

## NZ leathers featured at Paris fashion fair

Once again this Spring, Paris became the centre for over 2,000 of the world's leather manufacturers.

The 41st International Semaine du Cuir exhibition — the world's largest leather fair — was held during four days earlier this month at the Porte de Versailles.

This year, exhibitors from 60 countries took space to show goods ranging from raw materials to finished leather-wear and accessories.

Gomshall and Associated Tanneries, in conjunction with New Zealand Light Leathers, exhibited on one of the largest sites of over 12 square metres, which was tastefully laid out and decorated to include formal offices as well as a relaxed informal seating area with a poolside garden.

Of the three floors which accommodated the leather fair, the ground level of 220,000 square feet was devoted to machinery showing the latest developments for both shoe and clothing leather tanners.

Footwear and accessories on 1,200 stands were exhibited in a boutique atmosphere on the first floor and the top floor was occupied by tanners and leather merchants. This section accounted for almost half of the exhibitors as tanners took the opportunity to show the latest in colour trends and surface finishes to the many buyers attracted to the exhibition from every continent.

This year, Gomshall launched their colour selection for the European 1984/85 Autumn and Winter.

Venetians, Persians, Nordic Neutrals and Gelati colours are the groupings for the new season. Venetian colours are simple dark classics in elegant night shades of black, rosinata, grey and trench blue. Persians include rich medium tones with emphasis on Autumn leaf colours. The Nordic Neutrals are the most important col-

lection for all markets this season and include frosted beige, tundra greens and iced grey.

