Alpaca Owners Association Board of Directors
c/o Robin Gifford

Elected Board of Directors,

Welcome! As an introduction, I am Charlene Schmid, chair of the AOA Fiber Committee. On behalf of the Fiber Committee, we would like to share where we stand with current projects and provide information regarding future projects.

To begin, the Fiber Committee has now released the Why Alpaca poster that is available to membership for download and ranch/affiliate personalization.

Secondly, the Fiber Committee, led by Wini Labrecque and Elizabeth Taylor, created a Natural Fiber Display that was debuted at the 2019 NFE. Since that time, the committee has continued to grow the samples in the display and is currently working on packaging this display so that it can be shipped and used at the local affiliate level. Additional work includes obtaining a waiver of liability, inventory of raw fiber, skeins, posters, and any other documents, a process for check out, associated borrower's fees, and final purchasing of essential previously approved display/shipping products.

Finally, we do have a contract for testing the thermal properties of alpaca fiber. This report should be forthcoming by the end of 2020.

In June, our BOD liaison, Karen Ball, suggested we use the 2019—20 Director's Goals (Appendix A) to formulate projects the fiber committee holds interest in developing/pursuing. The following table provides projects of interest from the fiber committee and the associated 2019—20 BOD Goals.

2019—20 Goal	Proposed project description
3.a.iii and iv EPD's for end use direction. Develop educational programming for members on EPD's.	Create clear guidance, in **layman's language**, as a series of short video clips, on **how EPD data relates to characteristics of fiber improvement in breeding selections**. The fiber committee would like to create educational clips that educate members on how the EPD data connects to improving fleece production. We will start with what has been produced by Dr. Enns and build out education that helps all members understand the data.
1.a.i Ask fiber committee to find current publicly available data on alpaca fleece traits. All comparing by species and comparative grades: fineness, strength, warmth, moisture wicking, hypoallergenicity, brightness/luster, drape, compressibility	Create a document for the **public facing AOA page that provides an abstract and link to all known research on alpaca fiber traits**. This ma require collaboration with web design committee, but the Fiber Committe will provide all abstracts and links for posting.
2.b.iii Make educational resources available.	Review all AOA posted resources for "dated" materials. Remove information that is no longer relevant. **Add new educational information** that speaks to making fiber usable, need for pasture management, and different possible uses for harvested fiber.

	The fiber committee would also like to pull to greatest visibility, resources such as the AOA adopted sorting and grading brochure in an effort to standardize nomenclature for fiber and grades.
1. We will cultivate demand for alpacas	**Enhance Student Design Competition**- Currently, this is a very beneficial program that feeds the future alpaca textile industry. As amazing as Ruth is, in all that she manages, one person can't manage it **and** grow at the same time. The Fiber Committee has interest in growing the Student Design Competition through ideas such as: supporting more recruitment of additional sponsorships, holding a fashion show of the student design winners from the previous year, and any additional work that might grow it to a new, broader level. The Fiber Committee considers this to be the future potential of our industry.
1. We will cultivate demand for alpacas	**Lower entry fees on fiber arts and skein shows** (may include budget and show rules committee) As the Fiber Committee, we could consider the following (not exclusive) ideas: sponsors that provide prizes instead of ribbons, mills sponsors with credit as prizes, add a mill category. This is the type of show that exemplifies what people can do with alpaca fiber
1. We will cultivate demand for alpacas	**Logo for US grown alpaca fiber**. How can we brand huacaya fiber such as Simply Suri? This work would begin as explorations but could result in criteria for member marketing.

On behalf of the Fiber Committee, we hope you will consider the value of the projects articulated above. We have a collective enthusiasm for this work and are hopeful that the stated projects are prioritized and align with the 2020—21 BOD Goals. We look forward to your feedback and direction.

With gratitude,

Charlene Schmid
AOA Fiber Committee Chair
Integrity Alpacas & Fiber

Appendix A

2019-2020 AOA Board of Directors Goals

1. We will cultivate demand for alpacas.
    a. Action Items
        i. Ask fiber committee to find current publicly available data on alpaca fleece traits. All comparing by species and comparative grades: fineness, strength, warmth, moisture wicking, hypoallergenicity, brightness/luster, drape, compressibility.
            1. Determine how to get the above information we don't have.
            2. Identify the cost for necessary testing for 2020 budget cycle.
        ii. Find alpaca facts
            1. How much they eat by weight.
            2. Ecological?
            3. Soil improvement.
        iii. Create marketing materials using visual comparative chart/format by National Halter Show in March 2020.
        iv. Measures
            1. Alpaca fiber research included in 2020 budget.
            2. New marketing materials available to public and members.
            3. Provide marketing resources to affiliates at 2020 Natural Fiber Extravaganza.
2. We will educate the world about alpacas.
    a. Control the Alpaca Narrative
        i. Public vs. Member messages
        ii. Education bureau
        iii. Affiliate support
        iv. Webinars
    b. Action Items
        i. Survey affiliates to determine educational needs.
        ii. Develop curricula that addresses major issues that can grow and expand over time. Separate audiences – members vs. public.
        iii. Make educational resources available.
        iv. Develop webinar content.
        v. Share information with affiliates.
    c. Measures
        i. Did we develop a minimum of 4 major categories of education (i.e. fiber, alpaca management, using AOA services) for members to implement.
        ii. Did we develop a minimum of 4 major categories of education (i.e. alpaca 101, why alpaca?, true scientific facts about alpacas, etc.) for the public and publish?
        iii. Are we increasing the number of leads generated about alpacas through AOA.
        iv. Implement an evaluation system for each item to get feedback.
        v. Gather data of webinar attendance, watches, and educational material on web site(s) and attendance of live educational events.
3. We will evolve and expand tools for alpaca breeders.
    a. Action Items
        i. Identify top traits for different end uses of alpaca fiber.
        ii. Develop coefficient of inbreeding tool into database for member use.
        iii. EPD's for end use direction.

iv. Develop educational programming for members on EPD's.

b. Measures
    i. By July 2020, the coefficient of inbreeding tool will be developed.
    ii. Testing completed by July 2020 to determine fiber traits for end use markets.
    iii. By January 2020 implement EPD educational programming for members to better utilize EPD's.

4. We will present an alpaca breed standard to AOA members for a vote in the 2020 Board election.
    a. Action Items
        i. Breed standard document to Board for review at August 2019 meeting.