



LOCAL FIBER

EST 2017

From Farmer to Maker

Fall 2018

Quarterly Gathering

Saturday October 27th 11-2

4H Acres, Ithaca NY

Community Roundtable: *'Gathering Questions'*

1. How valuable an experience/community do you plan for this to be?
2. How much risk are you willing to take?
3. How participative do you plan to be?
4. To what extent are you invested in the well-being of the whole?

On a scale from 1-7 (low to high)

'How We Market' Panel Discussion: 'Who Are We?'

Festivals & Markets

Karen Stern

Windsong Wensleydales, Burdett NY
kastern@empacc.net

Margaret Flowers

Trinity Farm, Aurora NY
trinitysheepfarm@gmail.com

On-Farm Stores

Barb Sodums

Shepherds Creek Alpacas, Trumansburg NY
shepcreekalpacas@aol.com

Chris Houseworth

Cabin View Alpacas, Trumansburg NY
shepcreekalpacas@aol.com

Online Marketing

Teresa Fallon

Ironwood Hill, Newark NY
ironwoodhillfarm@gmail.com



Agritourism & Non-traditional

Lisa Ferguson

Laughing Goat Fiber Farm, Ithaca NY
lisa@laughinggoatfiber.com

Announcements:

Grants: What do they mean?

SARE-Partnership Grant

- Identify and Address needs in the local fiber producer community.
- Brainstorm solutions **TODAY**
- SARE grant ONE18-321

Database

General – 52 responses

Mill – 13 responses

Shearers – 7 responses

Marketing Channels – ??????

Cayuga County Initiative

Heather Warren, Lochan Mor Farm

Lochanmorfarm1@gmail.com

Zeilingers to CNY

Cheryl Germain, Appleseed Farm

appleseedfiberfarm@gmail.com

SARE Grant Opportunities

Monika Roth, CCE Tompkins County

mr55@cornell.edu

Future Roundtables

Mary Jeanne Packer (HV Textile Project)

LYS Owners mixer

Laura Nelkin and other designers

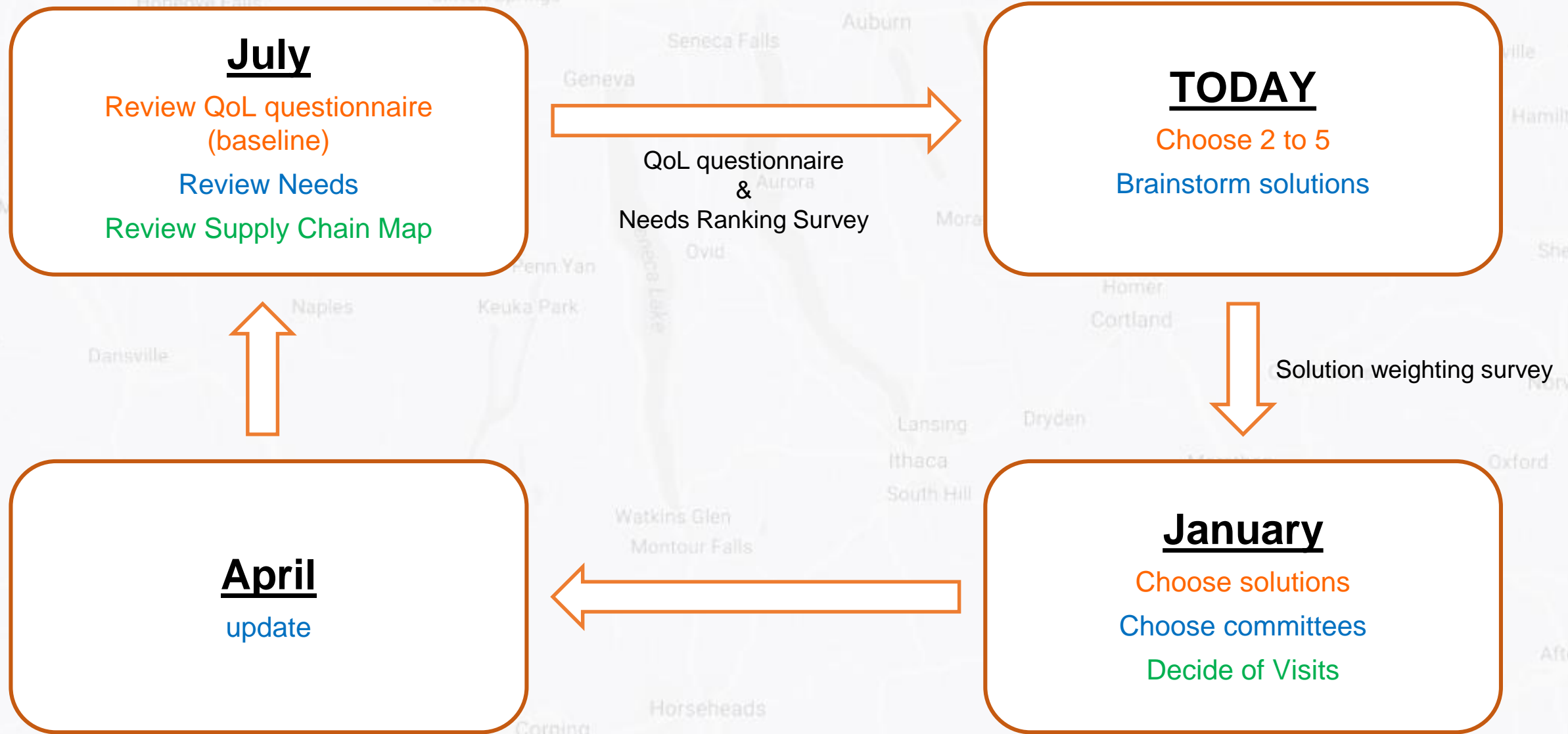
Other Ideas?

