

NEW ZEALAND
CASHMERE

FEEL THE POTENTIAL

MEDIA KIT

2022 EDITION



ABOUT THE PROGRAMME

- A three-year ultra-premium fibre project is calling for farmers who are keen to ‘feel the potential’ of the \$2B global cashmere fibre industry.
- ‘NZ cashmere – sustainably beautiful’ is a programme between New Zealand Cashmere and the Government’s Sustainable Food and Fibre fund.
- It builds on the multimillion-dollar investment into cashmere processing facilities made by Woolyarns – the company behind the globally successful Perino yarn brand which underpins the possum fibre industry in New Zealand.
- The programme has a focus on supporting farmers with advice as they enter the industry so they can sustainably farm goats within their existing farm systems to produce ultra-fine cashmere fibre for export.
- Key workstreams include the development of traceability processes so the unique sustainability story and product attributes of the fibre can generate additional value in the market.
- Cashmere fibre currently returns between \$110-\$150NZD/kg, and Woolyarns has relationships with leading European fashion houses which enables them to offer long-term fibre contracts through New Zealand Cashmere so farmers can take advantage of the global market demand.

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- New Zealand Cashmere GP Ltd. was established to drive the renaissance of the cashmere fibre industry in New Zealand.
- New Zealand Cashmere’s vision is to ‘lead a world-class sustainable, traceable, one million cashmere goat industry in New Zealand’.
- The company is 100% owned by Woolyarns Limited – a global leader in spinning ultra-high-end fibres for the world’s leading fashion houses.



- Woolyarns is known as one of the world’s leading innovators in yarn engineering.
- Woolyarns is a textile manufacturer, based in Lower Hutt, supplying spun yarns to both domestic & international knitting and weaving companies.
- They were at the forefront of establishing a possum fibre procurement company and commercialising the fibre into a successful end use.
- Today the possum industry contributes circa \$150m annually to New Zealand through retail sales.



CASHING
IN ON
CASHMERE.

High-end global fashion brands demand the finest raw materials to use in their garments. They're also looking for ways to further premiumise their offering with compelling provenance to pass on to their consumers who are demanding more ethical and traceable supply chains.

In Aotearoa, we're ideally placed to produce a premium, traceable and sustainable local cashmere product that will meet this demand and establish itself as the most admired fibre on the planet.

A local, one million Cashmere goat industry may sound like an audacious goal. But by partnering with experienced farmers world-renowned for producing high-quality natural fibres, and with Woolyarns - who have successfully commercialised New Zealand fibre internationally – we're making it a reality together.





BETTER
PRODUCTIVITY
& RETURNS FOR
AOTEAROA'S
FARMING
SYSTEMS.

Through the power of research and development in breeding goats, New Zealand Cashmere goats are now suitable for our local farming systems and conditions while producing some of the most luxurious, fine fibre that the world has seen.

ALTERNATIVE TO BLANKET FORESTRY

Keep farming and utilise your harder country. Goats enable you to grow high value produce (fibre and meat) and utilise land that has traditionally been unproductive or low performing.

ENVIRONMENTAL COMPLIANCE

Goat farming offers an option for low-impact agricultural diversification to meet environmental compliance regulation.

PREMIUM FIBRE RETURNS

Cashmere fibre is worth up to \$150 per kilo. Due to the strong heritability of cashmere traits, many farms are able to produce fibres of 16 micron and lower in the first two years.

GENETIC GAIN

Enjoy the significant and rapid genetic gain in goats with your own breeding programme. Start your foundation flock and secure purpose-bred cashmere bucks today.

IMPROVED CAPITAL STOCK

Goats graze differently than sheep, cattle and deer and can help pasture quality. There is potential in farming systems integrated with goats to increase meat and fibre production per hectare, and finish stock faster by improving growth rates.

WEED CONTROL

Goats enjoy a varied diet, targeting most weeds before clover or 'better quality' pasture. Reduce your spray costs and chemical usage, as well as minimising your environmental footprint.

SECURE MARKET

The partnership between New Zealand Cashmere and Woolyarns provides peace of mind. A secure buyer for cashmere fibre is already in place. Fibre supply is required, and lots of it. Goat meat is also in high demand globally and a number of NZ meat processors are taking stock now.

SUPPORT
EVERY
STEP OF
THE WAY.



Taking sustainably produced luxurious New Zealand cashmere to the world requires partnering with New Zealand farmers who care about environmental sustainability and animal welfare, together building an industry we can be proud of.

We provide access to livestock with best-in-class genetics that are bred specifically for New Zealand conditions, to independent research and best practice guidelines and to long-term fibre contracts.

Then ongoing, we work alongside farmers to help build their flock while supporting them to reap the other farm management benefits of running an integrated farming system. Because our success is built on theirs – along with that of our processors and key customers – as we take premium, ultra-fine micron New Zealand Cashmere fibre to the world.

RESTLESS FOR SUCCESS.

We want the New Zealand cashmere industry to be a huge success, for us all. Product quality is what will establish ours as the most desirable, sustainably produced luxury fibre on the planet.

So, we're continually investing in research and development, and partnering with the likes of New Zealand Cashmere Genetics Ltd, Abacus Bio, AsureQuality, MPI, Oritain, AgResearch, Premium Goat Meat Company and Dawn Chorus to ensure that's what we're delivering to the world.

Plus, we'll be on the international stage, advocating for and promoting New Zealand cashmere to ensure we establish our reputation and continue to grow our market.





DO YOU FEEL THE POTENTIAL?

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