

# The Illawarra Orgle

## Gold Sponsor of the 2005 Nationals

For the second consecutive year, Illawarra Alpacas have donated a young female to be auctioned at the AAA National Sales, the proceeds to be donated to the AAA.

The solid white female, Illawarra Zaire, carries highly performed bloodlines, and is carrying a cria by Prestige Valentino, a sire now only accessible to outside females by special negotiation.

As a part of the sponsorship package, Illawarra Alpacas is entitled to an inclusion in the Exhibitors Welcome Pack. Just for a change, we have decided to write this newsletter for that purpose, rather than submit yet another advertisement.

In this brief newsletter, you will find comments on a range of alpaca-related matters, reflecting our own perspectives on the industry. There are also some issues on which we would appreciate your input, and some special offers.

We welcome your comments and enquiries, and hope you take the opportunity to visit our trade booth (#15). We look forward to sharing ideas and talking alpacas with as many breeders as possible during the weekend.

\*\*\*\*\*  
**Illawarra Alpacas takes this opportunity to wish all exhibitors and buyers a successful and happy National 2005.**

\*\*\*\*\*



### **WANTED**

Illawarra Alpacas is seeking a fulltime stock handler and assistant manager for their alpaca farm of around 450 alpacas. On farm cottage accommodation. Terms negotiable. Apply in writing to: Manager, PO Box 177, Cambewarra, NSW, 2540



### AAA 12th National Show and Sale, 2005

*In this newsletter:*

- Illawarra joins the SRS®
- AGE hastens genetic advancement
- Muffled vision
- Rugging alpacas
- Harriet's FAQ's
- Special offers!



Harriet and Illawarra Yucatan

## Illawarra and the SRS Breeding System

We have watched and listened, with great interest, to the theories put forward by Vet and scientist, Dr Jim Watts, over the past ten years.

Put simply, he suggests that there are visible fleece markers which, if selected

for in a breeding program, will produce alpacas that grow heavier fleeces of finer, longer, and more lustrous fibres.

His results in sheep and angoras have been overwhelmingly convincing, and we are one of an in-

creasing number of breeders that have signed up with the SRS Breeding System, with the aim of producing an Australian alpaca that will become the international benchmark.

Jim's classing of our entire herd was the basis for our

recent purchase, with Fire Mountain Alpacas, of Prestige Valentino for \$123,000. His progeny have shown the fabulous length, density and handle that stamp him as a wool sire, and the fleece scales confirm that judgment.

**Visit the SRS Booth #33**

## Help out Harry! *Harriet is seeking answers from alpaca breeders to the following questions—can you help her?*

- Anyone growing midsides of longer than 16cms annually?
- Anyone breeding whites with well-conformed *white* back toe-nails?
- Anyone found a useful home for NCV fleece?
- Where have all the fleece shows gone?



## To Rug or not to Rug . . .

That is the question. But what is the answer?

At Illawarra Alpacas, we began rugging alpacas five years ago, hoping that the rugs would protect the fleece from UV damage, tip damage, and vegetable matter contamination.

Our trials definitely convinced us that it does all of that, and produces beautifully clean and lustrous fleece, uncontaminated by the dust in which alpacas love to bathe.

But it has its drawbacks. It is an extra expense, and requires a lot of work fitting and refitting rugs, and repairing torn ones. Not to mention the bruises

to the handler! And there has been the occasional disaster with animals becoming entangled in low trees or with one another, or bolting into fences when they are first released into the paddock after rugging.



*Rugging is not without its disadvantages and pitfalls*

Is it worth it? Well, not according to the market, which is not yet prepared to pay a premium for beautiful, clean, rugged fleece. But we predict they will when they appreciate the improved quality of the product. In the meantime, we will only rug our very best fleeces, and sell them privately into the craft market, which is prepared to pay the extra premium.

In the meantime, if you are thinking of rugging your alpacas, speak to us first and avoid the many pitfalls we have identified over five years.

And if you buy alpaca wool to spin, look out for fleece that has been rugged—you will just love the quality and handle!

## Improving with AGE

The *Across-Herd Genetic Evaluation (AGE)* program was implemented by the AAA to accelerate genetic improvement in the Australian alpaca. It is based on similar programs already applied with great success to other breeds.

But the alpaca industry has an overwhelming advantage not shared by other livestock industries, which is the linkage of all registered alpacas through the IAR. This means that any

data recorded for one alpaca feeds back to all its relatives, establishing strong statistical linkages throughout the national herd, and strengthening the validity of estimated breeding values.

*"...the development of a distinctly Australian alpaca that will, like the Australian Merino, one day become the international benchmark for the alpaca industry."*

Through the application of SRS® breeding principles and blanket registration of all new cria in the AGE, Illawarra Alpacas aspires to be a leader in the development of a distinctly Australian alpaca that will, like the Australian Merino, one day become the international benchmark for the industry it represents.

For more information on the AGE, contact the AAA or check its website.

## Muffled faces, muffled vision . . .

Sheep breeders, familiar with the problems inherent in sheep whose faces are over-fleeced, have warned against the use of alpacas with muffled faces as herd protectors.

Alpacas that can't see past their own faces are as incapable of protecting themselves against predators as they are of protecting their charges. And they are more susceptible to hazards and to injury.

Our own observation is that alpacas with overfleeced faces are easily startled, and may run into obstacles in their haste to escape a perceived threat. They are also prone to catch vegetable matter in the fleece around their eyes, which may lead to serious injury.

Muffled faces are described as a fault in the AAA breed standards, and anyone extolling it as a virtue is "pulling the wool over your eyes."



*Even in full fleece, the alpaca should have a clean line of vision*

### 3 Special Offers!

Talk to Harriet or Ian

Farm 02.4446.0096

Mobile 0402.060.096

Email [harriet@illawarraalpacas.com](mailto:harriet@illawarraalpacas.com)

1. New to alpacas? Buy a job: a herd of 20, 30 or 50 alpacas, including pregnant females and stud quality males, ready to go!
2. *Special deals for special girls:* Looking for a sire for your white or light fawn Champion Female? We offer special discounts for matings to elite females.
3. Small breeders: ever considered *leasing* a stud sire? Let us put a package together to suit your needs from our stable of well-pedigreed stud males—you will be surprised how affordable good genetics can be!

## Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a spe-

cial offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

## Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed inter-

---

*"To catch the reader's attention, place an interesting sentence or quote from the story here."*

nally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will

show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

## Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen



Caption describing picture or graphic.

an image, place it close to the article. Be sure to place the caption of the image near the image.

## Illawarra Alpacas

---

"Consolation Creek"  
268 Main Road  
Cambewarra (nr Berry)  
NSW 2540

Phone: 02.4446.0096  
Fax: 02.4446.0096  
Mobile 0402.060.096  
Email: harriet@illawarraalpacas.com

*We're on the Web!*

*example.microsoft  
.com*

Drawing a fine line . . .



## Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard

---

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind

readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.