Other News...

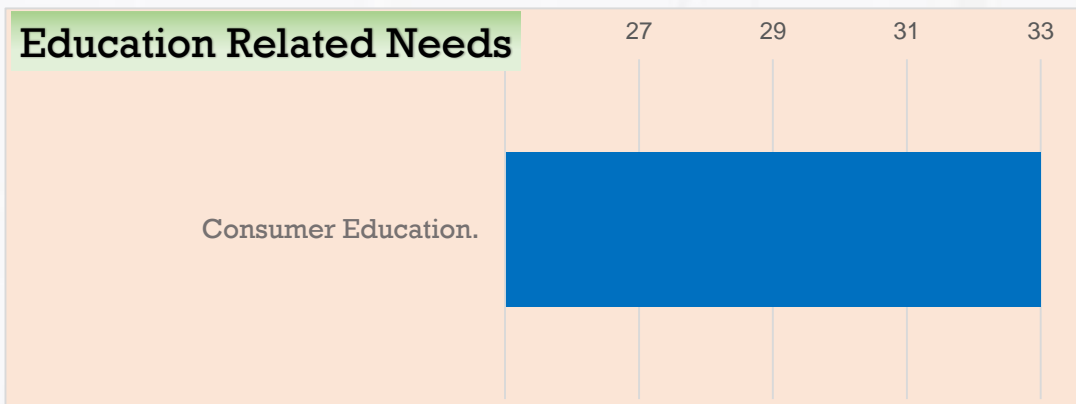
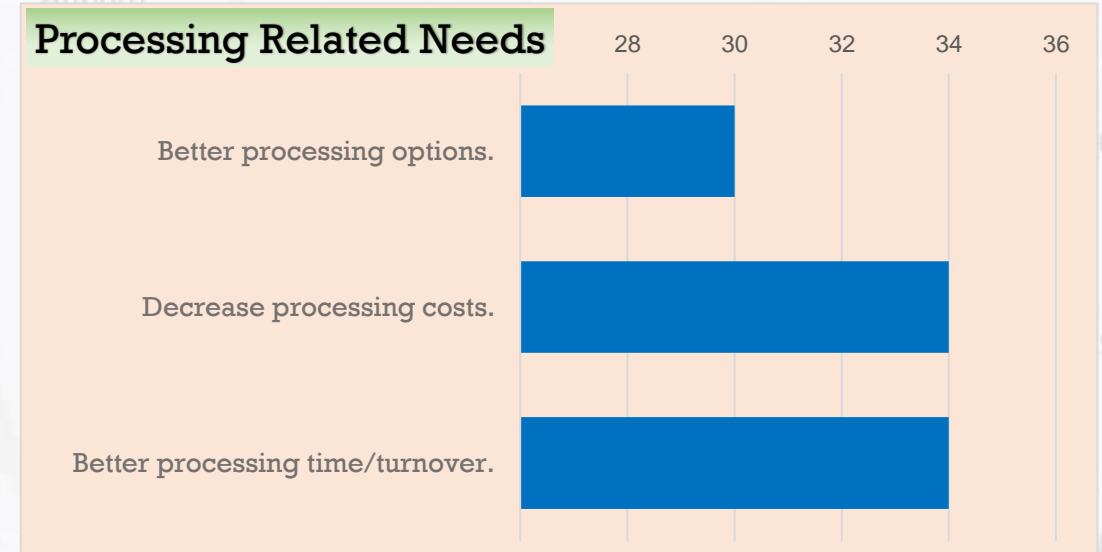
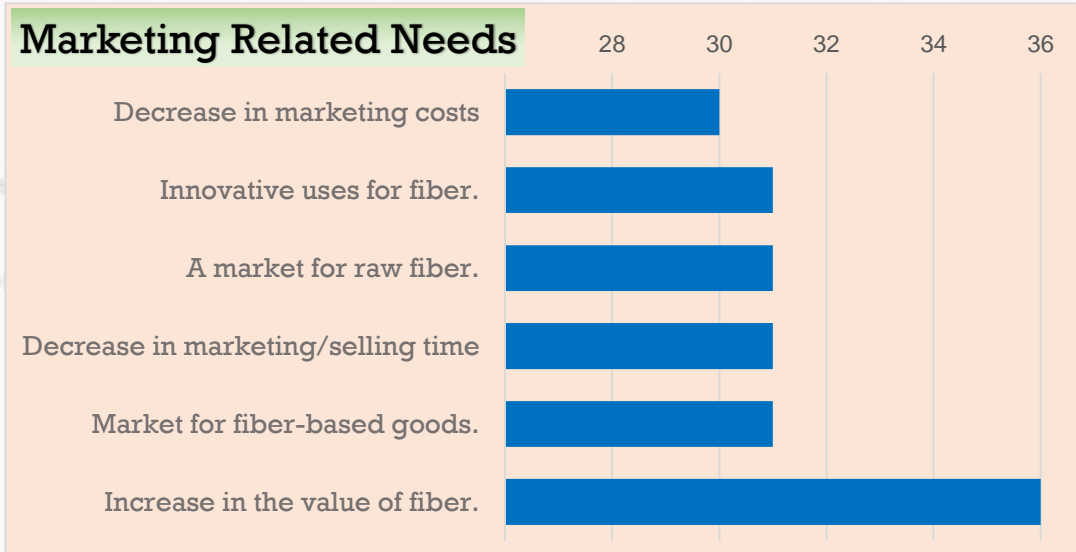
LocalFiber Events

- Meet the Shepherd – Oct 30th
Hiatus until New Year (February)
- Schweinfurth Fiber Market Nov. 18th 1-5pm
LF Table, FULL w/ 6 commitments, 2 6' tables
- Pop-up Shop
Press Bay Alley, NEED HELP to make this happen
- Ithaca College PR Lab
Logo, PR Materials, Website
- Finger Lakes Artisans In Waterloo
Looking for vendors (stop by to learn more or Facebook)

LocalFiber Business: Timeline of SARE grant process



LocalFiber Business: High Ranked Needs Review



- ### LocalFiber Administrative work:
- Outreach/Events
 - Fundraising
 - Website Management
 - Social Media Management



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Thank you
for listening

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LocalFiber Business: High Ranked Needs Review