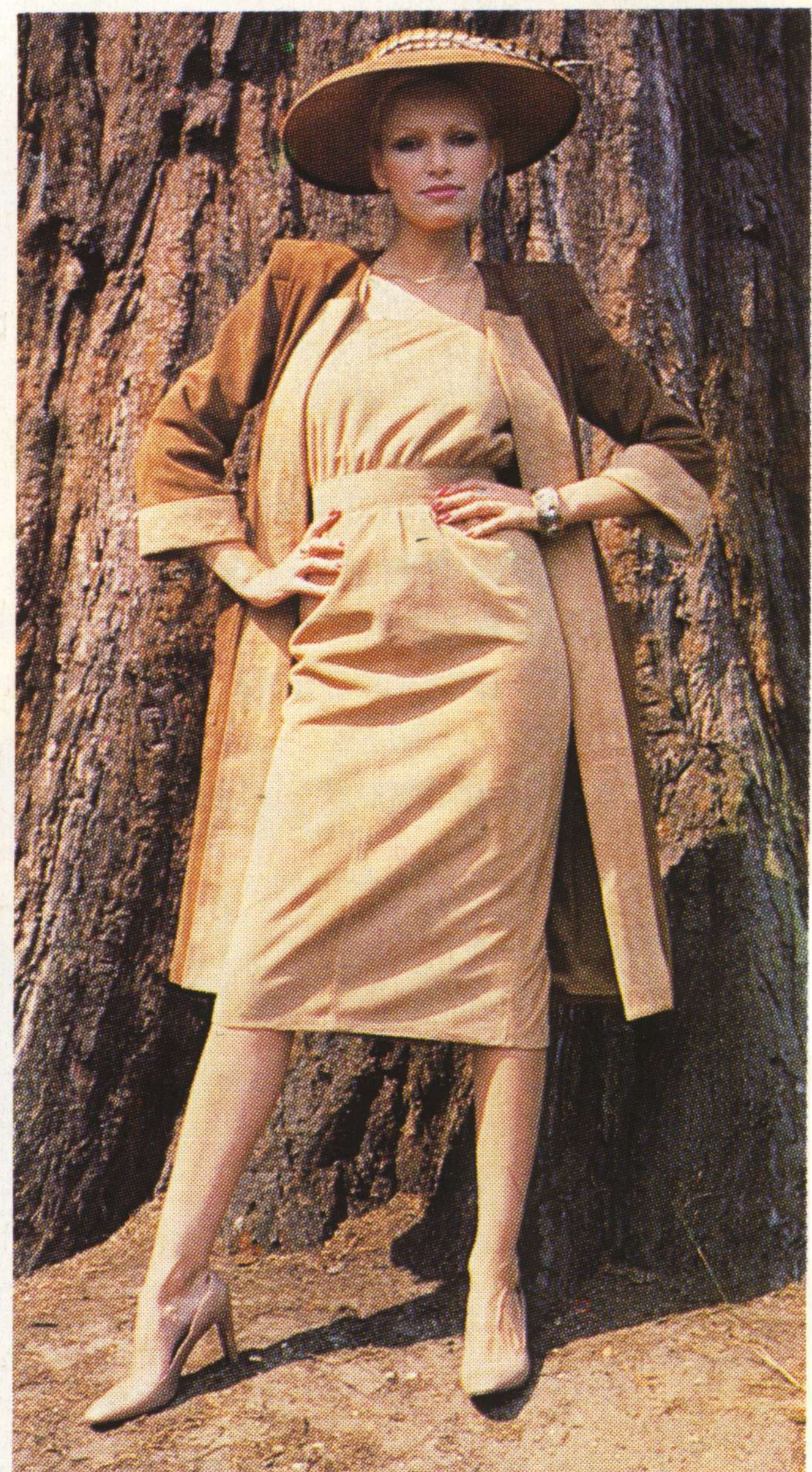
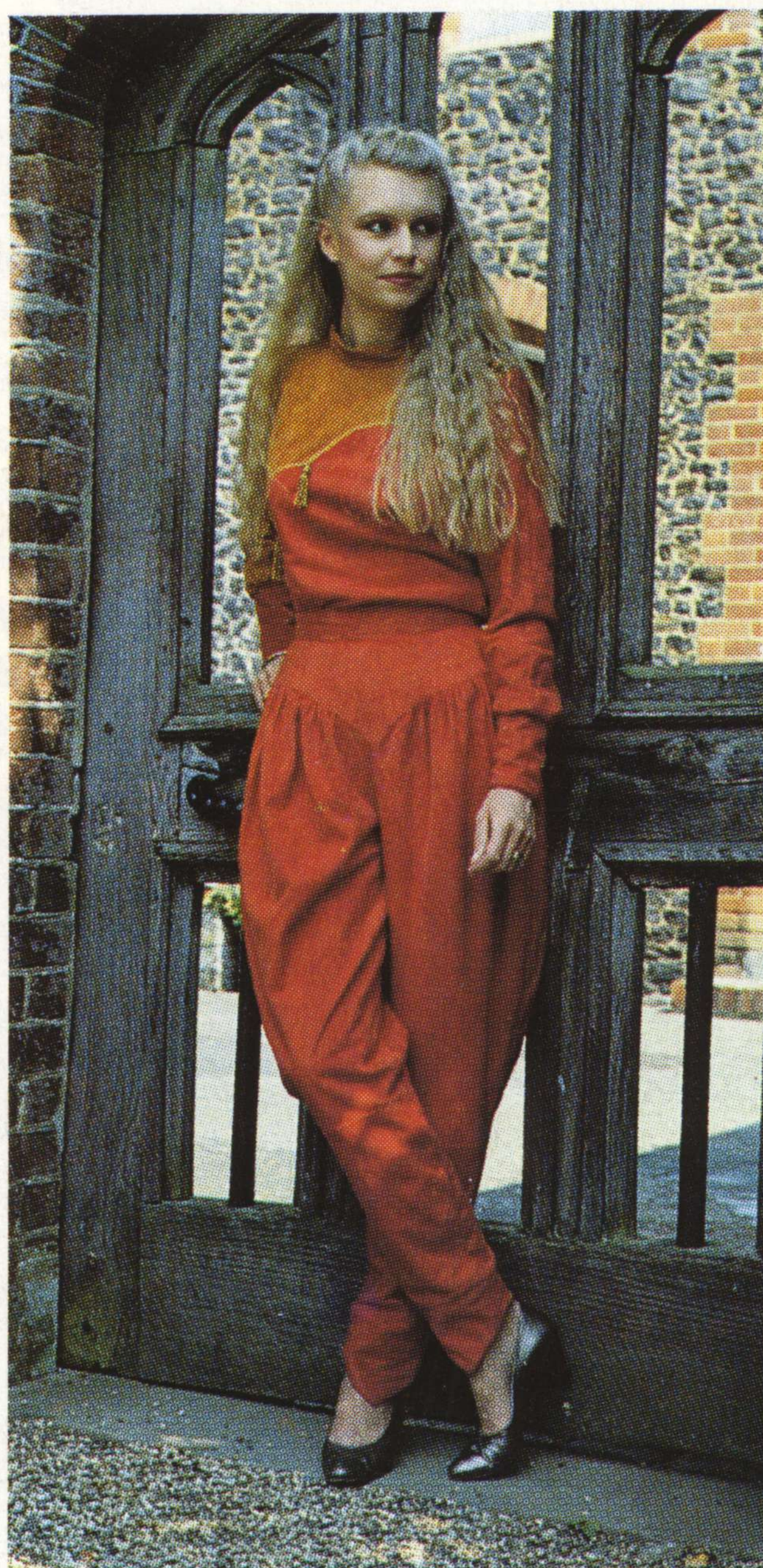
For the young upbeat market the Gelati colours are a playful range of soft fruit shades: guava, tangerine, spearmint and candyfloss pink.

