



MINNESOTA WOOL



BUILDING A MARKET FOR MINNESOTA WOOL

2011 ~ Ongoing



SHEEP & FIBER FARM TOUR

SUSTAINABLE | NATURAL | LOCAL - DEMONSTRATIONS - YARN - TEXTILES - SHEEP

SATURDAY, OCTOBER 11TH & SUNDAY, OCTOBER 12TH 9-5PM
WWW.FIBERFARMTOUR.COM - FACEBOOK.COM/SHEEPFIBERFARMTOUR





Dinner on the Farm

Sunday, October 11
4pm
Clear Spring Farm
Welch, MN



Celebrate the 4th annual Sheep & Fiber Farm Tour with Dinner on the Farm, hosted by Clear Spring Farm in Welch, Minnesota. Dinner featuring locally-grown food by Grand Cafe & Steel Ice Brewery. Live music by The Last Jackson. Prairie Plum Farm will be visiting with Dabydoll Southdown lambs & paddock.

Advance tickets required. Tickets available at dinneronthe farm.com & naturalfiberalliance.com.

Contact

Wendee Smith
651.712.8894
wendee@naturalfiberalliance.com
[facebook.com/sheepfiberfarmtour](https://www.facebook.com/sheepfiberfarmtour)
[facebook.com/naturalfiberalliance](https://www.facebook.com/naturalfiberalliance)

More

for information at
naturalfiberalliance.com
and on Facebook at [sheep fiber farm tour](https://www.facebook.com/sheepfiberfarmtour) & [Natural Fiber Alliance](https://www.facebook.com/naturalfiberalliance).

Thanks

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Renewing the Countryside



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2014 North Central SARE

**CONSUMERS ARE WILLING TO PAY A
27-45% PREMIUM**

for

locally produced

certified organic

environmentally friendly

all natural

animal fiber product

**University Delaware, Kansas State University, Texas State University
Hustvedt, Gwenolyn~Bernard, John~Peterson, Hikaru (2012) SARE Southern USDA**

Marketing of Locally Produced Sustainable Animal Fiber Products.

A 3 year applied economic study by
University of Delaware, Kansas State
University & Texas State University

final report LS08-208
12-31-2012

projects.sare.org

Hustvedt, Gwenolyn ~ Bernard, John ~ Peterson,
Hikaru



AMERICAN WOOL

NATURAL & SUSTAINABLE

WWW.AMERICANWOOL.ORG



NATURALLY GROWN

Wool isn't created in a lab like petroleum based fibers. All sheep need to grow wool is fresh air, water and grass.

RENEWABLE SOURCE

Sheep grow their fleece year-round. After they are shorn in the spring, the sheep head back out to pasture to grow another fleece.



LESS WASTE

Wool is not fast fashion. Wool's timeless style and durability means a longer shelf-life than other fibers which wear quickly and end up clogging landfills.



Energy Used in the Production of Textiles



*kg of oil used to produce 1 kg of final fabric

ORGANICA IS THE ANSWER TO THE NEW CONSUMERS

**ORGANICA
OFFERS PREMIUM
WOOL FIBER
AND END TO END
PRODUCT
TRACEABILITY
TO THE MOST
FASHIONABLE
BRANDS**



This "Climate Beneficial" Wool Hat Comes From Carbon-Positive Sheep

The North Face's new beanie is woven from wool from sheep raised on a farm that takes in more carbon than it puts out.



"I like to think of the carbon farming and the climate beneficial work that we're doing now as a change of thought."
[Photos: The North Face]



2014~ Center for Urban and Rural Affairs UM

16. Expand if more markets available:

- a. 58% yes
- b. 29% depends (not wanting to be big, need to be profitable, if there was a return and sheep remained fiber sheep, acreage, time, feed prices, type of market and type of return)
- c. 9% no

17. Who processes the fiber:

- a. 76% mills
- b. 53% self

18. Reasons for being optimistic:

- a. more individuals interested in local fibers
- b. excited about local fiber production
- c. lots of acreage
- d. love it
- e. lots of people interested in locally produced / unique products and combine farm visits with studios and with acquisition of a product
- f. positive feedback from others
- g. rare wool and sought after
- h. wool is great and fiber products the best