Marketing Related Needs



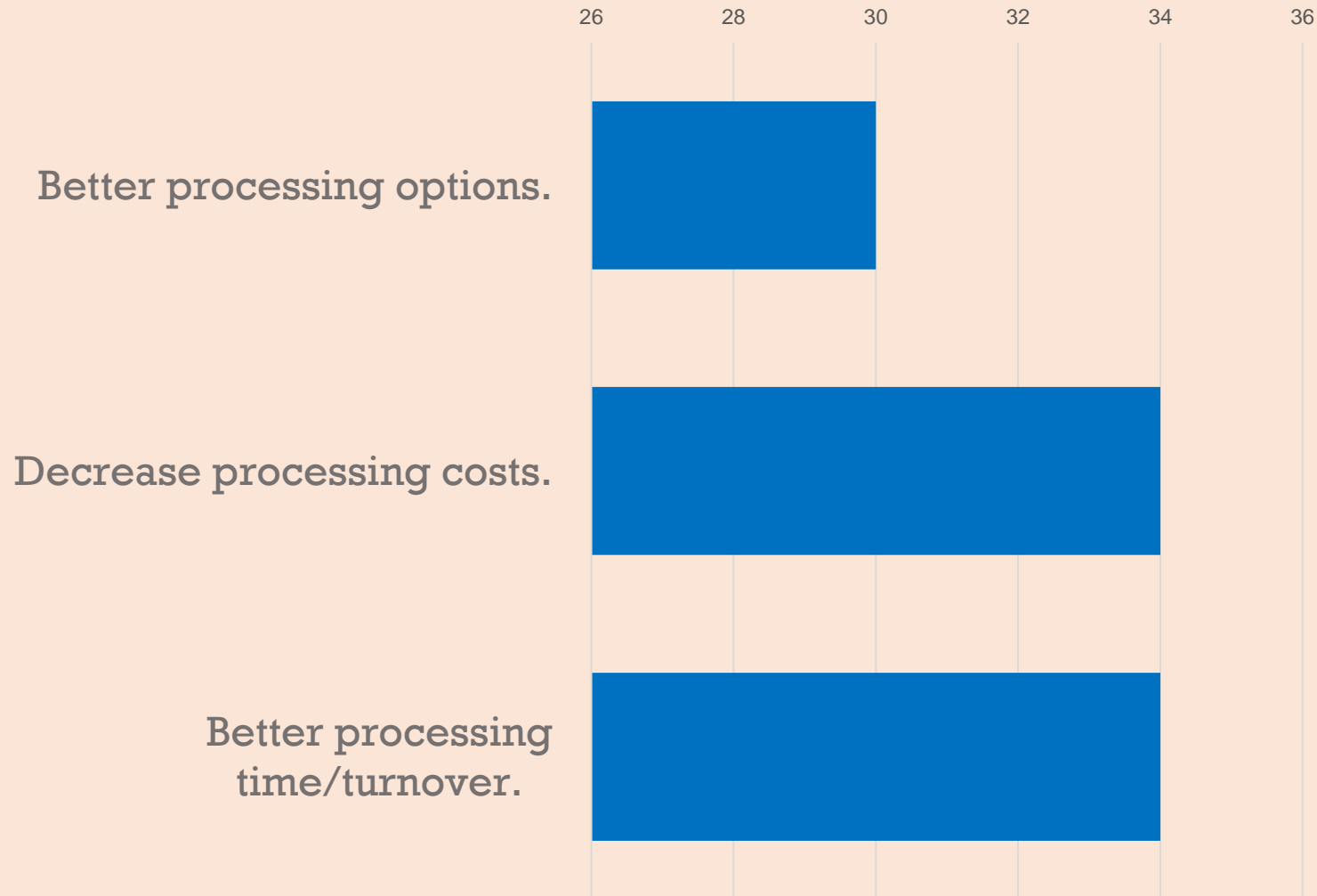
Brainstorming Notes:

- All ideas are welcome (innovative solutions can come from 'crazy ideas').
- No Judgement, just ideas
- Let everyone have a chance to talk.

Names of People in Group:

LocalFiber Business: High Ranked Needs Review

Processing Related Needs



Brainstorming Notes:

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Names of People in Group:

LocalFiber Business: High Ranked Needs Review

Education Related Needs

Consumer Education.

25 27 29 31 33

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Names of People in Group:

LocalFiber Business: High Ranked Needs Review

LocalFiber Administrative work:

- Outreach/Events
- Fundraising
- Website Management
- Social Media Management
- Management Structure
- Website/Blog

Brainstorming Notes:

- All ideas are welcome (innovative solutions can come from 'crazy ideas').
- No Judgement, just ideas
- Let everyone have a chance to talk.

