

Cornell Cooperative Extension
Livestock Program Work Team



PREPARING WOOL FOR MARKET: MARKET CHANNELS, PRODUCTION & PREPARATION

This presentation was created by Dana M. Havas, CCE Cortland Ag Team Leader
For the use of CCE Livestock PWT & CCE Educators
01/2022



AGENDA

Some background info

A review of the three supply chains

Brief overview

Considerations

Assessing Market Channels

Wool pool

Value-added

Artisan

Breeds, Genetics, and Nutrition

Overview
Production
Preparation
Costs/Prices

BUT FIRST A QUICK INTRODUCTION...



Dana M. Havas
dmh353@cornell.edu
 (607)391-2664



CCE Cortland Ag. Team Leader (07/2020 – present)



Cornell Graduate Student Ag. Economics (08/2018 – 08/2020)

Research

- Pre-farm gate financial analysis of fiber production and marketing.
- NYS Wool Branding Report
- Consumer Demand of NYS woolen goods



ASI Level One Classing Certificate (06/2018)



Founder & Director of LocalFiber (08/2017 – 01/2021)

Related events/workshops

- Annual LocalFiber pop-up shop
- Quarterly meetings with guest speakers
- Hands-on skirting and classing for value-add and artisan markets, with Karen Stern
- Marketing 101 for wool producers, with Laura Biasillo



THE THREE SUPPLY CHAINS

Wool Pool
(commodity)

Value-added
(direct, retail)

Hand-spinner and other artisans
(direct)

THE THREE SUPPLY CHAINS

A BRIEF OVERVIEW



Wool Pool
(commodity)



Value-added
(direct, retail)



Hand spinner and/or Artisan
(direct)

THE THREE SUPPLY CHAINS

A BRIEF OVERVIEW



A **wool pool** is a group of producers who combine their wool for marketing (usually managed as a cooperative), resulting in enough wool that it can be separated (classed) and sold according to type and quality.



THE THREE SUPPLY CHAINS

A BRIEF OVERVIEW



The producer, or group of producers, navigate the supply chain to produce a **value-added** product(s) which they then direct market, sell through a retailer, or both.

THE THREE SUPPLY CHAINS

A BRIEF OVERVIEW



The producer sells raw or scoured fleece to the **hand-spinner or other artisan** who will then create a value-added good to their specifications and for their purpose (personal or retail).

THE THREE SUPPLY CHAINS

CONSIDERATIONS



Wool Pool
(commodity)



Value-added
(direct, retail)



Hand spinner and/or Artisan
(direct)

THE THREE SUPPLY CHAINS

CONSIDERATIONS



Wool Pool

- Guaranteed market for (specified) skirted wool.
- Do not need to navigate supply chain or manage sales.
- One-day per year.
- Organizes the bidding process so you don't have to.
- Low price/lb.-wool
- May require travel (only 5 in NYS).
- Accepts only specified wool types
- Requires a large volume of participants to keep trucking costs low.

THE THREE SUPPLY CHAINS

CONSIDERATIONS



Value-added

- Potentially higher profit/lb.-wool than wool pool.*
- Larger market than artisan market.
- Requires storage for inventory.
- Requires upfront capital.
- Requires access to markets.
- Creative control over product.
- Marketing and branding may be necessary (strongly recommended).
- Requires supply chain management.

*This is only true if you keep careful notes on costs and income and adjust your prices accordingly.

THE THREE SUPPLY CHAINS

CONSIDERATIONS



Hand spinner and/or Artisan

- Potentially higher profit/lb.-wool than other channels.*
- Small consumer market.
- Requires meticulous care and cleaning to build a good reputation/repeat customers.
- Requires storage for inventory.
- Requires access to markets.
- Marketing and branding may be necessary (strongly recommended).

*This is only true if you keep careful notes on costs and income and adjust your prices accordingly.

THE THREE SUPPLY CHAINS

ACCESSING THE MARKET CHANNELS



Wool Pool
(commodity)



Value-added
(direct, retail)



Hand spinner and/or Artisan
(direct)

Do Your Homework!!!!

