



# ALPACA MONTHLY NEWS

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## EDITORIAL

### PERU NAMES AN ANNUAL “ALPACA DAY”

Last month, Peru's Ministry of Agriculture decreed that, henceforth, the 1st August in Peru will be known and celebrated as “Alpaca Day”.

The idea behind this decision is to bring this already officially named flagship product of the country to the attention of the public so that people may be motivated into increasing the consumption of products and by-products of this species and understand its importance to Andean farming communities.

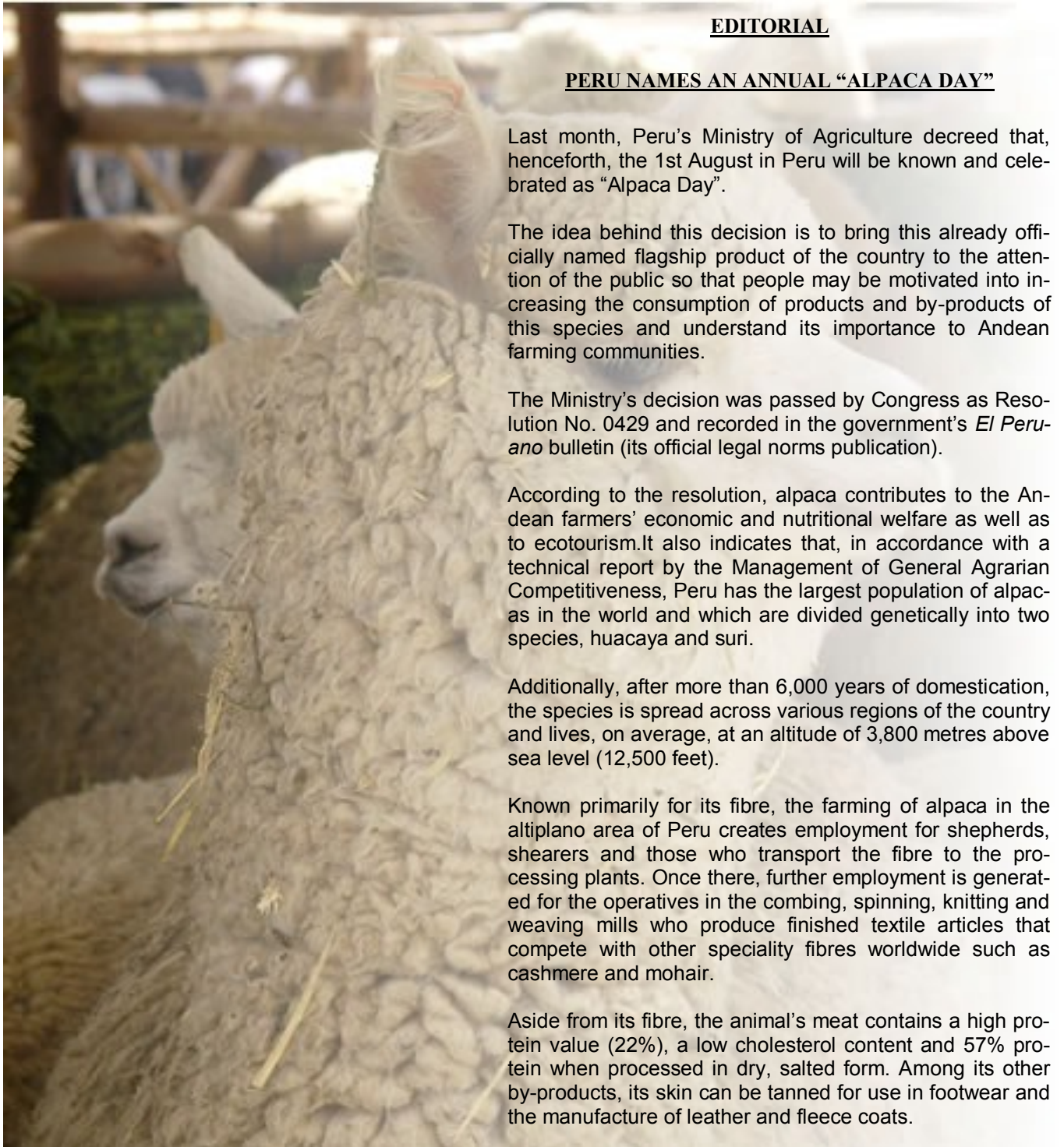
The Ministry's decision was passed by Congress as Resolution No. 0429 and recorded in the government's *El Peruano* bulletin (its official legal norms publication).

According to the resolution, alpaca contributes to the Andean farmers' economic and nutritional welfare as well as to ecotourism. It also indicates that, in accordance with a technical report by the Management of General Agrarian Competitiveness, Peru has the largest population of alpacas in the world and which are divided genetically into two species, huacaya and suri.

Additionally, after more than 6,000 years of domestication, the species is spread across various regions of the country and lives, on average, at an altitude of 3,800 metres above sea level (12,500 feet).

Known primarily for its fibre, the farming of alpaca in the altiplano area of Peru creates employment for shepherds, shearers and those who transport the fibre to the processing plants. Once there, further employment is generated for the operatives in the combing, spinning, knitting and weaving mills who produce finished textile articles that compete with other speciality fibres worldwide such as cashmere and mohair.

Aside from its fibre, the animal's meat contains a high protein value (22%), a low cholesterol content and 57% protein when processed in dry, salted form. Among its other by-products, its skin can be tanned for use in footwear and the manufacture of leather and fleece coats.



