

HILARY SHENTON

Zarza Alpacas
c/o Zarza Administration
Cleavers
Green Lane
Yarpole
Herefordshire
HR6 0BJ

Tel: UK 00 44 (0) 1568 780651

Mobile UK: 0786 778 1699
Italy 00 39 320 822 7068

Email: hilary@zarza-alpacas.com



An established alpaca breeder since 1999 with a strong commitment to the holistic care of alpacas and the ethical alpaca business management

Judging

2003	Qualified as BAS Judge
2003	Three Counties Show
2004	Graduated from Alpaca Breeders Fibre School in Peru
2005	Re-certificated as BAS Judge
2005	Hope Show
2006	Hope Show

Training

The Alpaca Experience	– an introductory course for potential breeders – runs 6 x pa
Assessing your Alpacas	– assessing conformation and fleece for established breeders – runs 2 x pa

Assessment and selection

Regular selection of alpacas on behalf of Zarza and clients, in Peru, Switzerland, UK and Italy

Assessment of individual alpacas and herds on behalf of clients in all above areas.

Appointments

2003-2005 Director of British Alpaca Fibre Cooperative

Award

2004	Best Small Business Exporter	UK Trade and Investment Awards (Midlands)
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Background

Hilary Shenton set up and ran her own highly successful health care recruitment company in London for 25 years. As a hobby she bred Dexter cattle, having some success in the show ring. An ex-nurse and accomplished business woman, Hilary sold her company in 1997 and looked for a business interest that would enable her both to work and live in the country.

It was through a friend that she learned about alpacas and after a full year of research and planning she bought her first alpacas in 1999. Her goal was to enjoy these endearing creatures and develop the herd as a profit-making business. All her skills in animal welfare, business management and marketing were utilised and her financial investment proved sound.

During the first two years Hilary concentrated on the day-to-day management of these unique animals, understanding how they live in South America and how their care and management in the lush pastures of the UK needed to be adapted to their needs.

A move to Herefordshire with her partner John in 2000 enabled her to expand the herd and to begin to create a strong reputation.

Hilary then began to share her knowledge with prospective owners through her introductory day courses and these are still held monthly throughout the year but now include modules on developing alpaca herds as a business and finding opportunities to use the alpaca fibre.

In 2007 Hilary set up Zarza Italia in Italy and now divides her time between the UK and Italy.