THE THREE SUPPLY CHAINS

ACCESSING THE MARKET CHANNELS: **COMMODITY**



Wool Pool
(commodity)



THE THREE SUPPLY CHAINS

ACCESSING THE MARKET CHANNELS: **COMMODITY**



5+ sheep-wool pools in NYS*

Only take specified fibers (typically clean white wool and off-sorts)

Contact the wool pool to get on notification/member list (may involve joining the cooperative)

Sometimes the wool pools are announced on the Cornell sheep and goat listserv**

*There are collective purchasing opportunities for alpaca through NEAFP+
 **highly recommend ANYONE raising small ruminants to be on this listserv.
 (<https://blogs.cornell.edu/newsheep/srlistserv/>)

THE THREE SUPPLY CHAINS

ACCESSING THE MARKET CHANNELS: **DIRECT SALES**



Value-added
(direct)



Hand spinner and/or Artisan
(direct)

THE THREE SUPPLY CHAINS

ACCESSING THE MARKET CHANNELS: **DIRECT SALES**



- Festivals (occasional)
- Farmers markets (weekly & seasonal)
- Online - Facebook, Etsy, website (year-round)
- Word-of-mouth (year-round)

You will need:

Tax Identification Number (TIN)
Employee Identification Number (EIN)
OR
Social security number.
AND
Certificate of Authority (to collect sales tax in NYS)**

It is recommended that you talk with NYFarmNet, Small Business Administration (SBA), an/or you tax preparer more about this.

THE THREE SUPPLY CHAINS

ACCESSING THE MARKET CHANNELS: **DIRECT SALES**



- Festivals (occasional)
- Farmers markets (weekly & seasonal)
- Online - Facebook, Etsy, website (year-round)
- Word-of-mouth (year-round)

Do your reconnaissance

Visit the festival(s), markets, online shops

Who are the **customers**?

What are the **products** people are selling/buying?

What **price** are people charging/spending?

Who are the **vendors**?

What do other vendors say are **pros/cons** of that channel?

Check out similar products being offered – what is **unique** about your offering?

and more...

THE THREE SUPPLY CHAINS

ACCESSING THE MARKET CHANNELS: **DIRECT SALES**



- Festivals (occasional)
- Farmers markets (weekly & seasonal)
- Online - Facebook, Etsy, website (year-round)
- Word-of-mouth (year-round)

Example questions for the market manager:

- Cost
- Set-up/break-down rules.
- Where to stay (if far from home).
- How do they advertise?
- Expected attendance?
- Do they supply shelter or you?
- Security after hours.
- Insurance (what insurance do you need)?

THE THREE SUPPLY CHAINS

ACCESSING THE MARKET CHANNELS: **RETAIL**



Value-added
(retail)

THE THREE SUPPLY CHAINS

ACCESSING THE MARKET CHANNELS: **RETAIL**



- Wholesale
- Consignment

Before

- Identify both the limit and recommended retail price
 - retail price should be same as direct sales price
 - limit - lowest wholesale/consignment price you will accept

Negotiating

- Wholesale - start in your favor (30:70) and negotiate from there
- Consignment - ask what their consignment percent is and negotiate from there

Things to consider when establishing your limit:

- Will you make a profit from the wholesale price?
- How many units do you need to sell to make a profit at that wholesale price?
- Will the customer pay the corresponding retail market price?

THE THREE SUPPLY CHAINS

ACCESSING THE MARKET CHANNELS: **RETAIL**



Wholesale Considerations

- Receive payment up front.
- Retailers have a vested interest to sell your product.
- You can set order minimums to ensure profit.
- If your products don't sell, unlikely to buy from you again.
- No control over product presentation.
- Need to be capable to fill orders by deadline.
- Start with a higher cut and make room for bargaining (i.e. 30/70 versus 50/50) - know your limit!!!

