



MELFORD GREEN

NEWSLETTER: Autumn 2010

Riding along on a pushbike.....

On the 17th September, Suffolk played host to the "Tour of Britain" cycle race with the first sprint section being held in Long Melford. The route then took them past the farm on their way to Lavenham. It was a great spectacle with almost as many Police motorbikes involved in clearing the way as there were racers. The support teams that parked nearby were fascinated with the alpacas. Unfortunately, the TV coverage cut to the adverts as they came out of Melford and rejoined as they rode into Lavenham, so the photo below is what you might have seen....



TV Advertising Campaign:

Over the summer a group of 20 like-minded alpaca breeders got together to discuss new marketing initiatives under the banner of the Alpaca Bloodstock Breeders Association (ABBA). One result was to agree to fund a six month television advertising campaign and the setting up of a new website www.iwantalpacas.com



The advert is currently playing to the 500,000 viewers that tune in each month to the Horse & Country channel on Sky280 to view programs dedicated to equestrian & countryside pursuits. This makes it an ideal platform to extol the virtues of keeping alpacas and as a result enquiries are now flowing in from right across Europe.

New website:

To celebrate our success at this year's Futurity and coincide with the launch of ABBA, we have updated and added new features to our website www.melfordgreenalpacas.co.uk.



As well as bigger, brighter pictures of the animals we have for sale; we have added greater detail about the fleeces of our breeding animals. There are also new sections on Stud Males, links to our Facebook & You Tube sites as well as archives of Newsletters and Press Articles. We hope you like it.

Spanish Spin:

In June delegates from around the world gathered in Madrid to "talk alpaca." It was great to hear how each country was taking the industry forward and an ideal way to meet other enthusiasts. Amidst the many tales of success, one fact really stood out. A lady working for a British company that had relocated its spinning facilities to China told us how they were finding the demand for high quality alpaca yarns & fabrics was growing exponentially, and as a consequence were now looking for supplies to add to that from Peru. Last year their company spun 340,000Kg of high grade alpaca "tops" – the produce of around ½ million alpacas.

Immune Aid:

Much of Jude's free time this year has been taken up caring for Diesel, her horse who has had canker in his hoof. We have tried many things to help cure the problem, so when Julie from GroWell feeds asked if we had tried Immune Aid a sort of pro-biotic supplement – we thought why not?

After reading about the product, we thought it might also be useful in alpaca husbandry given that amongst other things, it had been shown to help with skin complaints in horses. After getting clearance from GWF we went ahead with our own test. We had two paddocks, one with four females, the other with a group of young stud males. Both sets had been bitten by newly hatched biting midges, and had rubbed their muzzles on the dry ground which resulted in rather ugly- looking bare patches in their fleece. The girls seemed to be affected more than the boys so we

decided to include Immune Aid in their rations, and left it out of the boy's. "The "sweet itch" symptoms on the girls tidied up quickly with the fleece growing back in under a fortnight, whilst that on the boys took much longer.

OK, it's not a true scientific study, but thought it was still worth reporting. Since then we have had similarly positive results when added to the rations of animals with "mange" symptoms. Details of Immune Aid can be found at www.gwfnutrition.com

As for Diesel, he too is much better and loves nothing more than spending time with his chums the alpacas, especially the girls and his biggest fan – Alice.

Hattie:

"We have just had our first cria" said an excited Cherry when she called us early in May this year, adding, "and she is a girl!" It was great news. Mike & Cherry Hood bought a small herd from us last year which included Maude, a brown suri who had always been a bit special to us. Her previous cria (*Cedella*), sired by Bob won a 1st at the National in 2009, so this repeat mating was destined to produce something extraordinary.

"What colour is she?" I enquired.

"Well I'm not sure" she replied. "I don't really know how to describe it."



Photos sent across on the phone showed that Hattie was gun-metal grey with a lavender hue and so would be classified as Rose-Grey. I had never seen an animal quite that colour before, and with her being a suri, she looks simply stunning.

Confirmation of her "unique" colour was given by the New Zealand shearers, who had only ever seen one other like her in all of their travels around the world. So, as we had hoped, Maude had once again delivered something special. Congratulations to Mike & Cherry - what a great start to your new venture.

Snowmass Males arrive just in time....

We had been eagerly awaiting their arrival for months. It seemed ages since we had travelled to the US in June 2009 to make our final stud male selections and we were keen for them to get home and start work. At last April 14th arrived and we excitedly headed off to Heathrow to meet them from the plane.

The Snowmass alpaca stud in Idaho is arguably the world's most successful as was demonstrated at their most recent auction when Snowmass Matrix achieved the highest price ever - some \$675,000. Why such a high price? Well quite simply whilst we all strive to breed animals that combine fineness of fleece with density, it is rarely truly achieved. The Snowmass males selected have this rarest of combinations and the four males that arrived at Heathrow included two US Futurity Champions – Incan King and Royal Vision; plus Invincibly Elite – uncle of the famous Snowmass Matrix.



They stepped out of their crate at 12.30pm following their transatlantic flight as if they had travelled just a few miles down the road, and were happy to pose for the assembled "paparazzi". They were finally here and just in time we thought. We hadn't realized however just how lucky we had been with the timing until we awoke the next morning to hear that Heathrow and the rest of UK airspace had been closed due to the Icelandic dust cloud.

Following a short rest-bite to get over any latent jet lag, they have been working hard. Further details of the Snowmass Males and a selection of just some of the pregnant females we have for sale that have been covered by them can be found on our website: www.melfordgreenalpacos.co.uk

The Snowmass males are jointly owned with The Alpaca Stud, Meon Valley Alpacas and Pure Alpacas.