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ATTENTION: The News Editor

### HOUSE OF SWAKARA OPENS

Big excitement and optimism prevail in the ranks of **swakara** producers in Namibia. Not only were the Karakul Board's own executive offices opened by the Minister of Agriculture, Water and Forestry, Honorable John Mutorwa last week, but the prospects of the upcoming pelt auction are good and a special logo and label have been developed for white **swakara** pelts.

The Karakul Board will now serve the **swakara** industry from their own offices, manned by the manager and the administrator of the Board. These offices are part of the "House of *swakara*"-complex, which includes the Agra **swakara** pelt sorting centre. This complex is part of the Auas Valley Shopping centre in the Southern Industrial Area of Windhoek.

A delegation of the Karakul Board just returned from an overseas trip where they attended pelt auctions in Hong Kong and Milaan. There is still a lot of interest, especially from Russia, Greece, Italy as well as China, with **swakara** pelts being very popular amongst leading fashion houses and designers. Pelt traders at the shows did good business with **swakara** pelts. Producers are thus optimistic that there will be an increase in price for the total of 61 000 **swakara** pelts which will come under the hammer on Saturday, 9 April 2011 in Kopenhagen, Denmark.

On 8 April 2011, just before this auction, a new trade mark, specifically for white **swakara** pelts, will be launched. Buyers of white pelts will get a special label to attach to garments made from these exotic pelts. White **swakara** pelts are popular because of its scarcity and the fact that it can be dyed into any colour without having to be bleached first. On the previous auction in September 2010, the white pelts fetched double the price of black **swakara** pelts. **Ends.**

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