THE THREE SUPPLY CHAINS

ACCESSING THE MARKET CHANNELS: **RETAIL**



Consignment Considerations

- Receive payment upon sale.
- Good when establishing a new relationship.
- May be flexible with inventory.
- Your commission may be greater than 50%.
- Unsold items are returned to you.
- You will want to track inventory.
- May require more running around.
- Ask them what their consignment rate is and bargain from there – know your limit!!!

THE THREE SUPPLY CHAINS

ACCESSING THE MARKET CHANNELS: **RETAIL**



Steps to building a retail relationship:

1. Determine wholesale prices (and stick to them)
2. Decide wholesale or consignment
3. Set policies (contract)
 - How far in advance are orders required?
 - Who pays for shipping?
 - When will you be paid?
 - How long will consignment sit before it is returned?
 - Know their mark-up price
4. Research potential retailers (reconnaissance)
5. Identify ideal retailers (be sure areas don't overlap significantly)
6. Prepare samples.
7. Set-up meeting.
8. Fulfill orders.

THE THREE SUPPLY CHAINS
ACCESSING THE MARKET CHANNELS

-or-
you can do all three:
commodity, direct, & retail



Wool Pool
(commodity)



Value-added
(direct, retail)



Hand spinner and/or Artisan
(direct)



WOOL POOLS

- Overview
- Production
- Preparation
- Prices



OVERVIEW

A wool pool “provides wool buyers with adequate volumes of wool that can be purchased with confidence that their uniformity is accurately represented,” (NRC, 2008:253).

Wool Pool Steps (simplified):

- Cooperative asks for bids (few month before pool)
- Expected price may be stated in the letter sent out to members prior to pool.
 - Price linked to reputation (important for members to properly class and package wool)
- Wool pool held (plan on volunteering some of your time)
- Receive a check at a later date (with fees taken out).



Wool pool wool becomes a variety of items including

Tennis balls
Upholstery
Batting
Blankets
Insulation
Etc...



PRODUCTION



Make some effort to keep vegetable matter at a minimum

- Use fencing and/or weed control (mowing etc.) to steer sheep away from burdock, etc.,
- do not bed in hay or straw prior to shearing – instead, pen in clear, bur, and dust-free pens at least 4 hours prior to shearing.

Be judicious with marking paint – not all marking paint washes out (use only approved scourable brands).

Do not house or pasture with hair sheep while shedding.





PREPARATION

- Plan appropriate shearing order
 - Group by:
 - Lambs, yearlings, rams, ewes
 - breed, grade, and staple length
 - Shear black and colored sheep last (followed by hair & hair-crosses).
- Sweep floor clean especially between groups.
- Skirt properly (and collect off-sorts):
 - ‘Throw’ fleece onto skirting table.
 - Remove stains, tags, skin pieces, crutchings, top knots,, leg wool and contamination.
 - Remove clumpy vegetable matter, cotted edges, hairy britch wool, Vm’ed necks and backs.
- Properly roll fleece for easy classing.
- Bag in burlap or plastic bags (Do not bring wool in plastic/poly feed bags or tied with plastic twine).
- Keep bags dry and clean – up off ground/floor where they will absorb moisture before delivery to pool.



COSTS/PRICES

Price

WEEKLY NATIONAL MARKET RATES FOR WOOL AND MOHAIR					
Farm Production and Conservation				Market Dates: 202 - F20 - 4204	
On Behalf of Farm Service Agency				https://www.fsa.usda.gov	
1430 Independence Ave Washington, DC 20250					
2021 Graded Wool Pooled Prices (per pound, clean basis)					
Microns	Less Rate	Payment Rate	Weekly Rate ¹	30-Day Weighted Average ¹	LDP ¹
Less than 18.0	\$3.07	\$5.66	\$3.71	\$3.33	\$0.00
18.0 to 19.0	\$3.06	\$4.46	\$4.40	\$4.40	\$0.00
19.0 to 20.0	\$3.44	\$3.80	\$3.80	\$3.80	\$0.00
20.0 to 22.0	\$3.40	\$3.34	\$3.30	\$3.34	\$0.00
22.1 to 23.0	\$3.05	\$3.05	\$3.34	\$3.05	\$0.21
23.0 to 25.0	\$2.90	\$2.28	\$2.28	\$2.31	\$0.67
25.0 to 28.0	\$0.00	\$1.58	\$1.58	\$1.23	\$0.00
28.0 and over	\$0.40	\$0.74	\$0.74	\$0.73	\$0.00
2021 Ungraded Wool Pooled Prices (per pound, gross basis)					
Less Rate	Payment Rate	Weekly Rate ¹	30-Day Weighted Average ¹	LDP ¹	
\$0.41	\$0.90	\$0.90	\$0.90	\$0.90	\$0.49

