

2016 Shenandoah Valley Fiber Festival
Annual Juried Fleece Sale
September 24 and 25, 2016
Clarke County Ruritan Fairgrounds

Dear Fiber Producer:

June 25, 2016

Summer is roaring its last, blazing hurrah, but fall is coming and the 2016 Shenandoah Valley Fiber Festival is right around the corner. We're reaching out to our past producers to share updates and other helpful information regarding the Annual Juried Fleece Sale.

1. **NEW:** Revised 2016 Juried Fleece Sale Entry Form. Additional sections for Producer Fleece Identification and Breed Class are included.
2. **NEW:** 2015 SVFF Fleece Sale Data Summary. We have compiled information from last year's sale to show the types, numbers and prices of fleeces entered and sold. We look forward to continuing to provide this information, and hope you find it helpful.
3. **NEW:** Accepted fleeces will be divided into six fiber categories: fine, medium, long and double coated wools, camelids (alpaca, camel and llama), and goats (cashmere, mohair, cashgora and pygora).
4. **NEW:** Copies of the evaluation notes and suggested end uses, written up for each fleece and given to the buyer at the time of sale, will be provided to producers this year.
5. **NEW:** The Entry Fee has been increased to \$5.00 per fleece for 2016.
6. Fleece Check-In: Friday, September 23, 2016 10:00 am to 4:00 pm in the Arts & Crafts Building.
7. Volunteering at the 2016 SVFF Juried Fleece Sale: The success of our sale is hugely dependent on volunteer participation, and we invite you to join us this year. Volunteers to assist with sales, purchaser questions and education on Saturday and Sunday, as well as Sunday's wrap-up and release of unsold fleeces, are welcome. Volunteering at the fleece show is a great opportunity to be exposed to an incredible variety of fleeces, share some time with fellow fleece lovers who are always happy to share their knowledge and experience, and to meet the wonderful purchasers who delight in your fleeces! Please contact us at svffleecesale@gmail.com.

ENTERING YOUR FLEECES

1. **Juried Fleece Sale Entry Form.** There is currently no online entry available. Please complete the 2016 Juried Fleece Sale Entry Form and bring it along with your fleeces and payment to Fleece Check-in. (A courtesy email to svffleecesale@gmail.com indicating your intent to enter fleeces is always appreciated.)

The entry form is attached to this email, as well as available online as a downloadable .pdf file. Please feel free to share this form with new producers who may not yet be on our list. To access the Entry Form, go the festival website (www.shenandoahvalleyfiberfestival.com), click on the Fleece Sale tab in the black header at the top, scroll to the bottom to Juried Fleece Sale Entry Form and click on Download.

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.
3. **Producer Identification with Fleeces.** Many of our buyers like to see complete breed information, which we encourage you to include on a separate card in the bagged fleece. Feel free to provide as much information about you the producer, your farm, flock and the individual fleece, including photos of the individual sheep and a clean lock sample. Please enclose this information in a clear plastic bag to protect it from grease and repeated handling.

FLEECE CHECK-IN (Friday, September 23, 2016)

Fleece check-in will be located at the front of the Arts & Crafts Building from 10:00 am to 4:00 pm. (In the event you are unable to make this check-in time, please email svffleecesale@gmail.com to discuss the possibility of alternate arrangements.) You will be able to park directly in the front or the rear of the building to unload your fleeces before moving your vehicle to the designated parking areas.

HELPFUL TIPS for an efficient and painless check-in process:

1. Check-in is ***fastest and easiest*** for those who have completed their registration forms ahead of time, and have payment ready. Please note that the grey shaded areas of the Entry Form are to be completed by Fleece Sale staff. Producers are responsible for setting their own prices, and Fleece Sale staff cannot recommend pricing. We have provided the 2015 SVFF Fleece Sale Data Summary (attached to this email) to assist you.
2. Bagging your fleeces: Please bring your fleeces to check-in packaged in clear plastic bags that are **open**. Bags must be left open to allow for identifying paperwork and evaluation cards to be placed inside. At check-in table, each bag will be lightly knotted to secure the fleece, but loose enough to allow for juror removal and examination. After evaluation, the bag will be knotted with the appropriate amount of opening for shoppers to view the fleece.
3. Please **DO NOT** list estimated weights or price per pound on your entry form. Each fleece will be weighed at evaluation and noted on the evaluation card. Producers should list only full fleece prices on the entry form. Price per pound can be noted on the additional information card provided by the producer and included with the fleece in the bag.

Please plan to pick up any unsold fleeces on Sunday, 9/25/16, at 4:00P. All fleeces not picked up will become the property of the Shenandoah Valley Fiber Festival. A check for your sold fleeces will be mailed to you a few weeks after the festival.

Please email svffleecesale@gmail.com with any questions, and to indicate the number of fleeces you plan to bring to the Juried Fleece Sale.

We look forward to seeing you!

Bridget Brown and Nancy Zelsman
2016 SVFF Juried Fleece Sale Co-Chairs