



LANI ESTILL

Founder of Lani's Lana ~ Fine Rambouillet Wool

Presentation for Radically Rural – Fibershed Session

September 24, 2020

MISSION: TO PROVIDE HIGH QUALITY WOOL FIBER TO ARTISANS AND MAKERS IN THE USA

We produce wool on my family's ranch in Eagleville, CA which is in the NE corner of California almost into Nevada. Our sheep range from the Nevada desert into the Warner Mountain of California.

We take the raw product (grass) and turn it into food & fiber (lamb & wool) to produce food and fiber for a hungry nation!!

Our family has produced beef and lamb for decades and when I ventured out on my own after my divorce, my focus turned to wool and fiber. My mission became more focused on fiber and wool.

My mission is now to provide high quality fine wool fiber to artisans and makers in the USA and specifically the Northern California region through my small yarn business, Lani's Lana ~ Fine Rambouillet Wool.

MOVING SHEEP IN THE MOUNTAINS



GRAZING ON THE RANGE





FIBERSHED AND CARBON FARMING

Beginning in 2016, I began working with Rebecca and Fibershed and was introduced to the concept of carbon farming and regenerative agriculture.

We wrote a Carbon Farm Plan with the help of the Carbon Cycle Institute and have completed 5 practices with more in the planning stages.

Practices we have completed and are ongoing include, a 2 mile long shelter belt, compost production and application, water saving nozzles on our pivot irrigation sprinklers, no-till and minimum till farming practices, and a grazing management plan.

Earned the Climate Beneficial Wool Certification from Fibershed!!

WARNER MOUNTAIN
WEAVERS
GIFTS
BOOKS
SUPPLIES
KNITTING
Home of
DEEP CREEK YARNS

OPEN



Locally
Grown
Fine
Rambouillet
Wool
Products

A RURAL BUSINESS IS BORN

Warner Mountain Weavers and Lani's Lana team up to create a sustainable rural business using the raw product produced on the Bare Ranch (Estill) and the Yarn Store owned and operated by Bonnie Chase.

Lani's new products and Bonnie's retail and fiber arts experience has given new life to a business in the community of Cedarville, CA.

It is rural with a national reach through the internet and partnerships like Fibershed.

It is sustainable because of its rural footprint and low cost model.

WHAT I HAVE LEARNED

Embrace Partnerships!!

Use what you have in your toolbox to create your own rural business. Share and learn.

Look for grants – I used a Value Added Producer Grant from the USDA to gain a leg up on production costs.

Have a secondary source of income. Some say that a Plan B can be a distraction but income from my accounting side business and AirBNB has sustained me when the business was slow!!

ADVICE TO OTHERS

Creating a business is hard work. Don't expect it to be easy!!

Look for partnerships and use what you have.

Have a secondary source of income, especially in the beginning.

Don't give up!!

THANK YOU!!

- Lani's Lana ~ Fine Rambouillet Wool
- Fine yarns and fabric.
- 775-722-8173
- lanislana22@gmail.com
- Lanislana.com

