



Central Region Newsletter

May 2021

Your Monthly Central Region Newsletter From Alpaca Association New Zealand



On Sunday, 16th of May 2021, the AANZ Central Region AGM took place at the FMG offices in Palmerston North. Given the distances that members had to travel, it was encouraging to see so many of you were able to attend.

Our region is home to some of New Zealand's premier breeders. We're also seeing many new owners enjoying their first alpaca herd. The demographics of the alpaca community has been reshaping and the recent movement of city dwellers taking up a rural lifestyle may be accountable.

We have also said goodbye to a number of breeders who have chosen to retire from the industry which has seen high quality alpaca being dispersed around our region. These changes are significant and exciting as it opens up new ideas and opportunities for our industry to evolve, while providing many owners the opportunity to benefit from genetic qualities that have taken years to develop.

The stunningly beautiful but rugged topology of our region can also be a challenge for many members to enjoy all of the events we host and support. With this in mind, your Central Region committee is looking to organise events that are inclusive of all experiences and locations within our region.

Members who attended the Central Region AGM raised a number of interesting questions and were forthcoming with ideas of what they would like to see the AANZ doing both in our region and nationally.

We will have our hands full meeting all of those requests, so thank you for being supportive through your membership and feedback, as we continue to grow the alpaca industry in New Zealand.

John Malsher, AANZ Central Region President
john@alpacamanager.com

*Printed on sustainably sourced paper to protect the environment we love.
When you're finished reading this, consider passing it on to another alpaca owner.*

Meet Your New Committee Members

All roles on the Central Region committee were up for election at the AGM and I am delighted to share with you the newly formed and eager to go, **AANZ Central Region Committee**.

In doing so, I would like to thank Jenny Phillips, Heather Thompson and Cheryl Wheatley for years of hard work and dedication to the region, its members and the wider alpaca community.

John Malsher - Central Region President

The welfare of all alpacas, within and outside of the organisation, is my motivation to take accountability for growing membership and value of the AANZ Central Region. By placing the alpaca at the centre of our industry, we invest in their value, care and long term sustainability as a premium breed.

Ros Scott - Central Region Vice President (re-elected)

I have been involved in the alpaca industry for 17+ years and I am committed to continuing my involvement for many years to come. Similarly to John, I am committed to the welfare of alpaca and to ensure we continually look for ways to educate and promote to both AANZ members and non members. We all have something to contribute so we can collectively achieve benefits for our individual businesses as well as our broader alpaca industry.

Cheryl Hunter - Central Region Secretary

I came onto this committee to make a difference to what is still a fledgling industry. I would like us to all pull together to make the alpaca industry something that others will sit up and take note of, otherwise our alpacas might as well all be considered companion animals and not the elite animals that we know they are.

Virginia Darlow - Central Region Committee Member (re-elected)

I am passionate about alpaca, their health and well-being and promoting them as a viable proposition not just pets. This can be achieved, in part, by the development of our association and its ability to reach all alpaca owners bringing a great awareness of their potential.

Rachel Norman - Central Region Committee Member

I have been an alpaca owner for close to 10 years and in that time have found that there is always more to learn about these fascinating creatures. I am interested in increasing the quality of care for alpacas across NZ and started a Facebook group open to any alpaca owner, "Alpacas NZ - discussion and promotion" to share knowledge and information. I am also keen to see the industry grow and to look at ways to make people take note of the value of farming and keeping alpacas.

Stephen Kellam - Central Region Committee Member

As a relative newcomer to the industry, I am grateful for the chance to contribute to this group. Increasing numbers of alpaca owners outside of the association present the industry with a challenging opportunity and new ideas are needed to attract them into becoming members. The association must therefore be of value and relevance to them at the regional, if not, national level. I have particular interests in alpaca welfare and the spreading of alpaca knowledge. There are many existing and possible options to improve on this. I look forward to a productive year.

What is your committee going to do for you?