## CAMELID CLIPS

According to a report in a recent issue of Technical Textile Markets from the business information company, Textiles Intelligence, the use of textiles in the automotive industry is set for significant growth.

The average weight of textile materials in a mid-size car has increased from 20 kgs in 2000 to 26 kgs today and, by 2020, it is expected to reach 35 kgs. The increase stems from a rise in demand for greater comfort and safety as well as efforts aimed at reducing the weight of a vehicle in order to lower fuel consumption and CO2 emissions.

In terms of fabric type, it has been predicted that woven and knitted fabrics will continue to account for a predominant share of the global market for automotive textiles despite a rise in the use of nonwovens and composites.

Nonwovens are being employed increasingly in vehicles because of their low weight and low cost. In fact, there are now more than 40 applications for nonwovens inside cars equating to over 35 square metres of flat surfaces.

Furthermore, the use of recycled materials in nonwovens for automotive applications is increasing. A growing proportion of needle punched nonwovens for automotive applications is, for example, being manu-

factured from recycled polyester derived from plastic bottles. There has also been an increase in the use of natural fibre nonwovens in vehicles. In many applications, natural fibre nonwovens are used as the substrate in composite parts.

In the future, there will be significant growth in the market for passive safety devices - which include airbags and seat belts - as a result of new US legislation which will make the fitting of side-impact airbags mandatory on all vehicles in 2013. The automotive safety market has grown faster than the automotive market as a whole for many years and is expected to continue as such for the foreseeable future.

However, there are a number of other areas in the automotive industry where the use of textiles is expected to expand or new applications for textiles are expected to be found in the years ahead.

In particular, there will be growing opportunities for using nonwovens and other textiles in applications such as battery separators and polyurethane foam replacement, new heating and lighting materials and acoustic insulation components in vehicle interiors.

In addition, nonwoven materials are now being employed in the exteriors of vehicles - particularly as undershields and outer wheel arch liners.



*A suri alpaca at Bumble Hill's "Tree Tops Park" farm.*

In 1995, Frank and Julienne Gelber founded Bumble Hill Alpacas in New South Wales, Australia which today has a total of over 300 alpacas split equally between huacaya and suri breeds. The suris are located at "Tree Tops Park", Mangrove Mountain under the management of Annalisa Tomich and the huacayas, under the management of Julienne Gelber, at "Clairmount", Orange.

Both Bumble Hill farms ([www.bumblehill.com](http://www.bumblehill.com)) utilise sustainable farming practices based on efficient farm layouts where objective management principles overlay an holistic approach to their herds and personnel and where their focus is on the whole alpaca fibre chain from breeding to textile production.

Working in partnership with top Australasian natural fibre entities, they utilise the most advanced breeding/fibre production technologies available such as SRS® and AGE.

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One of the major “tools” employed has been the application of the SRS® selection criteria which has been applied extensively to stud male and stud female selection.

Bumble Hill has made particular advances with respect to the breeding of suri alpacas where, some 15 years ago, they determined that the Australian suri lacked fleece weight due to low follicular density. As a result, they sought stud males that added density

without compromising the three “f”s (frame, fibre and fertility). With regard to colour, they only use white or palest fawn machos which includes their own “Krishna” (reputedly the suri macho with the highest follicular density of any alpaca tested by Dr. Jim Watts anywhere in the world).

The resultant high quality fibre has been branded *Su-rissimo* and is marketed with the slogan, “Suri fibre unlike any fibre you have experienced before”.

Peru’s leading importer and distributor of top quality suiting cloths, Luis Carlos Cardenas, added a new exclusive line to his portfolio last month, that of *Lavalliere*, which is being stocked in his Gli Abiti shop located in the Nuevo Trigo Business Centre in Santiago de Surco, Lima.



“The demand for quality suiting has increased in Peru in conjunction with the country’s steady economic growth, particular-

ly during the past decade,” he said. “Previously Peruvian consumers used to travel to the States and Europe to purchase their suiting needs. Now they expect to be able to choose from a wide selection of top quality imports and have their suits made here in Lima. This has been a challenge that we have been happy to rise to in a market where we have become the leading stockist of the best of the world’s suiting cloths.”



Grupo Inca, the alpaca fibre processing specialists in Arequipa, is embarking on one of its most ambitious projects.

The project, named ‘Zamacola’, will relocate its production plants of classified, scouring and combing on a single site layout of 33,000 m2 in the Zamacola district of Arequipa.

The project is to be funded with a bank loan for US \$10 million with the remainder being financed with its own capital.

In spite of all this, the sales forecast for 2013 is not encouraging. Before the recent falls in the prices of cotton and wool, Inca Tops had forecast a reduction in the value of its sales figures and that it would close its account this year with a total of almost US \$50 million.



Making the annual colour forecast on 7th December, Leatrice Wiseman, Executive Director of the Pantone Colour Institute revealed that Emerald will be the fashion colour for 2013.

She said, "The most abundant hue in nature, the human eye sees more green than any other colour. It's a colour of growth, renewal, healing, unity and regen-

eration - words we're all so in need of at this point of history. The powerful and universally-appealing tone translates easily to both fashion and home interiors."

Pantone makes its colour forecast for the following year every December, combing the world of entertainment to travel searching for colour influences.



## IAA ALPACA MONTHLY BULLETIN

The IAA Alpaca Monthly Bulletin is aimed at keeping members informed of news from the IAA. We encourage any member to supply articles of interest to update members about developments in the Camelid world. Articles with a human interest angle are particularly welcome.

Please submit to the Editor:  
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