Names of People in Group:

LocalFiber Business: Online Marketing – Teresa Fallon

I started out posting fleeces for sale and earned a reputation on those pages, once customers or peers respect your product they will promote you. Then I started selling spinning fiber and yarn. <https://www.facebook.com/IronwoodHillFarm>

For breeding stock or sheep sales, look for your breed and pages that correlate. **Interact** and **compliment** others, **ask questions**. Post, sheep for sale etc. Explain your farm philosophy, promote, promote, promote.

Post photos to get attention and information others can use. Then your followers will look for your posts and support your page and tell others.

LocalFiber Business: Online Marketing – Teresa Fallon

I also have a Word Press Website that has a lot of “who we are” farm information, along with a link over to my Etsy store. <https://ironwoodhillfarm.com> (May change to a Shopify or Square Space type store).

Due to my online visibility and interactions I was able to connect with the Best Made clothing store and invited to be part of their “Nor Easter Sweater” (available soon). We sold our wool, for their demos, but we were not part of the final product. The point is that without an on line presence, we would not have been connecting with the right people that placed us in that opportunity.

(Side note: In order to be part of this type of collaboration, you will need to sell your wool at almost wool pool prices, which we are unable to do).

LocalFiber Business: Online Marketing – Teresa Fallon

I will be part of a Pop Up at IthacaKnits, on November 10, hosted by Laura Nelkin an international knit designer who lives in Trumansburg, NY. Without my online presence, and LocalFiber, this connection would not have been made.

I am coordinating this event, with Sponsor Ads and Etsy Shop updates in the next week.

IG and FB take time everyday. Its not for everyone. If you do anything, get on IG and look at the fiber related pages. The best way to learn might be to watch; follow me on IG :) as I sponsor, and promote my upcoming shop update, and advertise the KnitIthaca event ;)

LocalFiber Business: Online Marketing – Teresa Fallon

Where I am at right now:

- I have been gaining followers on IG. I post on IG and cross post to FB.
- I am about to load several hundred skeins of yarn in my Etsy Store, which is sold out at present.
- I plan to do paid Sponsor Ad on IG and FB, as I am about to announce the Shop Update. This will increase followers and interest, which should lead to more sales.

LocalFiber Business: Online Marketing – Teresa Fallon

FACEBOOK

Create a page, a personal or business or both. Post quality photos, advice, tips, questions etc.

Follow others, especially those with a sheep or fiber business and write on their pages, interact also. Like popular pages, and by commenting on those, people will notice you and may come over to your page and follow you too.

Search for fiber related pages. Weaving, Knitting, Spinning, Fleeces, Felting, Rug Hooking, **make connections** with others.

Facebook Groups to Sell Wool

Dirty Fleece – Done Dirt Cheap

Raw Wool for Sale

Paca This Fiber Sales

LocalFiber Fibery Goods Marketplace

MyLocalWool.com

INSTAGRAM

- Create an account: Business or Personal its up to you, research the benefits and decide. I started with a personal but am about to go Business. I think.
- <https://www.instagram.com/ironwoodhillfarmstudios/>
- Research how to get followers and likes. There are no secrets; just type in how to get followers on IG. (Follow same steps for FB).
- Link your IG account to an on line store: Shopify, Website, Etsy etc.
- Research how to get followers and likes. There are no secrets; just google how to get followers on IG.

'How We Market' Panel Discussion: 'Who Are We?'

Festivals & Markets Katie Ware Horsing Woodburyville, Rutland NY katie@horses.com Margaret Prosser Troy, NY, Aurora NY tprosser1@gmail.com	On-Farm Stores Beth Seidman Shepley Creek Market, Tupperburg NY beth@shepleycreek.com Chris Harkness Cuba, New York, Tupperburg NY charkness@tupper.com
Online Marketing Teresa Fallon Ironwood Hill Farm, New York NY www.ironwoodhill.com	Agribusiness & Non-traditional Lisa Ferguson Laughing Owl Farm, Wassa NY lisa@loughingowl.com