

# WOOL AMBASSADOR PROGRAM

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Increasing domestic wool sales



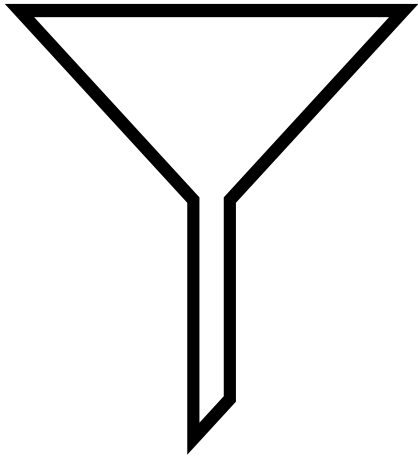


- Founded in 2016 to sell compost and mulch as part of our sixth-generation family sheep ranch.
- We started making wool pellets in March 2015 after trying an experiment on my wife's plants the year earlier.
- We employ 3 full time and 2 part time employees.

# Wild Valley Farms History

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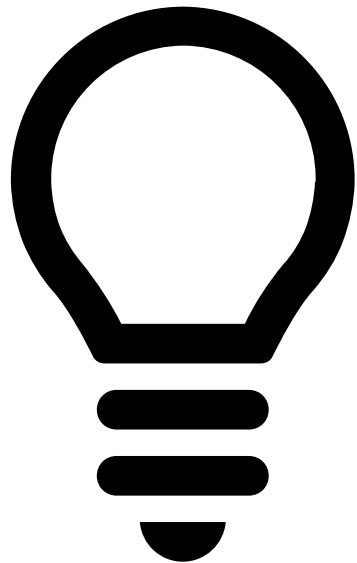
## AMERICAN WOOL PIPELINE



The US wool pipeline has a lot of wool supply putting pressure on the seams of the pipeline.

20% to 100% of any producer's wool clip is considered low grade or waste wool.

Only a small amount of US manufacturing can process wool into a consumer product in the US.



- We need to increase the market and or move wool through the pipeline quicker.
- The light bulb and the Phoebus cartel of the 1920's.
- Wool textile products are very durable. If you google the lifespan of a wool sweater the answer is a lifetime.
- That's great for a consumer but not good for wool producers.
- An average wool sweater weighs less than 2 pounds.
- Most wool customers have less than 15 pounds of wool clothes.



# SOLUTION

## WOOL PELLETS

- Wool is the ONLY Soil amendment in the world that solves all three problems that growers face when caring for their plants.
- High Nitrogen: Feeds all season.
- Holds water: Reduces watering by 25%.
- Softens Soil: Creates porosity.



## Water Holding Variance from Std. 70% Peat/30% Perlite vs. Wool Pellet Mix

7.57 Liter/2.00 GAL- W.W.W. Wooley Water Wise Hanging Basket 95% Peat 5% Wool dry down vs. Traditional 70% Peat/30% Perlite Soil Mix									
	Date	Pre-Wet	7/27/2015	7/28/2015	7/29/2015	7/30/2015	7/31/2015	8/1/2015	% Diff.
	Trial 1-weight in Kg	2.43	5.00	4.85	4.66	4.47	4.24	3.86	40.9%
	Trial 2-weight in Kg	2.39	3.76	3.51	3.18	3.03	2.92	2.74	
Description									
Series 1	Wool Pellet/Peat - (Special WWW.Soil Mix)								
Series 2	30 % perlite, 70% peat (Traditional Soil Mix)								
<u>Additional Water Holding in Experiment:</u>									
Difference at 7 days = +40.9% Overall									
Traditional Mix at 7 days = 0.13 Kg Water in Pot									
WWW Mix at 7 days = 1.44 Kg Water in Pot									
1.48 Liter Water remaining in WWW pot at 7 days									
All Pots weighed dry on day 1									
All Pots watered to saturation on day 2									
Allowed to dry down in greenhouse until day 7									
average greenhouse temperature 22 degree C.									
7.57 Liter of water = 7.57 Kilo									
Media has 34% Air Capacity									

