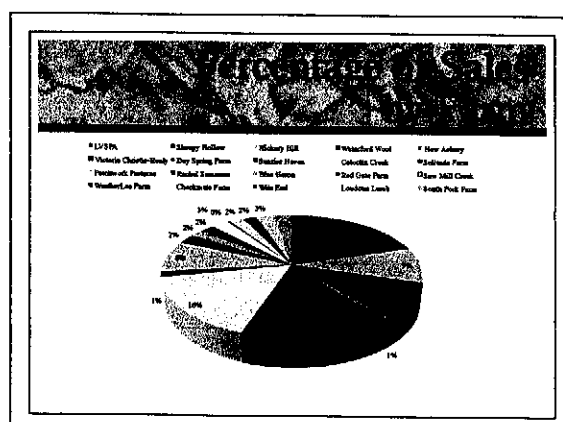
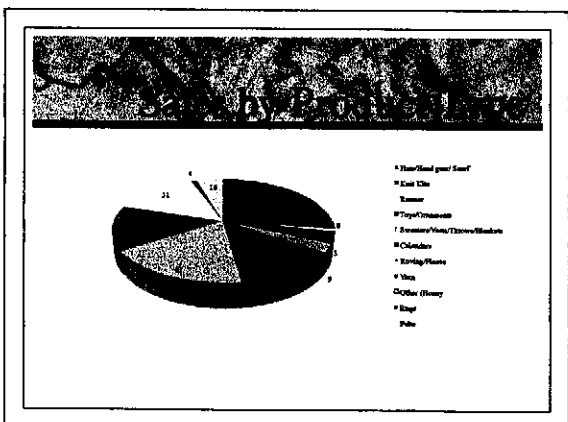


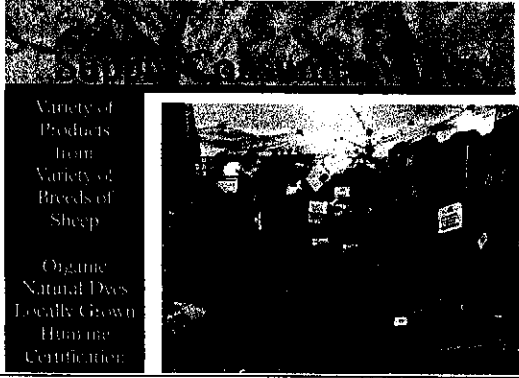
LVSPA Wool Shop
Kathy Donovan, President

LOUDOUN VALLEY SHEEP PRODUCERS

- LVSPA
Founded 1994
- Cooperatively
produce &
market lamb
sausage

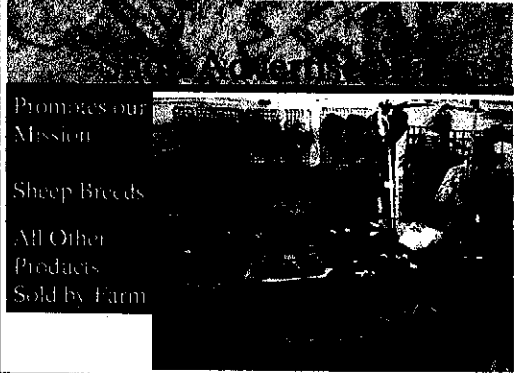
| Year | \$ | Farms Events | |
|------|-------|--------------|---|
| 2006 | 1,175 | 9 | 1 |
| 2007 | 4,229 | 12 | 2 |
| 2008 | 5,570 | 14 | 3 |
| 2009 | 7,700 | 19 | 5 |
| 2010 | ? | ? | ? |





Variety of Products from Variety of Breeds of Sheep


Organic Natural Dyes Locally Grown Humane Certification




Promotes our Mission

Sheep Breeds


All Other Products Sold by Farm




- Saves farms expense of setting up their own shop
- Share work load setting up booth and staffing it
- Platform to test new products before big investment



- Create Wool Products
- Pricing Guidance
- Yarn Label & Tag Design
- Packaging for Yarns, Roving, Raw Fleece etc.
- Display Presentation



- Tents, display fixtures, signs, sales books
- LVSPA pays booth fees
- Credit card acceptance
- Accounting and tax management




• Existing Events


| | |
|------------------------------------|-----------|
| - Bluemont Fair | September |
| - Shenandoah Valley Fiber Festival | September |
| - Fall Farm Tour | October |
| - Leesburg Craft Farm Market | Nov & Dec |

• New 2010 Events


| | |
|------------------------------|---------|
| - Master Gardener Symposium | March |
| - Fiber Bazaar at Art Center | April |
| - Spring Farm Tour | May |
| - Montpelier Fiber Festival | October |
| - Luray Heritage Festival | October |



**Total Income
for Farms
for 2010 Sales**
\$ 15,674



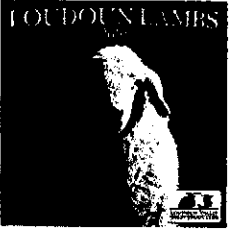
| <u>• Year</u> | <u>£</u> | <u>Farms Events</u> | |
|---------------|----------|---------------------|---|
| • 2006 | 1,175 | 9 | 1 |
| • 2007 | 4,229 | 12 | 2 |
| • 2008 | 5,570 | 14 | 3 |
| • 2009 | 7,700 | 19 | 4 |
| • 2010 | 15,674 | 19 | 9 |



Bazaar on 21st Street
Purcellville, Virginia



LVSPA
Products to
Support
Wool Shop
Expenses



2010 LVSPA Calendar



Original LVSPA Knit Patterns



Ashur's Sweater Jacket
Pattern \$6.00
Knit Kits use Member's Yarns



- Management of Volunteers
- Key Leader for each event
- Balance the volunteer workload
- Reimburse for travel costs
- Standardize set up / teardown
- Generate Lessons Learned



- Continue to Refine "our" market - Quality products and locations
- Variety of Products - fleece to finished products
- Support wool producers through "knowledge" improvement of staff
- Various of forms of payment accepted (Cash, Check and Credit/Debit Cards)



- Sponsor Education Classes
- LVSPA Website Sales
- Become Independent from LVSPA?
- Expand Farm Membership to State wide or by Region
- Ideas ???