

WOOL OUTREACH EVENT

Event 2022 Kentucky Sheep and Fiber Festival

(Please use separate form for each event and specify which event took place)

Date May 21-22, 2022

Total money spent for event \$38,000

(Mentor) or (Wool) Outreach money spent for event \$1312

Approximately how many producers, consumers or registrants were involved?

Producers- 35 producers served as vendors, workshop instructor, fleece sale participants

Consumers- Approximately 5250 people entered the gate and/or participated in workshops

Vendors -63 vendors, 75% from Kentucky

What happened at this event? The Kentucky Sheep and Fiber Festival is a yearly gathering aimed at promoting and celebrating the art of wool fiber crafts. With a diverse array of vendors showcasing their goods, attendees have the opportunity to purchase unique items. Moreover, numerous workshops are available for those interested in either starting their fiber journey or honing their existing skills. One of the highlights of the event is the fleece sale, providing customers the chance to acquire raw fleeces. Beyond mere transactions, this sale facilitates interactions between producers and judges, allowing producers to gain valuable insights into enhancing their fleece production.

What was accomplished at this event to further (Mentor) or (Wool) Outreach?

Vendors at the event had record sales this year, attracting new customers and strengthening connections to the wool industry. Workshop instructors were pleased with engaged participants who purchased more supplies for their projects from vendors. One of our vendors sheared their fiber animals as a demonstration throughout the festival adding a element of fiber education to their booth, we had another vendor demonstrating fleece skirting in their booth and multiple vendors doing demonstrations of several stages of fleece and wool preparation. On any walk through of the festival, participants could see wool processed from the animal to finished product.

What perception did a participant walk away with? The festival fosters an appreciation for the sustainable and eco-friendly nature of wool. Many attendees learn about wool's biodegradable properties and its low environmental impact, making it a responsible choice for conscientious consumers. Additionally, visitors become aware of the diverse range of wool types available. As they browse the vendor displays, they encounter various breeds and qualities of wool, each possessing

unique characteristics ideal for different projects. This knowledge empowers them to make informed decisions when purchasing wool for their own creations. Visitors leave the festival with a sense of community and camaraderie. The shared passion for wool fiber arts unites attendees, fostering connections and friendships among like-minded individuals. This sense of belonging encourages further exploration and involvement in the wool community.