

## DO YOU VALUE YOUR ANGORA COATS? WHAT PRICE THE YARN?

Reflections from Easter Bunnies.

What do we do about what appears to be a dumping of angora yarn? How do you cost your sale price of yarn?

Just coming into the national knitting magazines is angora yarn from British angora breeders at £2.95 for 25 grams, 50% angora, 50% merino. For a breeder to sell at this price, with the cost of healthy retailing and spinning, they must value their wool at £25 a kilo (35 oz). This summer I was buying, when I could afford it, wool from the angora society at £2 an ounce, not under £1!

Since it is the very first advert I have seen of yarn from us, it is setting a precedent and it might be more difficult to offer the yarn, spun at the same mill, at a much higher price.

I conclude from this that either the breeder has not judged her costs well, or is highly efficient on the time spent with the rabbits, has a large number so she can buy food wholesale and, of course, would have a minimum yield of 5 oz per bunny. I only hope that as the public becomes increasingly aware of angora and the real joy in its wear, that the demand goes up and price accordingly.

Angora management is a way of life - coupled with the craft of knitting and spinning is creative and stimulating - wonderful for retirement. In my case the younger generation are coming in to help and make it a success, but they need it to be a reasonable return financially for their effort. So we are obliged to work for greater efficiency and manage 70 or so rabbits justifying food at wholesale price. We also have sufficient good rabbits to breed to produce increasingly high yield in white and colour.

I would think that retailing is one of the costs the cheap seller has not assessed. This is a new yarn that needs research in how it is knitted up so as not to disappoint the public when it is first presented. It is ideal for the machine as it does not fluff-up at this stage, but because it does later, it needs to be sold with a proved design and this should come into the yarn costs. Who, having knitted up, wants to unpick at a later stage? - remembering angora velcroes and holds to itself.

Money has been tied up in all this activity, which invested, could have been giving returns and this is another costing, probably not considered. I do not think equipment needs for the rabbitry would ever be met by wool at £25 for 35 oz.

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