In addition, Gomshall showed their new Florentine and Manhattan Nappa collections and a capsule collection of finished garments from some of Britain's leading young fashion designers.

Included in the collection was a range from Liz Crawford. Liz designed a collection of soft easy-structured casual wear in elance suede from Gomshall and shantung suede from New Zealand Light Leathers.

**Pictured is a selection from the women's leather fashionwear collections shown at the 41st International Semaine du Cuir, the world's largest leather fair, this month.**

She chose a basic background of new neutrals for her collection with colour agents from the Gelati range. Liz was once again nominated by Woman Magazine for Designer of the Year award and samples from the range will be shown on British television later this year, following their preview in Paris.



# Korean taste for beef is increasing

**A GROWING Korean market for beef offers significant potential for New Zealand suppliers, especially W&R Fletcher (NZ) Ltd.**

Beef consumption is rapidly growing and the Korean Government, which is responsible for all beef imports, is diversifying from its traditional Australian suppliers. This offers an important opportunity for New Zealand.

**MINISTER of Overseas Trade, the Hon. Warren Cooper, said recently: "Over the last decade, trade between New Zealand and Korea has expanded very significantly, with exports in particular increasing dramatically."**

He noted that between 1976 and 1982, New Zealand's export receipts increased from \$14 million to \$104 million, making Korea New Zealand's 12th largest export market. Major export items included wool, tallow, hides, skins and beef. Prospects are favourable for a continuation of this impressive record.

Differences in the Australian and New Zealand methods of supply have meant that in recent months, the Korean Government has shown a preference for dealing with New Zealand at Australia's expense.

This is according to Mr Bong-Shik Min, Weddel Korea's Assistant Manager,

who visited New Zealand for the first time recently.

He was accompanied on his tour of the Westfield and Tomoana Works by W&R Fletcher's Assistant Export Sales Manager, Mr Stuart Mills. As well as familiarising himself with New Zealand's production and export procedures, Mr Min visited a Hawkes Bay farm to "appreciate New Zealand's livestock production".

His responsibilities in Korea include arranging tenders and contracts with the Korean Government, stimulating orders from hotels and relaying Korea's likely quantity requirements to W&R Fletcher. He was largely responsible for obtaining the recent contract to supply boneless beef, on behalf of W&R Fletcher.

He said: "Domestic consumption in Korea is increasing but future demand will go up primarily because our country is hosting the Asian Games in 1986 and the Olympic Games in 1988. It is expected that a lot of new hotels will be built to accommodate them."

It is possible good quality lamb may also become popular in Korea.



**DISCUSSING notes gathered during a recent visit to New Zealand with W&R Fletcher's Assistant Export Sales Manager, Mr Stuart Mills (left), is Weddel Korea's Assistant Manager, Mr Bong-Shik Min.**

"We are to review lamb consumption. Lamb and mutton is cheaper than beef and although there is quite a strong reaction to the smell, the taste is lovely if it is cooked the Korean way," Mr Min said.

His background in meat marketing is extensive. After obtaining a degree in agricultural chemistry from the Seoul National University,

Mr Min spent five years working for the National Agricultural Co-operative Federation, as Import Trading Manager. Later he worked for the Australian Embassy in Korea and early this year put his expertise to work for Weddel Korea.

Mr Min lives with his wife and two children in the southern part of Seoul.