1: Effective Jan 6, 2021, payments rates are calculated off the weekly AVERA Price of Micron Report.

The wool market is slightly improved from last years very depressed level, although still a long way from the levels we would all like to see. This years price to producer will be 45 cents per pound for clean white wool at least 2 1/2 inches in length and 15 cents for off-sorts. We were not able to get any bid for colored wool this year.



COSTS/PRICES

Price

- Prices will be in wool pool announcement.

WEEKLY NATIONAL MARKET RATES FOR WOOL AND MOHAIR

Farm Production and Conservation
 On Behalf of Farm Service Agency
 1430 Independence Ave.
 Washington, DC 20250

Market Dates: 202 - 720 - 4294
<https://www.fsa.usda.gov/wool>

2021 Graded Wool Pooled prices (per pound, clean basis)

Micros	Lotter Rate	Regiment Rate	Weekly Rate *	30-Day Weighted Average **	LDP ***
Less than 18.6	\$3.97	\$5.66	\$3.71	\$3.83	\$0.00
18.6 to 19.5	\$3.96	\$4.46	\$4.60	\$4.49	\$0.00
19.6 to 20.5	\$3.88	\$3.89	\$3.68	\$3.80	\$0.00
20.6 to 22.0	\$3.60	\$3.34	\$3.50	\$3.34	\$0.00
22.1 to 23.5	\$3.06	\$3.09	\$3.34	\$3.05	\$0.21
23.6 to 25.0	\$2.90	\$2.29	\$2.29	\$2.35	\$0.67
25.0 to 28.0	\$0.98	\$1.19	\$1.19	\$1.23	\$0.88
28.0 and over	\$0.40	\$0.74	\$0.74	\$0.73	\$0.80

2021 Ungraded Wool Pooled Prices (per pound, gross basis)

Lotter Rate	Regiment Rate *	Weekly Rate **	30-Day Weighted Average ***	LDP ****
\$0.61	\$0.60	\$0.60	\$0.60	\$0.49

* Effective Jan 6, 2021, regiment rates are calculated off the weekly AWES Pooled Price of Micros Report.

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COSTS/PRICES

Price

- Prices will be in wool pool announcement.
- Can, typically, estimate (clean white wool) using national market rates.

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COSTS/PRICES

Costs

Fees:

- \$15/farm - annual cooperative dues fee will go toward the cost of pool administration (including wool sacks, tax return preparation, incorporation fees, insurance, rental of the Fairgrounds, and other);
- \$5/farm - dues for farms with 50 lbs or less;
- 4H youth members - no charge.

This event will be run as a traditional wool pool - all sellers must plan to unload their own vehicle, assist in weighing and filling the baler, etc. **If you can't participate and choose to drop your fiber and leave, then a handling fee of \$50/farm will be charged.**

IR 2020-279, December 22, 2020

WASHINGTON — The Internal Revenue Service today issued the 2021 optional standard mileage rates used to calculate the deductible costs of operating an automobile for business, charitable, medical or moving purposes.

Beginning on January 1, 2021, the standard mileage rates for the use of a car (also vans, pickups or panel trucks) will be:

- 56 cents per mile driven for business use, down 1.5 cents from the rate for 2020,
- 16 cents per mile driven for medical, or moving purposes for qualified active duty members of the Armed Forces, down 1 cent from the rate for 2020, and
- 14 cents per mile driven in service of charitable organizations, the rate is set by statute and remains unchanged from 2020.

