



- **Gap between agriculture vendors and fiber retail vendors at Kentucky Sheep and Fiber Festival.**

- Gap between agriculture vendors and fiber retail vendors at Kentucky Sheep and Fiber Festival.
- **Producers not knowing where or how to market their fiber.**

- Gap between agriculture vendors and fiber retail vendors at Kentucky Sheep and Fiber Festival.
- Producers not knowing where or how to market their fiber.
- **Retailers not knowing quality Kentucky grown fiber was available** or not knowing where/how to find it.

- Gap between agriculture vendors and fiber retail vendors at Kentucky Sheep and Fiber Festival.
- Producers not knowing where or how to market their fiber.
- Retailers not knowing quality Kentucky grown fiber was available or not knowing where/how to find it.
- **Demand from Kentucky consumers** wanting local fiber products.

KENTUCKY FIBER TRAIL

- Create a virtual and physical trail for **producers**...



KENTUCKY FIBER TRAIL

- Create a virtual and physical trail for **producers**, **agritourism locations**...



KENTUCKY FIBER TRAIL

- Create a virtual and physical trail for **producers**, **agritourism locations**, **retailers**...



KENTUCKY FIBER TRAIL

- Create a virtual and physical trail for **producers**, **agritourism locations**, **retailers** and **fiber related events** for consumers to travel.



KENTUCKY FIBER TRAIL

- Create a virtual and physical trail for producers, agritourism locations, retailers and fiber related events for consumers to travel.
- Provide networking between producers and retailers to rebuild the value chain.

KENTUCKY FIBER TRAIL

- Create a virtual and physical trail for producers, agritourism locations, retailers and fiber related events for consumers to travel.
- Provide networking between producers and retailers to rebuild the value chain.
- Host wholesale events throughout the year to connect producers to locally based retailers to improve their marketing reach.

KENTUCKY FIBER TRAIL

- Create a virtual and physical trail for producers, agritourism locations, retailers and fiber related events for consumers to travel.
- Provide networking between producers and retailers to rebuild the value chain.
- Host wholesale events throughout the year to connect producers to locally based retailers to improve their marketing reach.
- Host classes through the Kentucky Sheep and Fiber Festival on Business and Marketing Strategies.

KENTUCKY FIBER TRAIL

- Create a virtual and physical trail for producers, agritourism locations, retailers and fiber related events for consumers to travel.
- Provide networking between producers and retailers to rebuild the value chain.
- Host wholesale events throughout the year to connect producers to locally based retailers to improve their marketing reach.
- Host classes through the Kentucky Sheep and Fiber Festival on Business and Marketing Strategies.
- Provide consumers with incentive to travel the trail and increase traffic to our local agritourism locations and fiber related events.



THE KENTUCKY FIBER TRAIL

HOME • JOIN • NEWS



HOME

WEAVING ART WITH AGRICULTURE.

www.kentuckyfibertrail.com

KENTUCKY FIBER TRAIL

- Open to all fiber producers, retailers, agritourism locations, fiber related events and festivals.

KENTUCKY FIBER TRAIL

- Open to all fiber producers, retailers, agritourism locations, fiber related events and festivals.

- ☆ Annual Membership - \$50
 - location mark on the interactive online map
 - website, address listed in directory
 - quarterly e-newsletter with farm and breed spotlights and upcoming events
 - further marketing education and networking opportunities
 - window cling for location

KENTUCKY FIBER TRAIL

- Open to all fiber producers, retailers, agritourism locations, fiber related events and festivals.

- ★ Gold Membership - \$80
 - all of the annual membership benefits
 - spotlight opportunity in our newsletter
 - 5 free classified listings on website (\$5 per ad per month after that)
 - 5 free listings of events on front page of website and on social media