## New magnesium salt block best on the market

**NEW ZEALAND Stockfoods Company Limited recently released another salt block in the very successful Rumevite range on to the market.**

Stockfood's General Manager, Mr Munro McLennan, said since releasing the previous product, the Rumevite Mineralised Salt

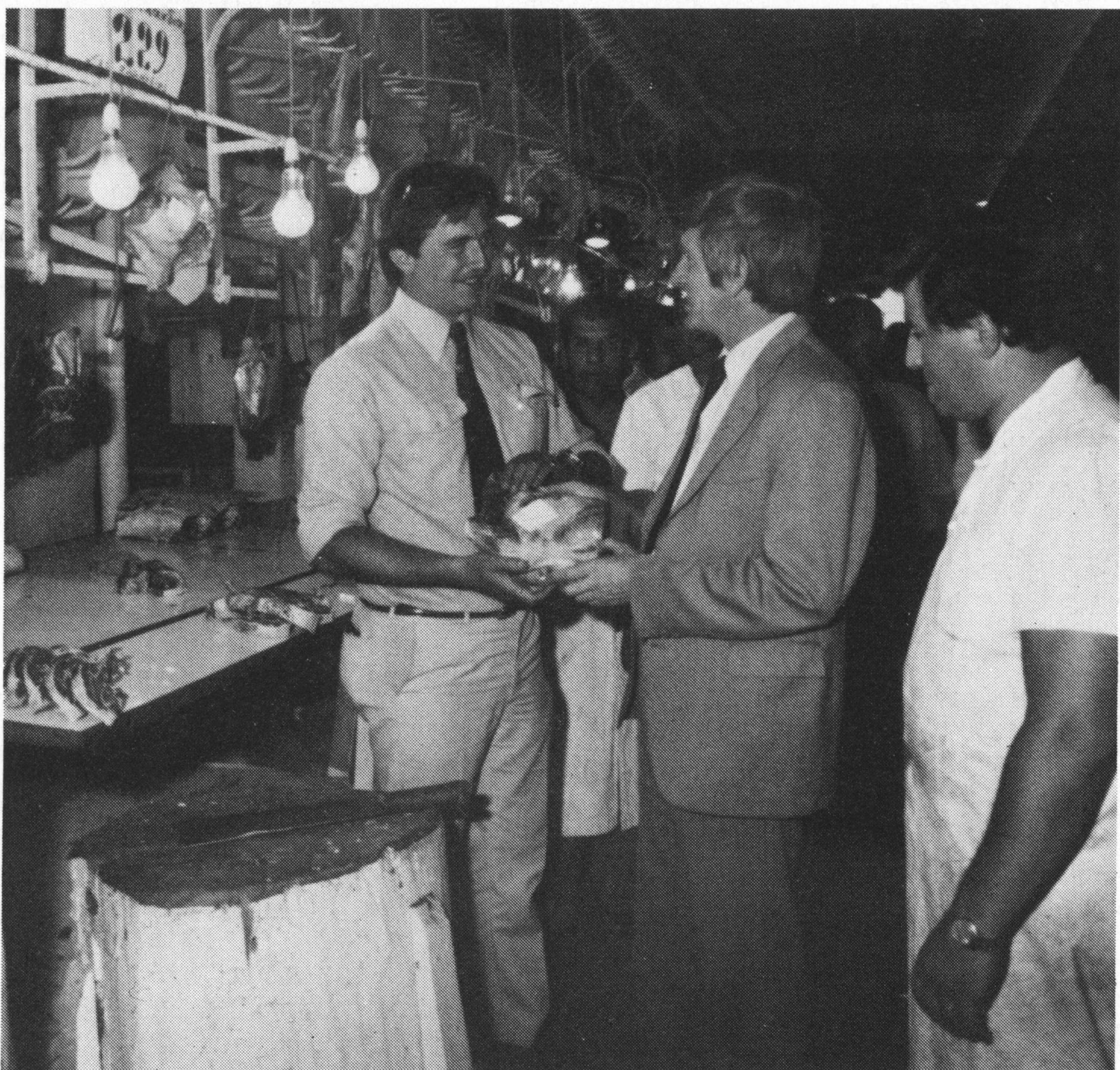
Block in June 1978, sales have been most promising.

"This block was the first full multi-mineral block on the market which also contained the unique ingredient, molasses distillers dried solubles. This ingredient is a by-product of the fermentation of molasses during its distillation into alcohol. High animal acceptance and excellent weathering characteristics, have ensured the block of its position as a market leader.

"Now the new Rumevite Magnesium Salt Block increases the range. This block is primarily designed to help prevent grass staggers (hypomagnesaemia) and is a source of supplemental magnesium for productive responses in dairy herds," Mr McLennan explained.

