

CASE STUDY: Wild Valley Farms

Croydon, UT Founded in 2016 by Albert Wilde

EMPLOYEES: 2 full-time & 5 part-time

ABOUT WILD VALLEY FARMS

We take waste wool from farmers, recycled wool from companies, and waste wool from the textile industry and use it to make wool pellet fertilizer. Wild Valley Farms is a family owned farm and ranch in Croydon, Utah. We run over 200 head of cattle and 2,600 head of sheep, including Columbia/Rambouillet and Suffolk breeds.

In 2013 we partnered with a landscaping company to produce compost. As we developed that business, we saw that our wool was composting very well, and we developed a pelletizing method for wool. In 2015 we launched Wild Valley Farms to sell our NutriWool Wool Pellets.

MAIN BARRIERS OR NEEDS

We buy wool from all over the country from farms that have 5 to 100 head and have no other outlet for their wool. We sell online and through six distributors nationally and to Canada. Our main barriers are education and marketing.



WOOL



IMPACT AREAS



Waste Reduction



Water Regulation



Soil Improvement



Support Farming Communities

- Wool is extremely high in Nitrogen and takes months to break down. This makes it a perfect all-natural fertilizer. Wool Pellets are a 9-0-2 grade fertilizer that adds nutrition slowly to plants.
- Wool also naturally absorbs water—about 20 times its own weight—so with it you can water less. Wool Pellets will help reduce watering by about 25%. This reduces water pollution from nutrient runoff.
- As wool soaks in water, it fluffs up and expands. This creates more porosity (oxygen) in the soil. This gives space for roots to grow bigger and stronger.
- Wild Valley Farms is a family owned farm and ranch and is committed to helping the farming and ranching families to be successful and profitable.

CURRENT CAPITAL STACK A/O INVESTMENT TO DATE

- **\$500,000** investment of business capital
- **\$250,000** line of credit

TYPE AND MAGNITUDE OF INVESTMENT SOUGHT

Wild Valley Farms is not currently seeking financial investment. We are seeking expertise in marketing and customer segmentation as we expand the business.

REVENUE MODEL & PROJECTED PROFITABILITY TIMELINE

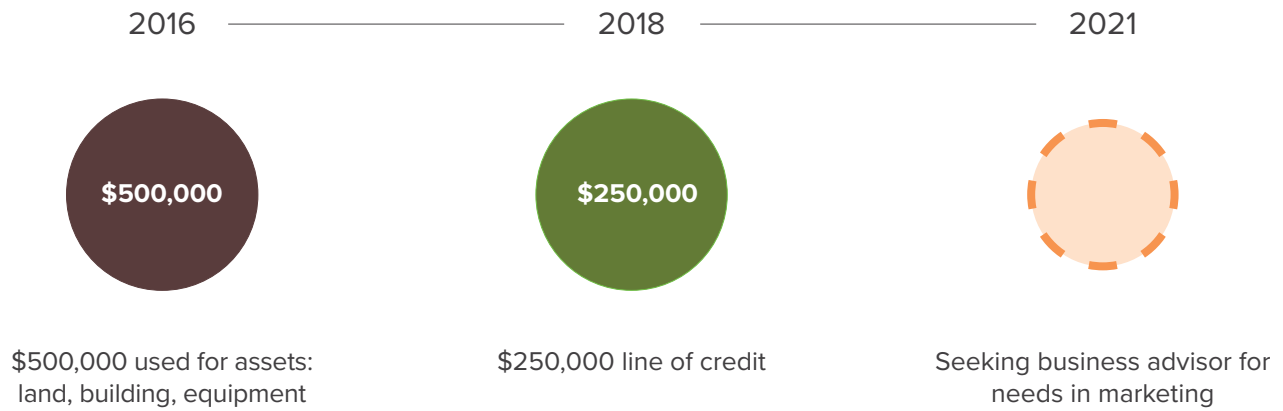
Revenue is from wholesale and online retail sales. We became profitable in 2020 as sales have increased each year.

KEY RISKS

Our biggest risk is market acceptance for our revolutionary product.

We are often asked if there is enough wool to sustain our businesses. We think there is a huge gap between the statistics of wool being produced for textiles, and all the wool that is being thrown away that no one tracks. We aim to raise the market for low-end wool to help sheep ranchers of all sizes.

INTEGRATED CAPITAL PATHWAY: WILD VALLEY FARMS



TYPES OF CAPITAL



Adapted from and used by permission of RSF Social Finance