



# ANNUAL REPORT 2023

---



**Local Fibre  
Local Colour  
Local Labour**

[www.pembinafibreshed.com](http://www.pembinafibreshed.com)

# DIRECTOR'S NOTES

In 2023, Pembina Fibreshed activities continued at a steady pace, building on the strengths of our membership while reaching out to new audiences. From the hugely popular Mending Day in January to the beautiful One Year One Outfit display at the Manitoba Fibre Festival in the fall; and with numerous public demonstrations and online presentations throughout the year, we actively shared the important message of developing sustainable local textile systems.

Pembina Fibreshed producer members were busy this year selling at markets around southern Manitoba. We believe that the one-on-one conversations between producers and consumers at such events are invaluable in spreading awareness of Fibreshed goals, and contribute greatly to everyone's increased success.

With the ongoing help of our producer and community members, we expect further growth in the year ahead.

Thank you!

- Anna & Margaret

## PRODUCER NETWORK



We continued to grow our producer network this past year. The focus was on promoting the work and products of our various producers and to increase the presence of producer members in the broader textile landscape of our region.

It is always a challenge to meet regularly with producers that are managing farms, mills, dye gardens, studios and more. We worked to connect individually with producers and use our networks to promote increased access to fibreshed products.



*Producer Pop-Up Shop at Wolseley Wool*



*Wool Handling course in Brandon, MB*

## Here is a summary of 2023 and our **Producer Member Network:**

- 20 producer members
- We welcomed 3 New producer members in 2023
- Organized and hosted a wool handling course for producer members in February 2023.
- Worked with natural dye producers to develop new materials on natural dye in our region and supported and promoted Natural Dye Mixer in July 2023
- Designed and distributed 5 Producer Profiles in our monthly newsletter
- Facilitated shearing day support for producer members
- Organized dye plant sales promotions
- Redesigned and distributed our Fibreshed product tags
- Organized and staffed Pop up Shop for producer members at Wolseley Wool (Feb 2023)

We have started working on our Pembina Fibreshed Sourcebook - a physical and digital compendium of all the fibres and dyes being produced in our region and the producers that are growing them. We hope to have the project completed by the end of 2024.

In 2023 we launched our supporter membership campaign. Supporter membership creates opportunity for engagement with producers and access to all workshops, products and benefits of the fibreshed. We had 35 supporter members in 2023 and we saw an increase in member participation in all our events.



## COMMUNITY PROJECTS

### One Year One Outfit

The second cohort of the one year one outfit project was completed in April of 2023. A huge thank you to our leaders of the OYOO second cohort Hillary King, Maureen Winnicki Lyons, Bethany Booy and Nicole Vechina. Here are the highlights from the project this year:

- The group met in May to share their finished pieces and to celebrate their hard work
- The group had a large display of their items at the Manitoba Fibre Festival in September 2023, hundreds of people walked through the mini-gallery display
- The group created a digital and physical book of all the finished items (see attached) a huge thank you to Danielle Unett for her work on this.
- This community project continues to be one of our most successful projects for connecting consumers with producers and we look forward to growing it in coming years.



Pembina Fibreshed Presents

### ONE YEAR ONE OUTFIT 2023

Local Fibre - Local Labour - Local Colour



## Flax to Linen

We continue to promote and support those who are experimenting with growing flax for linen in our fibreshed. Randy and Kim Dyck have spearheaded this project and the majority of our project flax was grown at their farm. Here are the highlights of the 2023 Flax to Linen project

- Flax to Linen processing day at St Norbert Farmers Market (March 2023)
- Community Planting Day at Hundredfold Farm (May 2023)
- Distributed seed to community growers (18 people)
- Joined the North American Linen Association
- Community Harvest Day (August 2023)
- Multiple demonstrations of flax to linen at Manitoba Fibre Festival (September 2023)



## COMMUNITY CONNECTION



Working with others in our region is an important aspect of the work of fibreshed.

This year we worked to foster existing relationships and to build new ones with other organizations. We look forward to developing stronger working relationships with our strategic partners:

- Manitoba Sheep Association
- Winnipeg Sews
- Reclaim Mending
- St. Norbert Farmers Market
- Marshalls Fabric Store
- Lower Fort Garry
- National Agriculture Museum

FACEBOOK

**91**  
POSTS

INSTAGRAM

**1955**  
FOLLOWERS

NEWSLETTER

**971**  
SUBSCRIBERS

**9**  
MONTHLY REPORTS

## Media

Our community mending day brought a lot of attention, we had coverage on the following local radio and television stations: CBC, CTV, Global and breakfast television.

## Outreach and Virtual Connection

It was a great year for connecting with others locally and more broadly. We worked to promote the work of fibreshed in our own community and across the country in other regions. Our members and directors participated in the following national events:

- Ingenium (national agriculture museum) panel event on fibreshed - March 2023
- Canadian Fibreshed Network meetings (ongoing throughout the year)
- Knit City Fibreshed workshop (Montreal - May 2023)
- Knit City Fibreshed Panel (Vancouver - September 2023)
- Fibreshed Symposium (Virtual/N. California - November 2023)
- Vogue Knitting Live Fibreshed Panel (Virtually - December 2023)

## Education and Advocacy

The Fibreshed works to broaden our network and educate others about sustainable textiles, production and dyes in our region. The fibreshed also seeks out ways to be actively involved in reconciliation work with Canada's indigenous communities through our events and priorities. We organized or participated in other events to reach our education and advocacy goals:

- **Speaker Series - Skins, Hides and Furs** - a virtual event with Christel Lanthier (52 people - January 2023)
- **Speaker Series - Cowichan Sweater** - a virtual event with filmmaker Mary Galloway (29 people - November 2023)
- **Community Mending Day** - Hosted a free community event to bring mending and repair clothing. Over 60 people attended and we had great media coverage of the event (January 2023)
- **Natural Dye Demonstration and Indigo Vat** - St. Norbert Farmers Market (June 2023)
- **Lower Fort Garry Natural Dye Garden and demonstrations** (May - September 2023)

## Messaging

We redesigned some of our marketing and messaging material this year, including our product tags, informational postcard and created a new natural dye pamphlet. We also finished our online flax to linen guide.