UNIVERSITY OF MINNESOTA
Driven to DiscoverSM

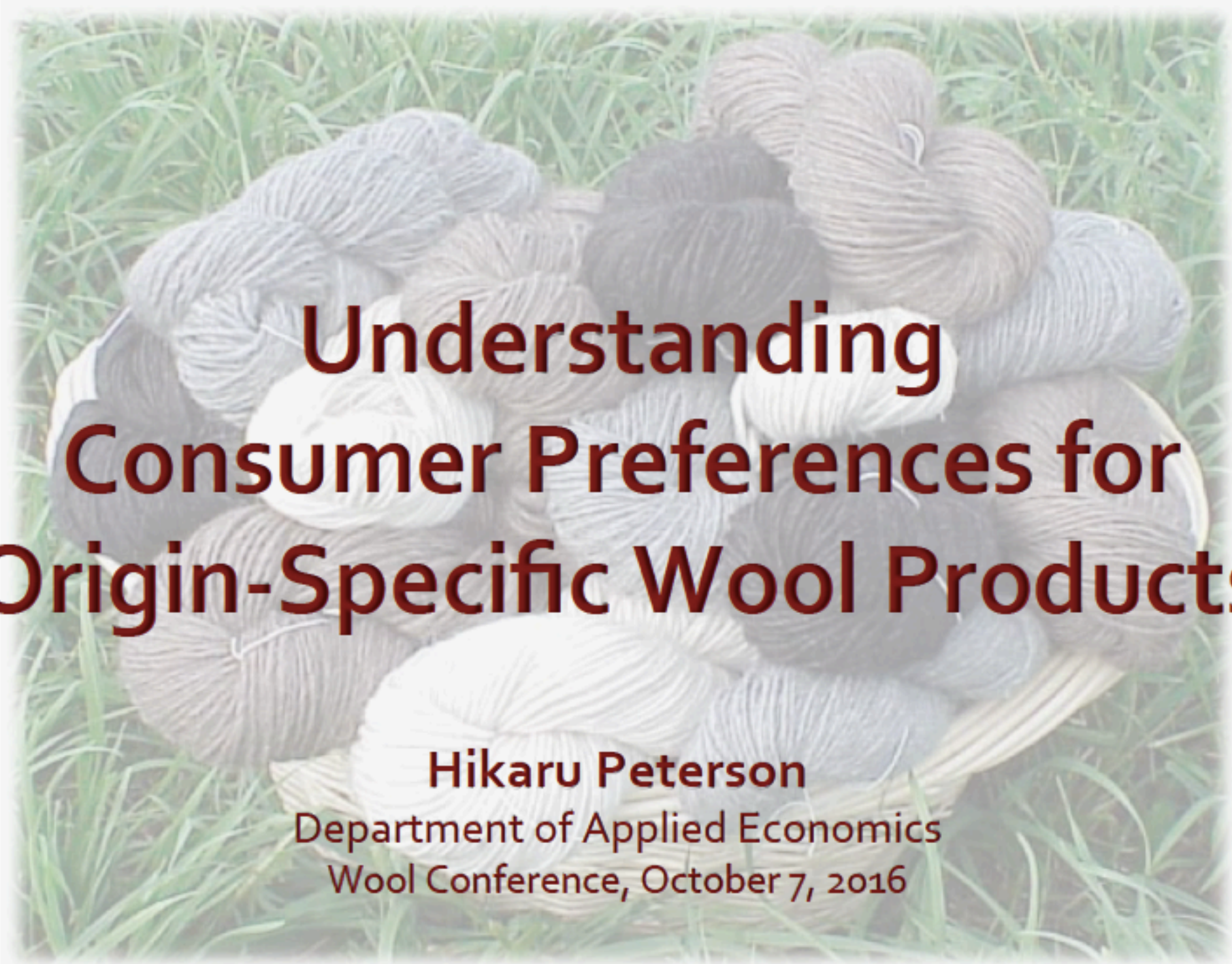
Minnesota Institute for Sustainable Agriculture (MISA)