With the success of the previous block, it is natural that the magnesium block should also have the palatability and weathering advantages of its predecessor. Both of these characteristics have been a problem with other brands of magnesium blocks on the market. In addition, it is the only magne-

## Minister pleased with Greek sales



**WEDDEL'S representative in Athens, Mr Michael Duck, shows Mr Cooper a New Zealand lamb forequarter produced at Tomoana.**

**DURING** a recent visit to Greece, New Zealand's Minister for Foreign Affairs, the Hon. Warren Cooper, toured the Greek meat retail market in central Athens where New Zealand lamb is predominant.

Mr Cooper was returning home from agricultural talks with the EEC and said he was very impressed with the showing of New Zealand lamb and offals in the market. He was also pleased with the enthusiastic sale of the product by Greek butchers.

Cooking demonstrations have been staged by the New Zealand Meat Producers' Board in all the major hotels in Athens. These were well received by chefs and hotel managers and are just one way in which New Zealand lamb is promoted in Greece.

After the United Kingdom, Greece is the second largest market in the EEC for this country's lamb.

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# Tanneries conclude interchange

**MANAGEMENT interchanges and appointments are taking effect at the Hastings, New Zealand Light Leathers and Gomshall tanneries.**

With his six-month secondment to the Hastings Tannery ending next month, acting Manager, Mr Ken Reed, is preparing to return to the Gomshall Tannery in the United Kingdom, where he will resume work as Manager.

It was when Hastings' former Manager, Mr John Astley, left early this year, that Mr Reed came to New Zealand until a suitable replacement could be found. Since August, he has been

working closely with Manager-designate, Mr Neil Pritchard, who will take up his new position next month.

Mr Reed has been with the company for 33 years, working first at the Wrexham Tannery in North Wales (which has since been closed), then at the Abingdon Tannery and for the past 26 years, at the Gomshall Tannery.

In Hastings, he has been responsible not only for ensuring that the tannery continues to run smoothly, but for developing a selection process that was previously carried out by Gomshall.

## Block release continued

sium salt block on the market which also contains calcium, copper, cobalt, iodine, selenium and molasses distillers dried solubles.

Grass staggers is a metabolic disorder associated with low levels of magnesium in the blood of both beef and dairy cows. It is most prevalent at times of stress, during and around calving. In extreme cases, this condition is fatal.

### Prevention aid

Although the method of providing supplemental magnesium in a free access salt block is not a complete guarantee against grass staggers, it is a widely accepted prevention aid.

Rumevite blocks are manufactured under contract at Mt. Maunganui in the North Island and in the South, at New Zealand Stockfoods' Matura plant. The various ingredients are blended together and pressed into a 20 kilogram block.

The resultant block is very hard indeed. In fact, Rumevite blocks in the South Island high country have been sold in preference to other blocks on the market because they withstand being dropped to stock from low flying aircraft, in country inaccessible to wheeled vehicles.

Mr McLennan added: "New Zealand Stockfoods, as well as manufacturing and marketing the range of Rumevite salt blocks recently gained the sole agency for the Spring Valley range of salt blocks. Therefore, within five years, the Company has become number two in the manufacture and marketing of salt blocks and does not intend to rest there!"

### Impressed

"What impressed me about the Hastings Tannery was the tremendous production handled proficiently by staff in a relatively small plant. Hastings is increasing its tanning capacity which will be sufficient to supply the three finishing tanneries within the organisation of New Zealand Light Leathers, Gomshall and Abingdon. That is 36 staff supplying tanneries with a total population of over 400!

"I have been developing the selection of these goods

for allocation to the three tanneries for commercial finishing, a process which used to be handled in the United Kingdom," Mr Reed explained.

On his return, he will join Mr Geoffrey Smith, who has been acting Manager at Gomshall. Mr Smith recently returned from a two-year secondment to New Zealand Light Leathers in Washdyke.

And that's also when life as Manager at Hastings begins for Neil Pritchard.