### Dry down by weight

Day	Trial 1-weight in Kg	Trial 2-weight in Kg
1	2.43	2.39
2	5.00	3.76
3	4.85	3.51
4	4.66	3.18
5	4.47	3.03
6	4.24	2.92
7	3.86	2.74

Dry down by weight





90/10 Peat Wool w/Blood Meal



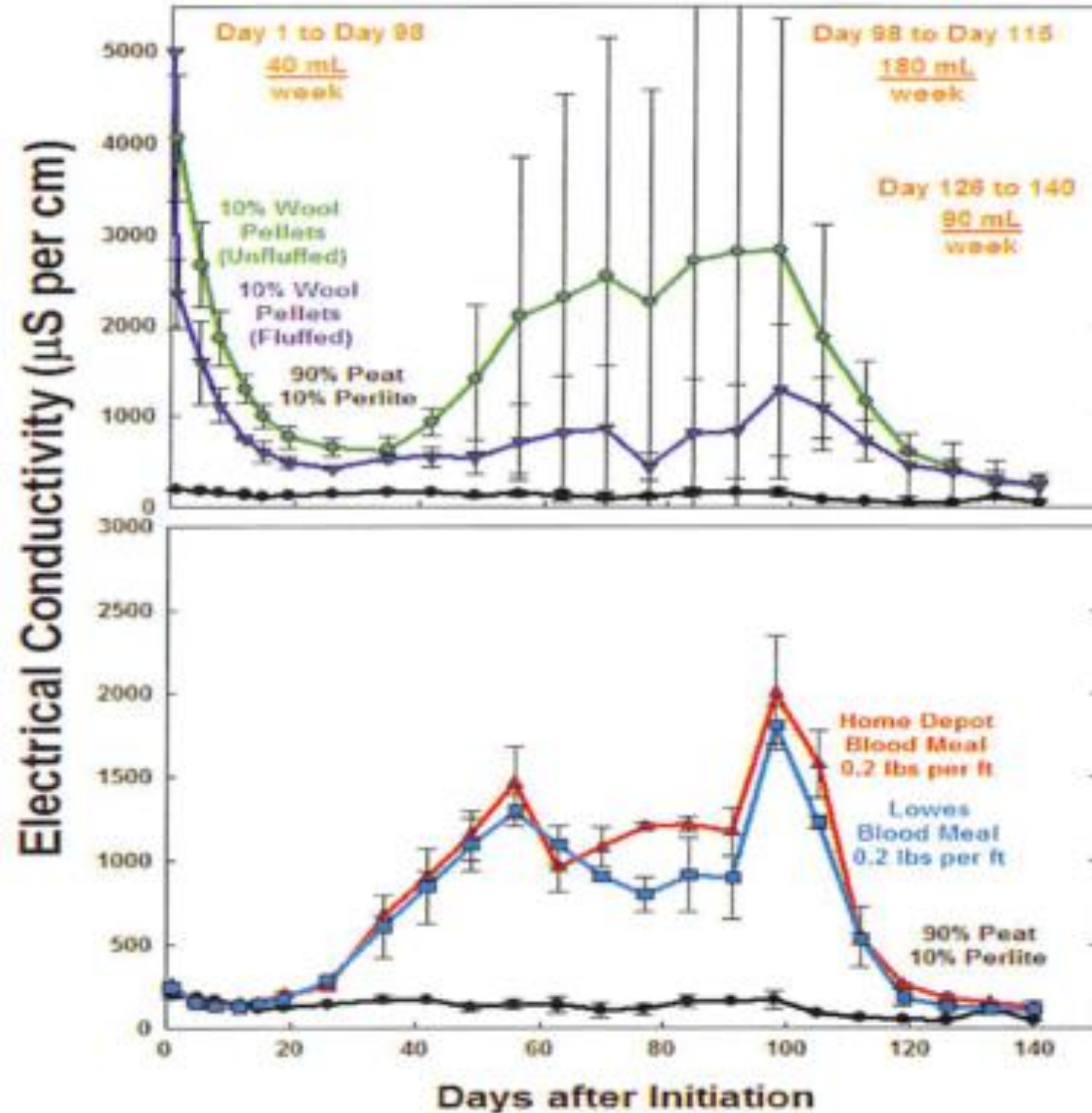
## PROCEDURE

Ten PVC pipes to use as media columns were prepared. Each one contained 1 liter of media. There were two replicates per treatment. The control was a mixture of 90% peat and 10% perlite. The wool columns were prepared with 90% peat and 10% wool (two columns had pelleted wool and two columns had fluffed wool). The blood meal columns were prepared with 90% peat, 10% perlite and 3.2 kg per liter of blood meal (two columns contained blood meal from Home Depot and another two contained blood meal from Lowe's).

Twice a week, 100 ml of water was added to each column and leachate was collected to measure the electrical conductivity (EC) of each sample. Each column yielded 40 mL of leachate. After 20 days, the EC was collected once a week. On Day 98, 200 mL of water were added and yielded 180 mL of leachate.

## RESULTS

The trend shows that around Day 30, the blood meal began to release and we measured large jumps in EC for the columns contained unfluffed wool. The columns with fluffed wool also showed a rise EC, but only minor. On Day 60, we measured a drop in both fluffed and unfluffed wool and continue to observe a downward trend. We are also seeing that the blood meal from Lowe's measures slightly lower than Home Depot's blood meal, and is coming down at a steadier pace than Home Depot.





## UVM Center for Sustainable Agriculture

- slow-release fertilizer that starts working on day one
- earlier harvest dates
- greater yield

## USU Department of Plants, Soils & Climate Pineae Greenhouse

- absorb, hold and release moisture and nutrients
- conserve water by 25%

## Pineae Greenhouse

- wool pellets expand creating more oxygen space for optimal root health and continual growth