Extension

Regional Sustainable
Development Partnerships





Understanding Consumer Preferences for Origin-Specific Wool Products

Hikaru Peterson

Department of Applied Economics
Wool Conference, October 7, 2016



College of Food, Agricultural
and Natural Resource Sciences

UNIVERSITY OF MINNESOTA

CENTER FOR URBAN AND REGIONAL AFFAIRS OF THE UNIVERSITY OF MINNESOTA
COMMUNITY ASSISTANTSHIP PROGRAM—NATURAL FIBER ALLIANCE PROJECT
SPONSORED BY UNIVERSITY OF MINNESOTA REGIONAL SUSTAINABLE DEVELOPMENT PARTNERSHIPS

**Consumer-Driven Demand Analysis for
Locally Grown and Organic Wool in the Upper Midwest**

Survey Analysis (Apr. 17, 2016)

Austin Yang, Ph.D. Student, Dept of Applied Economics, University Minnesota





RESEARCH OVERVIEW ~ 2 COMPONENTS

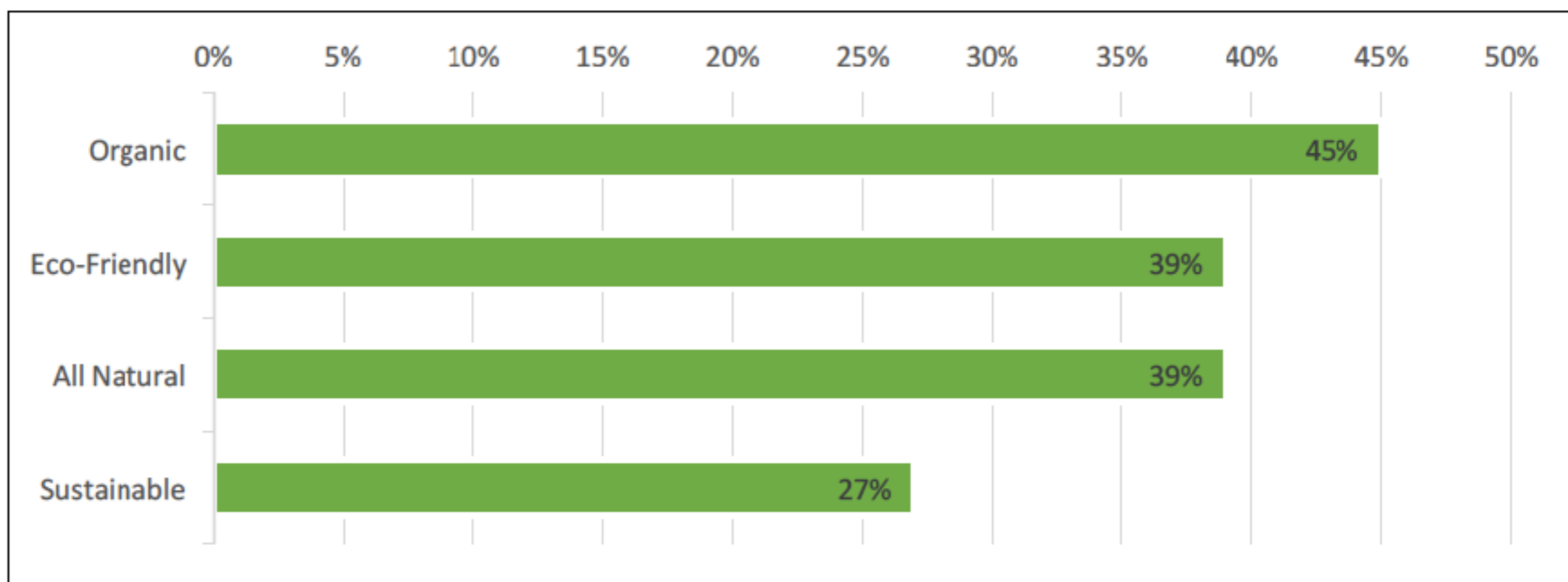
Conduct a survey aimed at wool manufactures and intermediate processors of their attitudes of local /organic wool

Based on the analysis , develop a woollen product from Minnesota wool.