The standard mileage rate for business use is based on an annual study of the fixed and variable costs of operating an automobile. The rate for medical and moving purposes is based on the variable costs.



COSTS/PRICES

Costs

- Cooperative fees*
 - Membership fee
 - Handling fee

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*usually spelled out in wool pool announcement, but may want to call & ask



COSTS/PRICES

Costs

- Cooperative fees*
 - Membership fee
 - Handling fee
- Mileage

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COSTS/PRICES

Costs

- Cooperative fees*
 - Membership fee
 - Handling fee
- Mileage
- Misc. Equipment
- YOUR TIME!!!!
 - At least two 8-hour days

Fees:

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VALUE-ADDED

Overview
Production
Preparation
Prices



OVERVIEW

There are so many different types of value-added products:

- Processed wool (roving, batting,...)
- Yarn
- Knitted goods (socks, hats, mittens, scarves,...)
- Woven goods (shawls, blankets,...)
- Felted goods (felt, cozies, pet beds, inserts...)
- Other
 - Bed pillows, mattress pads, comforters...

With a little bit of creativity, the list can be endless.





OVERVIEW

What do you want to do/what is the right fit for you?

- Market research
 - What market channels do you want to sell through (be specific)
 - Who shops there – what are they buying?
 - What do you enjoy/like?
- Wool research
 - Talk with other producers raising your breed
 - Read (e.g., Fleece and Fiber Sourcebook)
- Supply Chain research
 - What are the supply chain pieces?
 - How accessible are the supply chain pieces?
 - What are their time-lines/turn-around?
- What are the costs and expected price?



PRODUCTION



All the recommendations from wool pool AND...

To reduce vegetable matter contamination - feed your harvested forage in racks and consider using coats.





PREPARATION



All the recommendations from wool pool
AND...

Find the right shearer – who cares about
fleece quality.

Use special skirting table to help make
process more effective.

More thorough removal of vegetable matter
and second cuts (more aggressive skirting)
“garbage in means garbage out”

Sort (class/grade) according to desired
product (texture, color, length, fiber diameter)

Do not store raw fleece long – mold, mildew,
lanolin hardens & store in a proper facility
(temperature and pest-controlled
environment).



COSTS/PRICES

To determine price, you need to (at least) understand your costs

- Shipping
- Mill costs
- Marketing material
- Packaging
- Market costs (fees, discounts,...)
- Non-value-added related costs you need to cover
 - Percentage of sheep production expenses.
 - Percentage of overhead costs
- **YOUR LABOR!!!!**
 - Skirting/Classing
 - Designing
 - Administrative
 - Marketing
 - Retailing
 - Etc...

Setting the Price

TABLE 14.2	Steps in Setting a Pricing Policy
1.	Selecting the Pricing Objective
2.	Determining Demand
3.	Estimating Costs
4.	Analyzing Competitors' Costs, Prices, and Offers
5.	Selecting a Pricing Method
6.	Selecting the Final Price

Pearson 2016



ARTISAN

- Overview
- Production
- Preparation
- Prices



OVERVIEW



Most lucrative (when considering price/lb.-wool)...
...BUT very limited customer base.





PRODUCTION



All the recommendations from value-added AND...

Use coats to cover the sheep who have 'outstanding fiber'.



PREPARATION



All the recommendations from value-added AND...

Select the best fleeces.

Heavily skirt the best fleeces.

Scour fleece.

Consider using fall fleeces.





COSTS/PRICES

To determine price, you need to (at least) understand your costs

- Shipping
- Marketing material
- Packaging
- Market costs (fees, discounts,...)
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- YOUR LABOR!!!!
 - **Skirting/Classing**
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6.	Selecting the Final Price

As the quality of the wool increases the price/lb.-wool should also increase (supply & demand)

Award-winning fleeces demand a higher price.