# NUTRI-WOOL PELLET USERS

Farmers

Greenhouses

Gardeners

Roof top gardens

Indoor offices

Municipalities

Beautification projects





## **POTENTIAL OF WOOL PELLETS:**

## **A NEW MARKET FOR WOOL?**

Wool Pellets are a wool product that gets consumed each year.

The Wool Pellet market opens new customers for the US Wool Industry.

Sales of Wool Pellets have increased each year by 20% since 2016.

Sales of Organic fertilizers topped 1.1 Trillion in 2020.

Average price of Wool Pellets Retail is \$13.00 a pound.

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## HOW CAN I HELP AND MAKE MORE PROFIT FROM MY WOOL?



PROCESS YOUR WOOL INTO PELLETS AND  
SELL THEM IN YOUR AREA, USING SOCIAL  
MEDIA AND FARMERS MARKETS.



THE FOLLOWING SLIDE SHOW A CASE  
STUDY ON THE PROFITABILITY OF THIS  
OPTION.



## CASE STUDY OF COST:

A recent farm sent us 600 lbs. of wool from 65 head of sheep. I am not sure of the cost as they drove to our farm from California to bring the wool.

We charged \$3-4 a pound to process the wool and put it into our retail ready bags and ship it back through an LTL carrier. For a total cost of \$2,400 or \$4 per pound. If they sell a bag for the same price as we sell them online (\$165), they will profit \$3.50 a pound. If we assume the cost of shipping the wool to us was about the same as the cost to ship the pellets back to them(\$600). Their overall profit would be \$2.50 per pound of their waste wool.

- Cost of waste wool shipped to Utah \$600
- Cost of pelletizing, packaging, and shipping back to California \$2,400
- Total expenses \$3,000
- Sells 27.28 - 22lbs bags for \$165 (Gross Profit \$4,500)
- \$2.50 per pound of wool





**COMES IN EITHER THE  
8 OZ SIZE  
(MSRP \$13.99)  
OR  
THE 22 LBS SIZE  
(MSRP \$165)  
STATE LICENSE AND  
REGISTRATION IS  
INCLUDED WITH THIS  
PACKAGING.**



THANK YOU

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