

## **Re-imagining the Ontario Wool Value Chain: Through Past Histories, Product Innovation, Wool Husbandry and New Partnerships**

**Helen Knibbs** is an adjunct and sessional faculty member at Trent University's School of the Environment, teaching in the Sustainable Agriculture and Food Systems BA/BSc program. Her research interests include wool cultures and regional wool histories including practices in wool husbandry, the origins and distribution of sheep breeds, and the wool ecologies and processing infrastructure of Ontario. Innovation and emerging business models in artisanal to mid-scale wool production and processing in Europe and North America are a more contemporary interest.

**Melinda Ramsay** is the founder of Landmade, an organization that brings the Ontario fibre farmers to the city, along with the fibre that comes from their animals. It is a time that the urban makers can meet the people that are raising the fibre and to buy the materials that they use directly from the producers. She raises sheep and alpaca on her farm, Lickety Split Farm, focusing on raising multi-purpose fibre using ethical and sustainable practices. She is a driving force on many agricultural associations and is especially committed to fibre education.

**Jennifer Osborn** is representing EcoWool Canada, a small manufacturing company operating in the agri-food space, utilizing waste fibres from across Ontario. Specializing in finding ways to use strong, waste, and unwanted fibres, EcoWool is well-positioned to be at the forefront of product development using waste Ontario fibres.

**Lindsey Weber**, owner of WoolGrown Company, creates practical, market-ready uses for Canadian wool. Her work focuses on wool's positive qualities as a sustainable and regenerative fibre in gardening, growing and agricultural spaces to support healthy soils and plants while building stronger markets for Canadian shepherds. She also speaks for the Campaign for Wool, an initiative under the auspices of its patron, King Charles III, that speaks to issues surrounding wool production from the level of the producers to the consumers. It champions the entire value chain and has run major projects, for example the Rug Project, using 100% Canadian wool. It recognizes the already notable success of the artisanal and art sectors in using wool from within Canada.