BREEDS GENETICS & NUTRITION

Fiber types, Characteristics, & Breeds

Role of Nutrition

Role of Genetics

FIBER TYPES, CHARACTERISTICS, & BREEDS: TYPES & CHARACTERISTICS IMPACTED BY BREED

Fine wool



Down



Long wool



Dual coat



**Table 3. Raw Wool Characteristics
Prioritized for the Worsted Industry**

Yield	MOST IMPORTANT
Average fiber diameter	
Quantity and type of vegetable matter	MAJOR
Average staple length	SECONDARY
Staple strength/position of break	
Color	
Colored fibers	
Variability of fiber diameter	MINOR
Variability of staple length	
Cotted or felted fleeces	
Crimp/resistance to compression	
Condition of staple tips	MINOR
Age/breed/type	
Style/character/handle	

* Primary source: Australian Wool Corporation

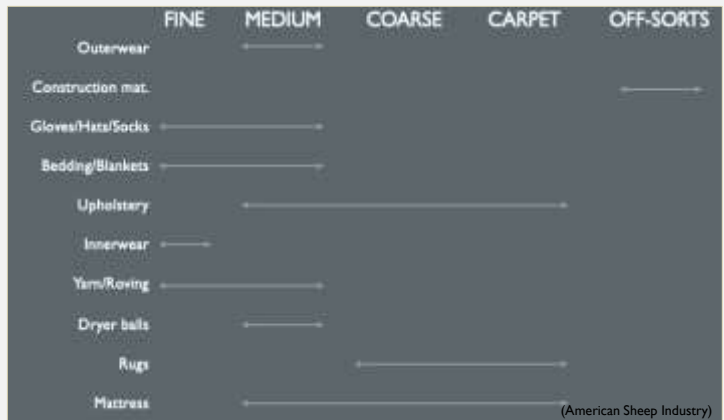
FIBER TYPES, CHARACTERISTICS, & BREEDS: TYPES & CHARACTERISTICS IMPACTED BY BREED

Table 4. Sheep Breeds, Wool Diameter, Fleece Weight, and Yield Ranges*

Breeds	Range of Average Diameter (µm)	Range of Ewes Grease Fleece wt.(lb)	Range of Yield (%)
Berber Leicester	38-30	8-12	60-70
Cheviot	33-27	5-8	50-65
Columbia	30-23	9-14	45-60
Corriedale	22-19	10-14	60-70
Corriedale	31-24	9-14	45-60
Debouillet	25-18	9-14	45-55
Delaine-Merino	22-17	9-14	40-50
Dorset	32-26	5-8	50-65
Finsheep	31-24	4-8	50-70
Hampshire	33-25	6-10	50-60
Lincoln	41-34	10-14	55-70
Merino (superfine)	<18	6-9	60-70
Merino (fine)	19-20	6-11	60-70
Merino (medium)	21-22	9-13	65-75
Merino (strong)	23-26	11-15	65-75
Moendale	30-25	7-11	50-60
Oxford	34-28	7-10	50-60
Rambouillet	23-19	9-14	45-60
Romney	30-32	8-12	55-70
Shropshire	33-25	6-10	50-60
Southdown	29-24	5-8	40-55
Suffolk	33-26	4-8	50-60
Targhee	25-21	9-14	45-60
Texel	33-28	7-10	60-70

*Primary source: Producer Education and Research Council, American Sheep Industry Association

Fiber Diameter
 Fine <22 microns
 22 microns ≤ Medium < 31 microns
 31 microns ≤ Coarse < 36.2 microns
 36.2 microns ≤ Carpet



FIBER TYPES, CHARACTERISTICS, & BREEDS

What matters is:

What do you want to do with the wool?
+ Does that sheep in your pasture give you joy?

Your 'wool' journey

Breed type does NOT indicate quality
One person's junk is another person's treasure
- Or -
One person's treasure is another person's junk

...but you still need to care for your sheep to produce the best quality wool possible

NUTRITION, HEALTH, & GENETICS

Will not change the wool type and/or characteristics

NUTRITION, HEALTH, & GENETICS

Yield:

- Lambs from undernourished mothers, large litters or from yearling ewes tend to have lower wool production throughout their lifetimes.
- When parasites are present.