Consumer-Driven Demand Analysis for Locally Grown and Organic Wool in the Upper Midwest

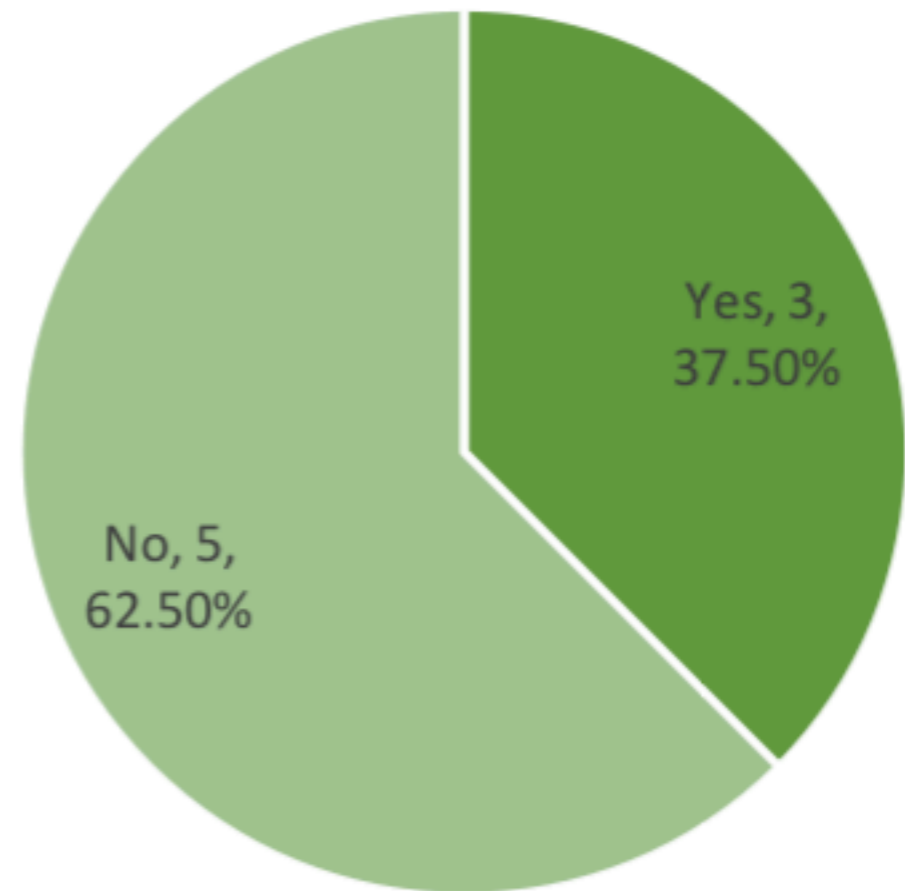
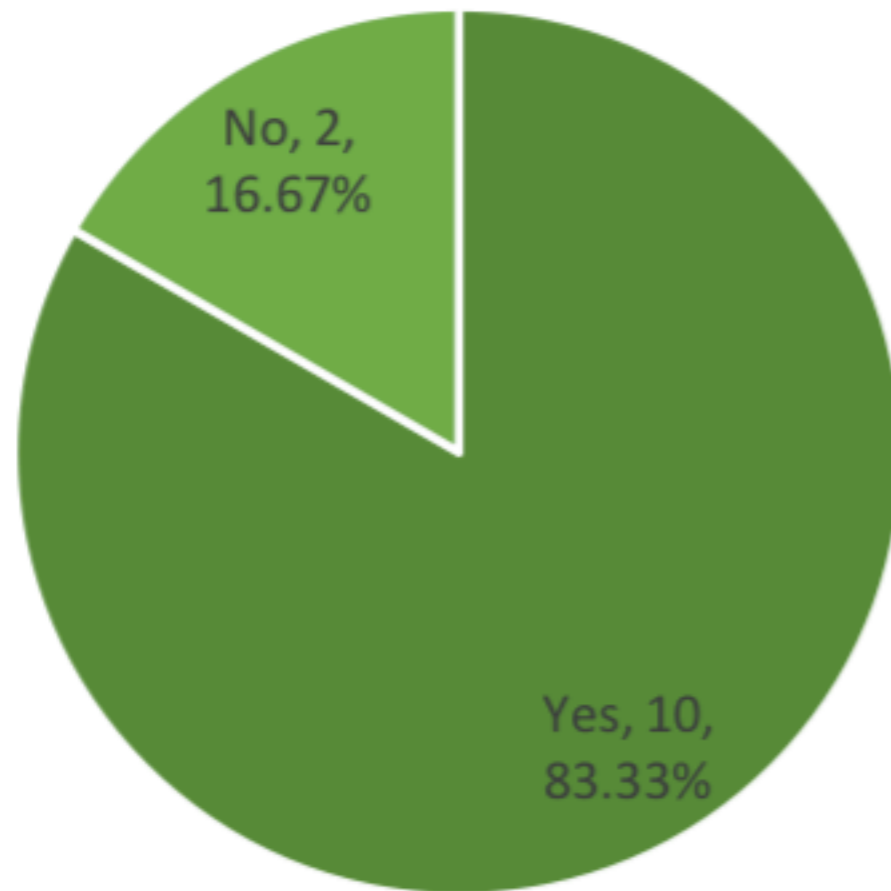
Research Background Handout (Apr. 18, 2016)²