Community Mending Day - Winnipeg, MB

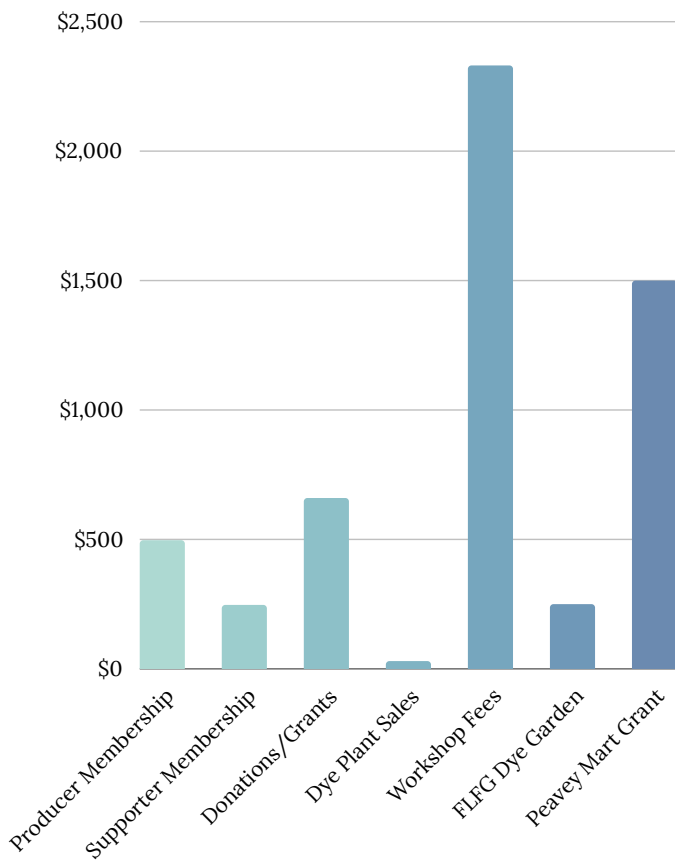


# BUDGET

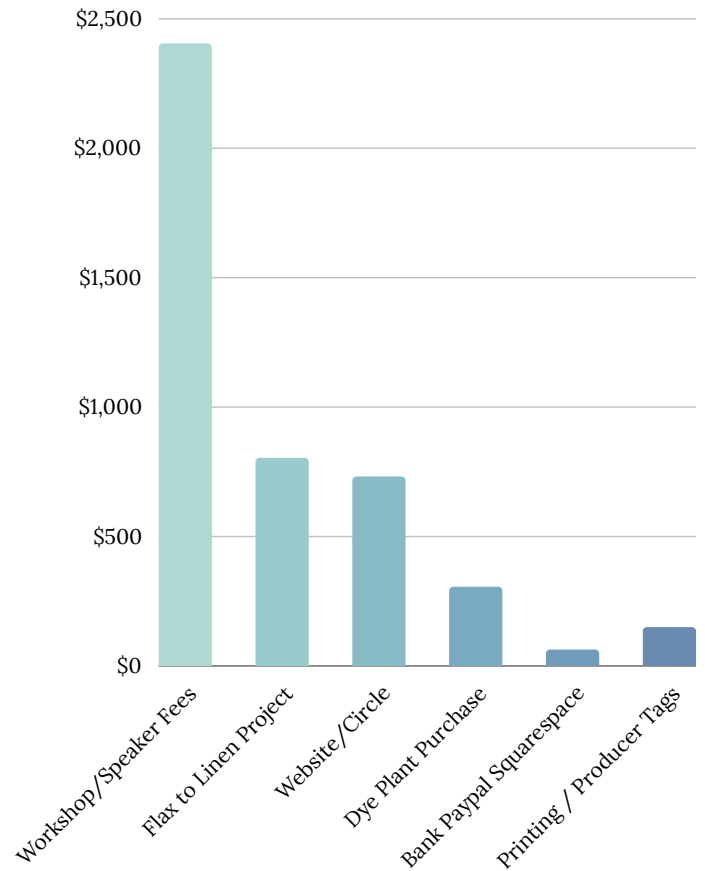


The Pembina Fibreshed is a volunteer run organization. The co-directors do not receive any payment and there are no staff. Honorariums are offered when funds are available and priority is given to paying workshop instructors a full rate of pay.

## 2023 REVENUE



## 2023 EXPENSES



**2023 REVENUE \$ 5,257**

**2023 EXPENSES \$4460.06**

By using funds from our Peavey Mart grant reserve to cover the costs of the Flax to Linen Project and the Circles Forum we finished the year in solid financial shape. We have cancelled the Circles Forum at the end of 2023 as it was not used enough by the membership to justify the cost. In future, we will structure our workshop costs to be more financially viable.