Stress breaks

- Insufficient nutrition during pregnancy and lactation.
- When parasites are present.

Production and quality

- Too much protein/feed will increase fiber diameter, lengthen and strengthen staple, and increase grease
- Too little protein/feed, or low balance of nutrients, decreases fiber diameter.
- Inconsistent feed will result in variation of fiber diameter (breaks)
 - Often due to sudden change of feed?

Let's discuss - when & how can this happen?



ASI Sheep Production Handbook - 2015

GENETICS

ASI Sheep Production Handbook - 2015

Selection – identify the best performing animals to be the parents of the next generation.

- Still a 'shot in the dark' what we see may be a result of environment.
- Requires generational data (breed registries can play a role in this)

KEEP RECORDS!!!

- Identify characteristics you want to develop/track (Have clear goals)
- To keep track – animals assigned, typically, 5 (or 6) numbers. →
- Record parentage (sire & dam)
- If you don't know – don't guess (better to leave blank than have inaccurate data)
- Capture dates when data is collected.

Breed (opt.)

XX-XXXX

Year Birth-order

Improving genetics is improving your herd to the breed standard and will result in a more representative animal for the breed type it will NOT change the 'quality' of the fiber outside of the bounds of the breed.

GENETICS

ASI Sheep Production Handbook - 2015

What do you keep records on?

- Reproduction
- Maternal ability
- Growth
- **Wool** →
- Carcass
- Lactation

What other characteristics do YOU want to keep track of?

- Fleece weight
 - Note grease or clean, and try to keep consistent
- Micron
- Staple length

Important to include 'fixed effects' in your records

- Flock
- Year
- Season
- Sex
- Age of dam
- Type of birth (single or multiple)
- Type of rearing (single or multiple)
- Level of management (creep or non-creep feed)
- Age at measurement

Recording **fixed effects** helps to address performance bias caused by environmental and management effects (effects not representative of the genetics).

PHOTO REVIEW & DISCUSSION

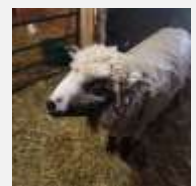
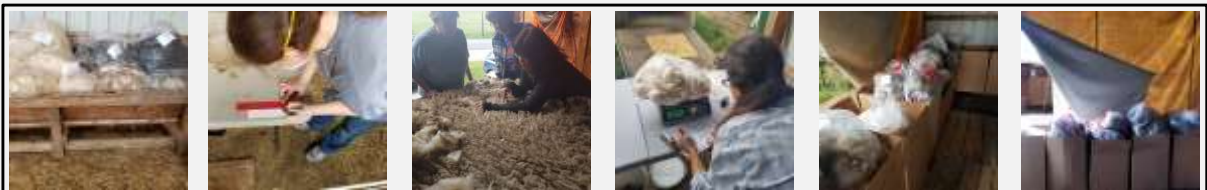


PHOTO REVIEW & DISCUSSION



THANK YOU

Questions? Comments?
...or just want to chat about wool?

Contact: Dana Havas, CCE Cortland Ag Team Leader
dmh353@cornell.edu
(607)391-2664

Cornell Cooperative Extension
Livestock Program Work Team

RESOURCES

Overview - <http://www.sheep101.info/201/woolmarketing.html>

Wool Pool

https://e65bb35f-d542-4e6f-ba3a-3fb5f6eb93a9.filesusr.com/ugd/713235_4b121e08b8d44e8fa553408343c7a086.pdf

https://e65bb35f-d542-4e6f-ba3a-3fb5f6eb93a9.filesusr.com/ugd/713235_397af8bd37094b27b8098426d5650353.pdf

Collective Alpaca fiber opportunities: https://www.neafp.com/index.php?dispatch=pages.view&page_id=207

