

# 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 \_\_\_\_\_

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

Approximately how many producers, consumers or registrants were involved?

The 2022 KY Sheep and Fiber Festival had 4000 people through the general admission and 100 people attend workshops.

What happened at this event?

Attendees of the event:

- Made connections to fiber artists from not only Kentucky, but across the US
- Educated on the care of sheep and marketing of wool/wool products
- Educated on how to use raw and processed wool to create fiber products

What was accomplished at this event to further Wool Outreach?

Through the KSFF, the association is able to grow the network between consumers and fiber artists within the state. With the official grand opening of the Kentucky Natural Fiber Center (KNFC) in March 2022, we are now able to connect workshop instructors with more consumers throughout the year. This has led to more fiber artists expanding their business, as well as consumers entering into fiber arts as a form of income.

What perception did a participant walk away with?

In an informal survey, workshop participants agreed that the workshop instructors were very knowledgeable and almost 100% requested to have further education from the instructors at the KNFC throughout the year.

Consumers who participated in the shearing demo agreed that they learned more about the important of harvesting wool and how it is marketed within Kentucky.