According to a USDA/SARE-supported study¹ conducted in Texas, Virginia and Georgia and finished in 2012, the researchers find out that many consumers are willing to pay a 27%-45% premium for locally produced and “organic”, “all natural”, “eco-friendly” or “sustainable” labeled animal fiber products (see the graph below).

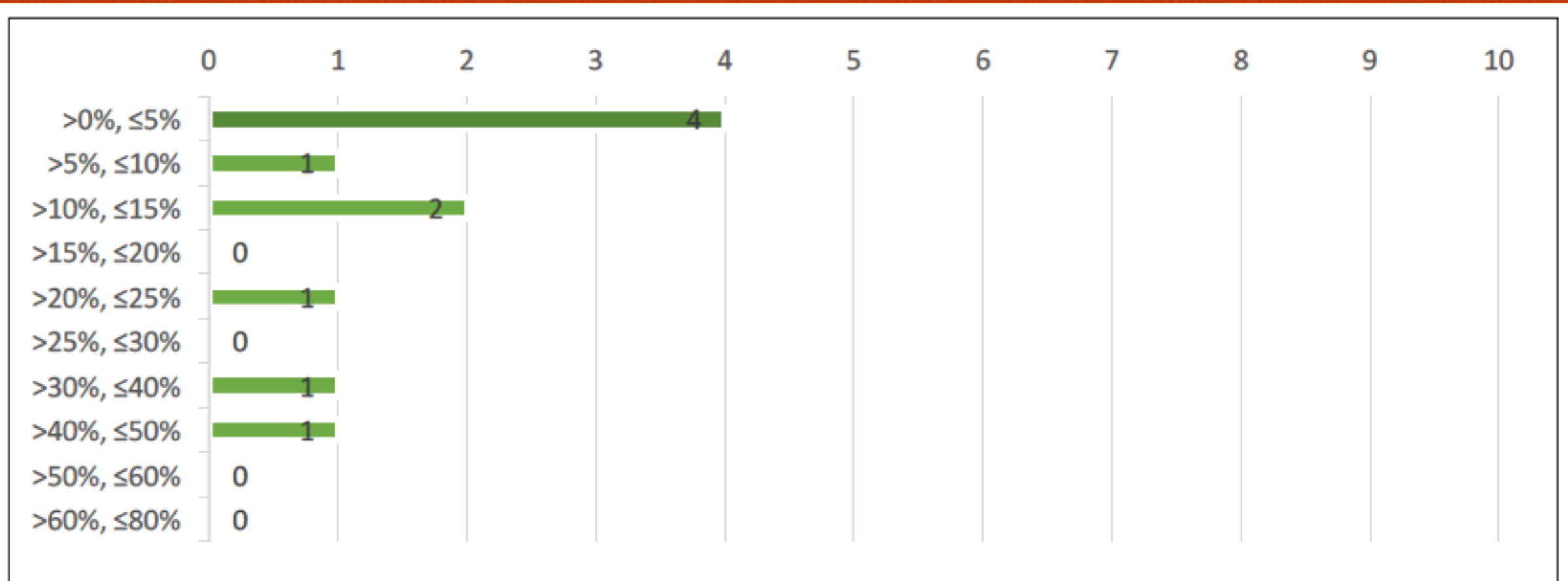


Graph: Premiums (compared to the products labeled as conventional) that the sampled consumers are willing to pay for locally grown animal fiber products with different labels