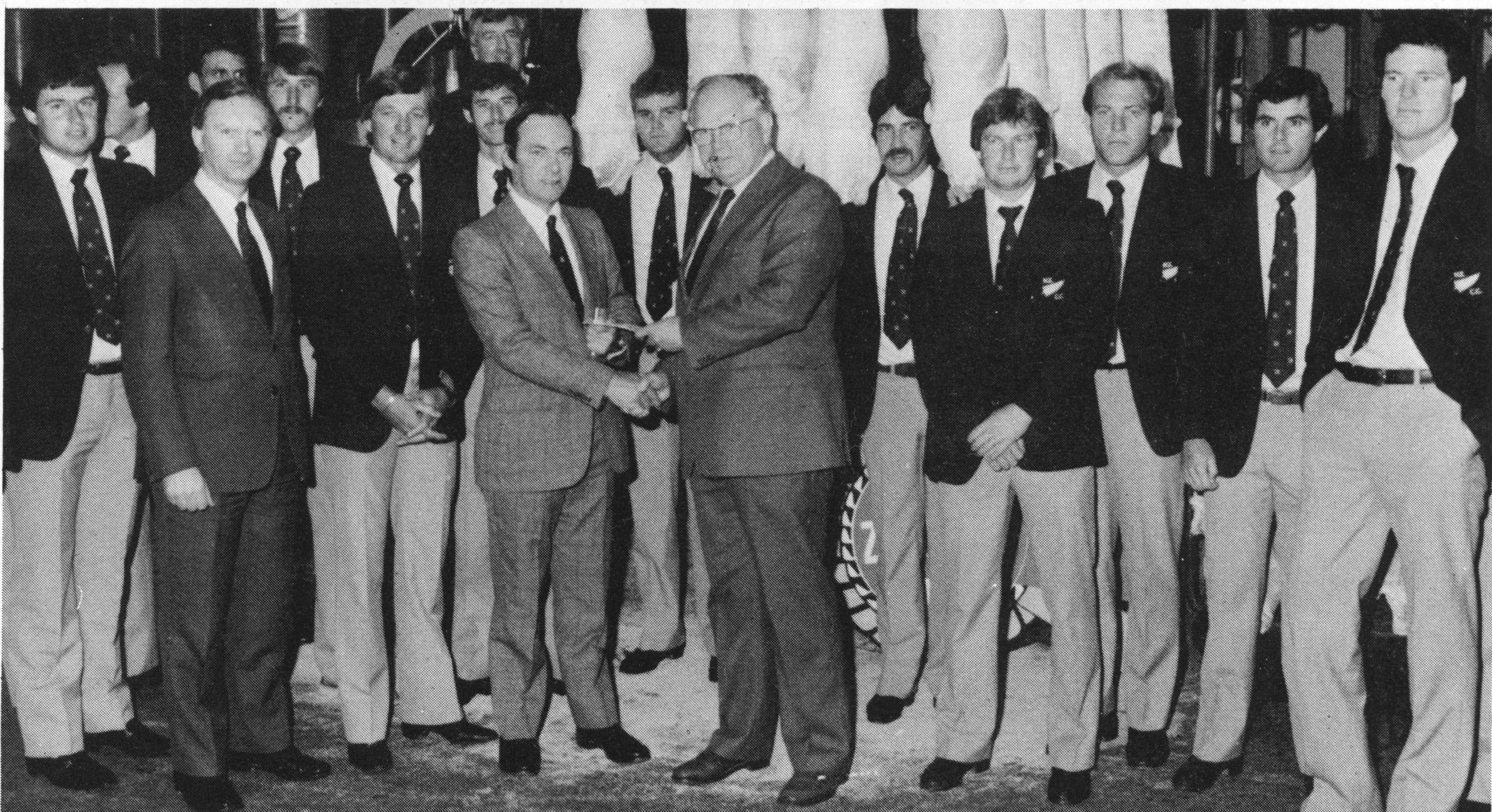
He joined the company at Hastings very recently, although he has 10 years' experience as production manager in another Hawkes Bay tannery.

He said: "Since I began working with Ken Reed, I have learnt a tremendous amount and am looking forward to the challenge this position offers. My previous experience has been with hides, as opposed to lamb pelts such as those handled at the Hastings Tannery."



AT THE Hastings Tannery are Manager-designate, Mr Neil Pritchard (left) and acting Manager, Mr Ken Reed.

## Kiwi cricketers tour Smithfield



NEW Zealand's cricket team, which recently played a Test Match series in Britain, was invited to visit Smithfield Market during its tour by the New Zealand Meat Producers' Board.

At the Weddel "pitch", they helped NZMPB European Director, Mr Brian Jeffries, to congratulate winners of a recent New Zealand lamb promotion. One of

these was Mr Vic Johnson, Weddel's regional West Midlands Manager.