Genetics

https://casey.ca.uky.edu/files/asc220_basic_sheep_genetics.pdf

<https://www.woolwise.com/educational-resources/crc-for-premium-quality-wool-resources/wool-production-2/theme-wool-production-role-genetics-wool-production/>

Fiber Festivals in the region - <https://localfiber.org/regional-fiber-events/>

EIN - <https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online>

NYS Sales Tax - https://www.tax.ny.gov/pubs_and_bulls/tg_bulletins/st/how_to_register_for_nys_sales_tax.htm

Sales tax rates - <https://www.tax.ny.gov/bus/st/rates.htm>

Ecommerce & website platforms - https://agriculture.vermont.gov/sites/agriculture/files/doc_library/Online%20Ordering%20Options%20for%20Farms.pdf

<https://youngagrarians.org/ecommerce-farmers/>

Wholesale & Consignment =

<https://cuttingforbusiness.com/how-to-get-handmade-products-into-stores/>,

https://www.madeurban.com/blog/10_steps_to_get_your_handmade_products_in_boutique/

Shearing - <http://www.sheep101.info/201/shearing.html>

Supply Chain - <https://localfiber.org/events/creating-value-added-products-from-your-fiber/>

NSHIP - <http://nship.org/>

SBA - <https://www.sba.gov/local-assistance>

NYFarmNet - <https://www.nyfarnet.org/>

RESOURCES

There are many resources out there to help you find and navigate the NYS animal fiber supply chain including

- Websites
 - <https://localfiber.org/creating-value-added-products-from-your-fiber/>
 - <https://www.sheepusa.org/>
 - <http://nationalmillinventory.com/>
- Organizations
 - <https://hvtextileproject.org/>
 - <https://localfiber.org/>
 - <http://www.empirealpacaassociation.com/>
 - <https://www.dcswwa.org/>
 - <https://www.sheepusa.org/>
- Fiber Festivals
 - <https://www.dutchessfair.com/the-fairgrounds/all-events/new-york-state-sheep-wool-festival/>
 - <https://www.adkwoolandarts.com/>
 - <https://cnyfiberarts.org/>
 - <https://gvhg.org/fiber-fest/>
 - A comprehensive list of fiber festivals scheduled throughout the year in the NE: <https://localfiber.org/regional-fiber-events/>
- Coats
 - <http://www.rockysheep.com/>
 - <https://www.sheepman.com/shop/blankets-covers/year-round-sheep-covers/>

...AND SOME DEFINITIONS

Artisan Market –

Wool sold raw or scoured to an artisan who will then process the fiber based on their desired product. This is a type of direct market where the artisan is considered the end consumer.

Classing (grading) –

Grouping similar types of wool together (color, length, micron, breed categories, etc.). This is often performed at wool pools to increase the value of the clip sold. It is recommended that producers who sell value-added goods and to the artisan market do this to identify best wool for a given product and/or market.

Commodity –

An economic good that can be bought or sold; a good or service whose wide availability typically leads to smaller profit margins and diminishes the importance of factors (such as brand name) other than price (Merriam Webster)

Consignment/commission –

When the retailer pays the supplier (producer) after the item is sold.

Direct market –

Marketed directly to the end consumer.

Skirting –

Undesirable portions of the fleece are removed (tags, stained wool, sweat locks, second cuttings, burdocks, etc.). It is important that wool going to **any** of the markets is at least skirted.

Value-added –

Producer managed supply chain from raw wool to finished product (yarn, knitted goods, felted goods, etc.) Usually processed at a mill but may also be processed 'in house'. Typically associated with direct markets or wholesale markets

Wholesale market –

Sold to a retailer who then sells it to the end consumer. Wholesale prices are typically lower than direct market process but can be seen as beneficial in that the producer has a 'guaranteed' outlet for their goods (knows the price they will receive and the quantity they will sell). Wholesale price will vary and should be discussed prior to contract. Often an agreement of a consistent final price is established to decrease competition of goods.

Wool pool –

A wool pool is a group of producers who combine their wool for marketing (usually managed as a cooperative), resulting in enough wool that it can be separated (classed) and sold according to type and quality.