Manufactures feel there is value in local wool.³



More than 50% of manufactures are willing to pay a higher premium ⁴



CONCLUSIONS⁵

- Manufacturers are in favor of the possible market potentials for Midwest Wool due to its local identity, regardless of their operation scales.**
- They are willing to pay a premium of no more than 15%**
- Further developing the local wool business is feasible and promising.**
- The most challenging difficulties may likely be the quantity and quality.**



THE HAT PROJECT



Based on 5,000 stocking hats

The Hat Project - Unit Cost Calculation Spreadsheet (Updated: Jun 19, 2017)

Please note that the numbers in **blue** are modifiable while those in **black** are automatically calculated.

Item		Quantity	Unit Price	Cost	Location	Website
Raw Wool	Wool Micron 21	5000 lbs	\$ 3.81	\$19,050.00	Farmers: MN & SD; Warehouse: Jamestown, SC	Groenewold Fur & Wool Company (warehouse): Farmers: MN & SD Shadow
	Wool Micron 24	5000 lbs	\$ 3.28	\$16,400.00		
	Wool Incentive	10000 lbs	\$ 1.00	\$10,000.00		
Scouring & Top		4675 lbs	\$ 6.00	\$28,050.00	Jamestown, SC	Chargeurs Wool: For esti
Spinning & Dying		4675 lbs	\$ 14.30	\$66,852.50	Mitchell, NE	The Brown Sheep
Transportation	From Forreston, IL 61030 to Jamestown, SC 29	10000 lbs		\$2,487.51		Xpologistics,
	From Jamestown, SC 29455 to Mitchell, NE 69	5000 lbs		\$3,887.23		
	From Mitchell, NE 69357 to Nelson, MN 56355	5000 lbs		\$1,254.36		
	From Nelson, MN 56355 to Company warehous	5000 hats		\$ 476.31		
The Ribbed/Plain Hat:						
Knitting		5000 hats	\$ 5.34	\$26,700.00	Nelson, MN	Northland
			Unit Cost:	\$ 35.03		
The "North" Hat:						
Knitting		5000 hats	\$ 12.50	\$62,500.00	Nelson, MN	Northland
			Unit Cost:	\$ 42.19		

WHO WE ARE

WHAT WE DO

WHAT WE BELIEVE



CLIENTS

CASE STUDIES

KUDOS

CONTACT

Hothouse Collaborative is a strategy and
insights company.

**Specializing in brand strategy, product positioning
and consumer insight.**

a short list of clients: blue chip and boutique brands



Coca-Cola



Dove



ELLE



ILLUME



Children's
MINNESOTA



ALORA
A M B I A N C E



Microsoft



ESTD 1905
J.W. HULME CO.
MADE IN AMERICA



AIMIA



PIE
network



AVEDA



citi



benefit
SAN FRANCISCO



CALDREA
BEAUTIFULLY CLEAN - ELEGANTLY GREEN



SPRING IS HERE

What's in season... Timeless patterns, touchable throws, pillows & totes

SHOP



Timeline Photos

THE EARTH NEEDS REBELS!



Footnotes

- 1 Austin Yang, Ph.D. Student Applied Economics University of Minnesota 2016**
- 2 Austin Yang, Ph.D. Student Applied Economics University of Minnesota 2016**
- 3 Austin Yang, Ph.D. Student Applied Economics University of Minnesota 2016**
- 4 Austin Yang, Ph. D. Student Applied Economics University of Minnesota 2016**
- 5 Austin Yang, Ph.D. Student Applied Economics University of Minnesota 2016**