Your committee members are all alpaca owners, breeders and enthusiasts. We're also aware of what you, our members, have been asking for. So we made a commitment to build on the past and grow the central region both in numbers and value through your membership to the Alpaca Association New Zealand.

We are starting with four objectives that will build a bigger, better region for our members.

Newsletters

First, is our monthly (**yes, monthly**) newsletter. This will have something for everyone with timely and actionable information. We will draw on the experience of the committee while welcoming your suggestions and feedback.

Future newsletters will feature articles that are relevant to the season or events that are happening around our region. Amongst the shows, we also have farm days which have proven to be popular and ideas for discovering new areas of our industry.

Working for You

As a committee, we've each agreed to pick up one action per person, per month. And each action will be completed within the month. That's a whopping 72 positive outcomes every year, all in the name of making a difference for you and your alpaca.

Our actions will be prioritised based on what matters to you, our valued members, so please give us a nudge in the right direction and tell us where you think we should be heading.

More events

Shows have always been a popular addition to the calendar and this year the Central Region hosts both the Colourbration and National shows. These are great to participate in, or simply come and give your support.

Building on the success of last year's farm days and the unique alpaca experiences, we're looking to hold more events where members and non-members can come and hear industry leaders talk about alpaca, or experience new areas of our industry and where we see it going in the years ahead.

Upcoming events will feature in each newsletter, so keep an eye out for something you'll enjoy.

Promoting your alpaca business

AANZ membership has always been a sign of quality and distinction in our industry. We're going to be out there where your customers will see us, helping to lift the value of the AANZ brand so that your membership carries more weight when selling alpaca.

We encourage purchasing alpaca from reputable breeders who can support new owners in the early stages of ownership, engage with them through cluster groups and build a strong relationship that will help them get the most out of their investment.

20th May - AANZ membership Fees Due

The annual AANZ membership fees were due on the 20th of May 2021. Many members took advantage of the early discounts and we would like to thank you for your continued support.

Over the last year, many changes at National and Regional level have been taking place to ensure it continues to serve you.

If you haven't already and you're encouraged by the news we're sharing here in our newsletter, please renew your membership and help us to help you to grow the value of the AANZ.

30th May - Field Day at Ros Scott's.

Ros Scott of McKenzie Fields Alpaca is hosting a general alpaca get together at her place, 1306 Tangimoana Road, RD3, Palmerston North, 4473, starting at 10.30am.

Ros has an enviable setup of yards, sheds and races that simplify the handling of alpaca. There is so much to learn, plus this will be an opportunity to meet other alpaca owners and breeders. Invite open to both members and non-members of the AANZ..

20th June - Wairarapa Cluster Group

Sue McAuley (sue@gallinfarmalpacas.co.nz) of Gallin Farm Alpacas and Farmstay has kindly offered to host the next Wairarapa cluster group on Sunday 20th June.

Cluster group starts at 10:30am at 143A Matapihi Rd (off Black Rock Road, Te Ore Ore) in Masterton. As usual please bring something to share for lunch.

John and Sue will have something to report back from the Central Region AGM and we're hopeful Bob Phillips, AANZ President, will be able to join us too.

Rachel and Cherryl will talk about their open day held a couple of weeks ago to celebrate National Alpaca Day.

Sue needs a strong person to hold an alpaca who has learned that they can walk into you and push you when trying to hold them to inoculate. This will be an interesting, maybe entertaining, event.

26th June - AANZ Annual General Meeting

This event is being held at Russley Golf Club, just outside Christchurch airport, beginning at 11am.

The AGM will be followed by a workshop to discuss marketing and promotion within our industry and where we, the members, would like to take this.

Let us know about other cluster groups in the Central Region so that we can put the word out. They represent one of the best ways to learn from alpaca owners and build a great friendship. And if there aren't any in your area, think about starting one. You're always welcome to join one outside of your area to see how they work.