Pictured with the team are (from front left): Weddel General Manager, Mr Peter Bartram; captain, Mr Geoff Howarth; Mr Brian Jeffries and Mr Vic Johnson.

It may have been, however, just a coincidence that immediately

after the Smithfield visit, the team went on to "slaughter" its British opponents in the Second Test at Leeds.

Other Weddel personnel to be awarded cheque prizes were: Mr John Barfoot, Manager of Guildford Depot; Mr I Snow, Manager of Reading Depot; Mr Douglas Chessell, Manager 103 Stall, Smithfield.

# Two replace retired Manager . . .

**TOMOANA'S Shipping and Production Manager, Mr Charlie Frame, retired early this month.**

For the last few months, there has been a gradual installation of Mr Tom Hughes as Shipping Manager and Mr Richard Gregory as Production Manager, in preparation for Mr Frame's departure.

Mr Frame joined Tomoana 33 years ago as a shipping clerk and four years later, added meat production to his responsibilities. Gradually, he became Manager of both shipping and production. When their combined responsibilities became too much to handle alone, he began to concentrate on production only as it affected shipping, and the latter became his primary concern.

In over three decades, Mr Frame has seen major changes occur at Tomoana, especially with the introduction of new methods.

"I have enjoyed my years at Tomoana and would certainly do it over again if I could."

Mr Frame's major interest for about 18 years was swimming, both in the Hawkes Bay and on a national basis as the local delegate. He was chairman of the local organisation for about 10 years.

In preparation for his retirement, Mr Frame bought a

van and has been converting it into a camper van. In this, he plans to see some of New Zealand with his wife, Zella.

## in shipping . . .

Mr Tom Hughes started his career at Tomoana as an office boy in 1956. He also spent some time in costing and local sales of meat meals and other by-products. This was followed by five seasons in the stock department.

He transferred to the shipping department in 1962 and eight years later, became responsible for loading of frozen products. He held that position until taking over from Mr Frame this year.

## and production

Tomoana's new Production Manager, Mr Richard Gregory, joined the Hastings Tannery in the same position in 1979. He had previously been a supervisor in the



**WITH Tomoana's recently retired Shipping and Production Manager, Mr Charlie Frame (seated) are Mr Richard Gregory who has taken over production management (left) and Mr Tom Hughes, Tomoana's new Shipping Manager (right).**

boning rooms at the Hawkes Bay Farmers Meat Co Ltd.

In 1981, after the New Zealand Light Leathers merger, he was transferred to

the Timaru office as Administration Manager, and in June of this year took over Mr Frame's responsibilities as Production Manager.

## Change a part of busy career

**WESTFIELD'S Chief Engineer, Mr Kevin Tomlinson, is looking forward to a busy retirement, which will begin at the end of this month with a farewell presentation from staff.**

A little more than 22 years ago, Mr Tomlinson joined Westfield as a shift engineer and two years later, was promoted to fitting shop foreman. Since taking up his present position in 1967, Mr Tomlinson said he has seen major changes take place.

"In my time at Westfield, I have seen us trim our peripheral activities, for one good reason or another, until we are now almost solely concerned with killing and dressing, and boning meat for export, with associated by-products.

"Over the period, many millions of dollars have been spent on upgrading the works to meet MAF, USDA and EEC requirements and this commitment is still going on," Mr Tomlinson said.

He added that costs have increased tremendously since 1967, when the Works' yearly fuel bill was a mere \$400,000.

Apart from "outstanding orders for home renovations from my kids that will last for years", Mr Tomlinson hopes to be able to devote more time to yachting, his main interest.

In 1975, he was part of the New Zealand team racing in the international Southern Cross Yachting Series, which included the Sydney to Hobart race, and "brought the trophy home".

Replacing Mr Tomlinson as Chief Engineer, is Mr Dave McElhinney, who was Chief Engineer at Patea, before transferring to Westfield as assistant to Mr Tomlinson.

