

# Shenandoah Valley Fiber Festival Annual Juried Fleece Sale and Friday Overnight Online Fleece Sale September 28-30, 2018

**2018**

## **LIMIT OF 8 TOTAL FLEECES PER PRODUCER • LIMIT OF 2 FLEECES PER PRODUCER FOR FRIDAY OVERNIGHT ONLINE ETSY SALE**

Dear SVFF Fiber Producers:

The fall fiber season will soon be upon us, and we're fervently hoping that cooler weather arrives with it! We're delighted once again to invite you to join us at the Shenandoah Valley Fiber Festival's Annual Juried Fleece Sale, scheduled this year for Saturday and Sunday, September 29 and 30. We have fine-tuned our process for the online sale this year, and are looking forward to 2018 being a huge success! Our Friday Overnight Online Fleece Sale and the Class G for Felting Fleeces are once again being offered this year. Details are highlighted in the **New In 2018** and **Breed Designation** sections below.

Through juried evaluation, SVFF's Annual Juried Fleece Sale assures buyers of a minimum quality standard, during which trained fleece sale volunteers staff examine each fleece prior to being offered for sale. Fleeces that have not been skirted, are heavily contaminated with vegetable matter, manure tags, staining, etc. will not be accepted for sale. Fleeces exhibiting substantial areas of weakness or are mildewed or otherwise defective will also not be accepted for sale. SVFF Juror Points for Wool and Alpaca Fleeces, and Guidelines for Mohair Fleeces are available as a download below.

Fleeces are divided into seven classes: Class A: Fine Wool, Class B: Medium Wool, Class C: Long Wool, Class D: Double Coated/ Primitive Wools, Class E: Camelid Fibers (alpaca, camel and llama), Class F: Goat Fibers (cashmere, mohair, cashgora and pygora), and Class G: Felting Fleeces. Fleece evaluation cards with suggested end uses will be provided for each fleece and given to the purchaser at point of sale, with copies distributed to producers after the sale.

The 2018 entry fee is \$5.00 per fleece, plus additional \$3 for fleeces sold online (if sold only, not an entry fee). There is **no commission** on the sale of fleeces at SVFF, so our producers receive the **full sale price** of their fleeces, making SVFF a standout among fleece sales!

### **NEW IN 2018**

#### **1. Friday Overnight Online Fleece Sale (Limited to 2 fleeces per producer):**

- Producers wishing to participate will indicate on their entry form which **TWO** fleeces to offer at Friday's Overnight Online Fleece Sale.
- After jurying, a posting will be created Friday afternoon for the online fleece for sale. This posting will include a description of the fleece (breed, age at shearing (if provided by producer), fleece weight, and full fleece price) and a photo consisting of the full fleece, the producer card and the jury comments. All postings will be activated for sale at 6P EDT.
- The Online Fleece Sale site will be updated after the jurying process is completed on Friday afternoon. All postings will go live after 6P EDT, and be available for sale until 8A Saturday EDT. Fleeces that are sold through the online sale will be removed from the floor Saturday morning for packaging and shipping after the regular fleece sale closes. Fleeces not selling during Friday's Overnight Online Sale will be available at the festival sale on Saturday and Sunday.
- For each fleece **sold** online, \$3 will be deducted from the producer's final check to cover the cost of shipment packaging. Purchasers will be responsible for the cost of shipping, or may pick up their

purchased fleece(s) at the festival by 4P on Sunday. **Fleeces that are sold online and picked up at the sale will not be charged the \$3.00 packaging fee.**

2. **Check-in times: 10 a.m. to 3 p.m.** We are moving back the check-in closing to 3 p.m. this year to allow jurors time to assemble information for the Friday Overnight Online Fleece Sale.
3. **Revised Entry Form:** Updated to include fleece entry limitation for Friday Online Fleece Sale, and updated check-in closing time..

## ENTERING YOUR FLEECES

1. **Juried Fleece Sale Entry Form:** The 2018 Fleece Sale Entry form is available for download below and should be completed prior to arriving at check-in. Producers are responsible for setting their own prices, and should list full **fleece prices only** on the entry form. The 2017 Sales Summary listing price ranges for breeds entered is also available as a download below, and can be used for guidance.
2. **Breed Designation:** Breed information should be designated as follows:
  - For purebred single breed: Breed Name (e.g., Merino)
  - For crosses of more than one breed: Predominant Breed Name X (e.g., Merino X). Predominant Breed refers to the breed that is either the highest percentage breed in the cross *or* the breed in the cross whose qualities are most reflected in the particular fleece.
  - **Class G (new in 2017):** Heavily felted, cotted and matted fleeces will be accepted this year for 'humane' fleece rug making, and should be labeled accordingly. Lesser quality fleeces that are appropriate for felting or processing into felted batts will also be accepted, and again, should be labeled accordingly. Cleanliness guidelines still apply to felting fleeces, and those with heavy VM will not be accepted for sale. Producers wishing to enter fleeces for use in making fleece rugs are encouraged to look into information online regarding the process, and to include information (links, printed instructions) with your producer materials. Following are a few links to get you started:
    - <http://riveroaksfarmstudioblog.blogspot.com/2011/05/felted-fleece.html>
    - <http://woollove-functional-fiberart.blogspot.com/2012/07/portugal-raw-fleece-felting-part-1-of-2.html>
    - <https://www.youtube.com/watch?v=Oqlho5hgvn4>
3. **Bagging Your Fleeces:** Please bring your skirted fleeces to check-in packaged in **OPEN clear plastic** bags. Bags must be left open to allow identifying paperwork and evaluation cards to be placed inside. After evaluation, the bag will be knotted with the appropriate amount of opening for shoppers to view the fleece.
4. **Producer Information and Marketing:** Purchasers appreciate additional information about your fleece, which can be provided on a separate card and included with the bagged fleece. We encourage you to provide as much information about yourself, your farm, your flock and the individual sheep and fleece, including photos of the individual sheep and a clean lock sample. Many producers, as part of their flock management, submit fiber samples for micron testing. Copies of these results are an additional marketing tool, and greatly valued by purchasers. Producer information should be enclosed in a clear plastic bag and included in the fleece bag. We will make every attempt to include a snapshot image of this material for the online sale, based on time limitations.

## FLEECE SALE CHECK-IN

Fleece Sale check-in is Friday, September 28, 2018, from **10:00A to 3:00P** and will be located at the rear of the Arts & Crafts Building. You may park directly in the rear of the building to unload fleeces. Please look for the Fleece Registration signs and tent. If inclement weather is expected, fleece check-in will be directly inside the rear of the Arts and Crafts building.

Plan to pick up unsold fleeces on Sunday, 9/30/18, at 4:00P. All fleeces not picked up by 5:00P will become the property of the Shenandoah Valley Fiber Festival. A check for your sold fleeces will be mailed to you several weeks after the festival, along with copies of your individual fleece evaluation cards.

Should you have questions regarding any aspect of the fleece sale, please contact us via email at [svffleecesale@gmail.com](mailto:svffleecesale@gmail.com).

With warmest regards,

Bridget Brown and Nancy Zelsman  
SVFF 2018 Fleece Sale Co-Chairs