10536
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Newberg, Or 97132
Phone: 503-538-1234
Fax: 503-538-0958

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19025 SW Hillsboro Hwy
Newberg, Oregon 97132
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Brookings, Oregon 97415
(503) 469-4548
Fax: (503)247-6273

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Woodburn, Oregon 97071
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Bend, Oregon 97701
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Austin, Texas 78736
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512-288-4341

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CRR CASHMERE
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LLC Cashmere
Lydia Ratcliff
RFD #1
Chester, Vermont 05143
802-875-3159

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Mt. Vernon, Wa 98273
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RAINSHADOW FARM
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Marcia Adams
25101 Chris Lane NE
Kingston, Wa 98346
206-297-4485

CASCADE CASHMERE COMPANY
200 Larson Road
Silver Creek, Wa 98585
206-983-3154
Fax: 206-983-3676

THE FARM
USDA/SBIR TEST FARM
Michel Paulin
P.O. Box 639
Toledo, Wa 98591
Phone: 206-864-4200
Fax: 206-864-4201

BREEDERS DIRECTORY

BARREL SPRINGS CASHMERE
Linda & Steve Pardon
USDA/SBIR Test Farm
143 Barrel Springs Road
Bellingham, Wa 98226
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Fax: 206-724-5015

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Star Rt Box 87D
Oroville, Wa 98844
509-485-3600

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Pepper Fowel
3271 Roza Dr
Aillah, Wa 98953
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Pasco, Wa 99301
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RSD Ross Dhu
Selbourne, Tasmania
Australia 7292
Phone/FAX: 61-03-966-162

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John and Margaret Banks
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Forth, Tasmania
Australia 7301
Fax: 61-04-231-087

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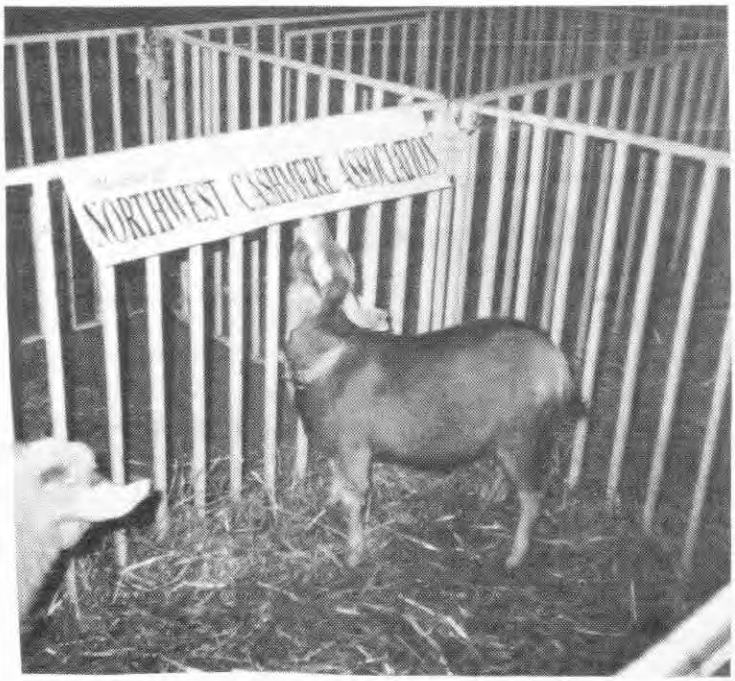

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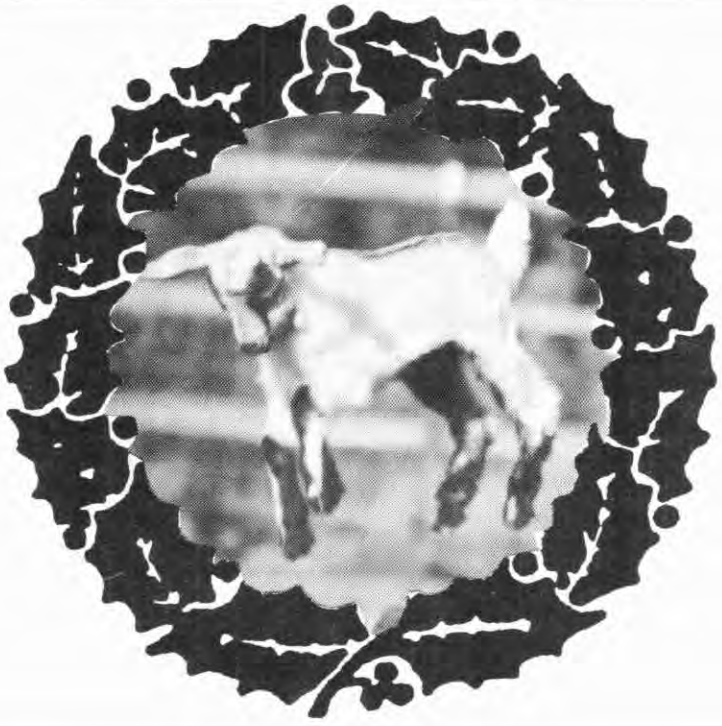

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