



Lammermoor Station is 5200 hectares of tussock-country in the South of the Maniototo

Lammermoor Organic – a great yarn

Early in 2019 Oliver Edwards of yarn distributor Naturally Handknit Yarns was looking to include an organic NZ grown and NZ made hand knitting yarn to their product range and took his idea to Peter Chatterton of Napier yarn company Design Spun, who then approached PGG Wrightson Wool's International sales and marketing team, Bloch & Behrens. He needed to locate an organic farm able to supply its wool, plus a compelling yarn to tell the tale. GM of Bloch & Behrens Palle Petersen found the perfect match.

Palle introduced Peter to John and Susan Elliott of Lammermoor Station, Central Otago, New Zealand's only certified organic fine/medium sheep farm. John and Susan have long been wanting to establish a long term partnership to showcase the unique attributes of their wool, as well as their historic property. They are very excited about this collaboration which aims to provide long term benefits.

Fast forward eight months, in early 2020 Naturally Handknit Yarns will launch its new Lammermoor Organic range via retail stockists throughout New Zealand and Australia. Oliver Edwards believes the "farm to yarn" story is one that can be appreciated Internationally. Oliver is excited to add a quality New Zealand organic yarn to his company's range, particularly with the connection to the majestic Maniototo scenery, the land, the animals and the people that make Lammermoor Station, aiming to give knitters an authentic feel for how and where their wool is grown.

Yarn manufacturer Design Spun was established by a group of Perendale farmers in 1979, building a mill in 1984. It is now New Zealand sole remaining worsted, modified worsted and fancy yarn spinner.

Peter Chatterton says bringing different segments of the supply chain together is the most practical way to add value to wool. "The collaboration between John and Susan Elliott of Lammermoor Station, PGG Wrightson/Bloch & Behrens, Design Spun and Naturally Handknit Yarns as the finished yarn distributor brings four parties into this venture, enabling a traceability and marketing story for the participants, which is an exciting development for all."

PGG Wrightson has recently welcomed Design Spun as a Wool Integrity NZ™ Brand Partner. Wool Integrity gives its partners' products full traceability from farm to yarn on any compliant wool sourced through the PGG Wrightson/Bloch & Behrens network. Palle Petersen says he is thrilled to have a local New Zealand company join the Wool Integrity family.

A list of New Zealand retail outlets for the Lammermoor Organic range of handknit yarns is available on: www.naturallyyarnsnz.com

Learn more about Lammermoor Station here: www.lammermoorstation.co.nz