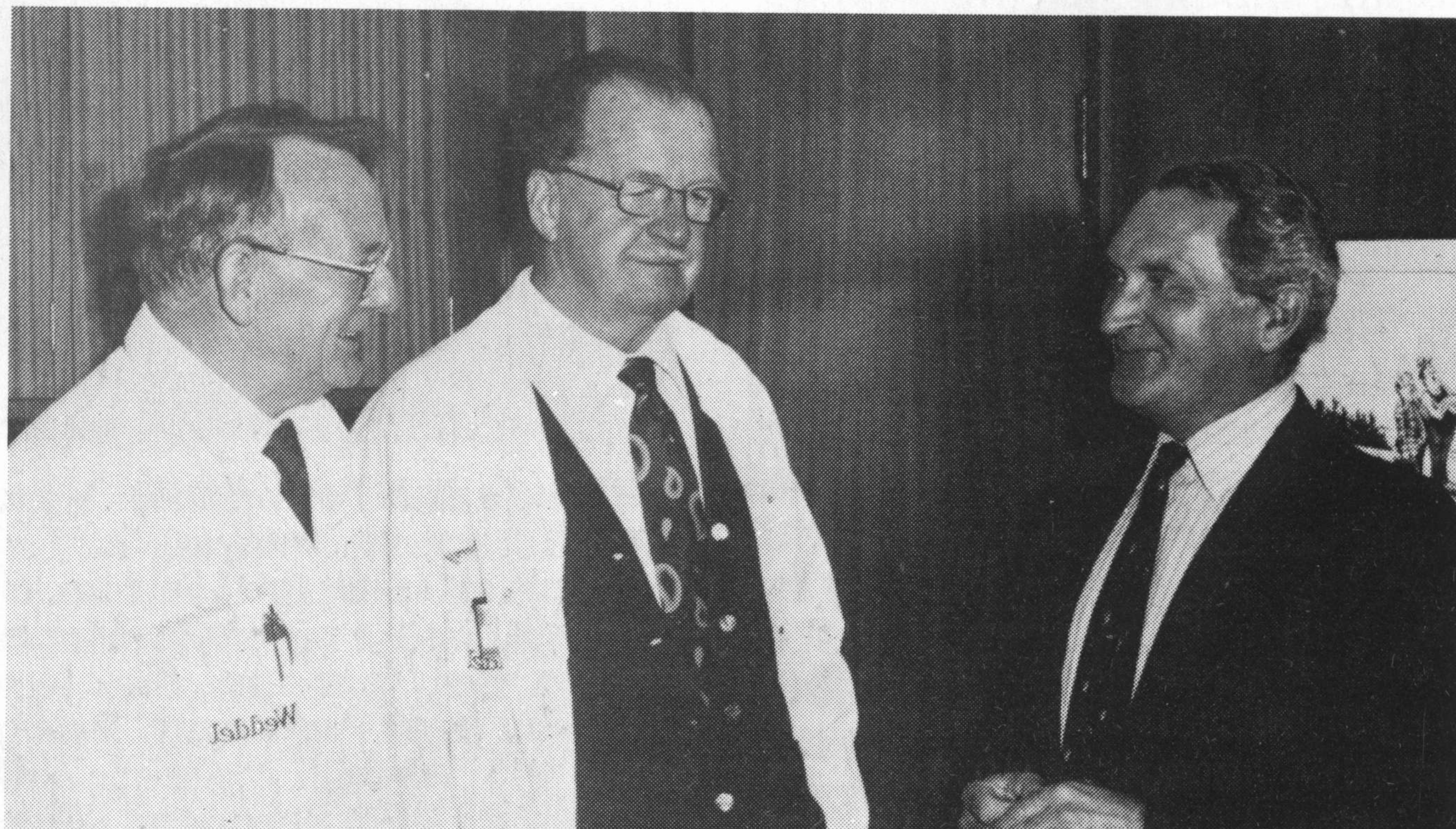
## Firemen decorated



**SEVEN** members of the Tomoana Fire Brigade were presented with their New Zealand Fire Brigade Long Service and Good Conduct Medals by Regional Commander, Mr P. Douche, at a ceremony held at the Waipukarau Fire Station recently.

Seated are (from left): senior fireman, Reg Unwin and chief fire officer, Neil Wood, who both received their 14 year medal, as did fireman, Basil O'Shaughnessy (back, centre). Deputy chief fire officer, Syd Taylor (back, right) received a medal for 21 years' service and station officer, Dave Willis (back, left), his 35 year medal.

Mrs Lucy Hawkes was presented with her late husband, Rowan's medal for 14 years' service. Station officer, Bill Tieman, who was on leave overseas, will also receive a medal.



**SPEAKING** to Westfield's General Manager, Mr Gordon Taylor (left) are retiring Chief Engineer, Mr Kevin Tomlinson (right) and his successor, Mr Dave McElhinney.