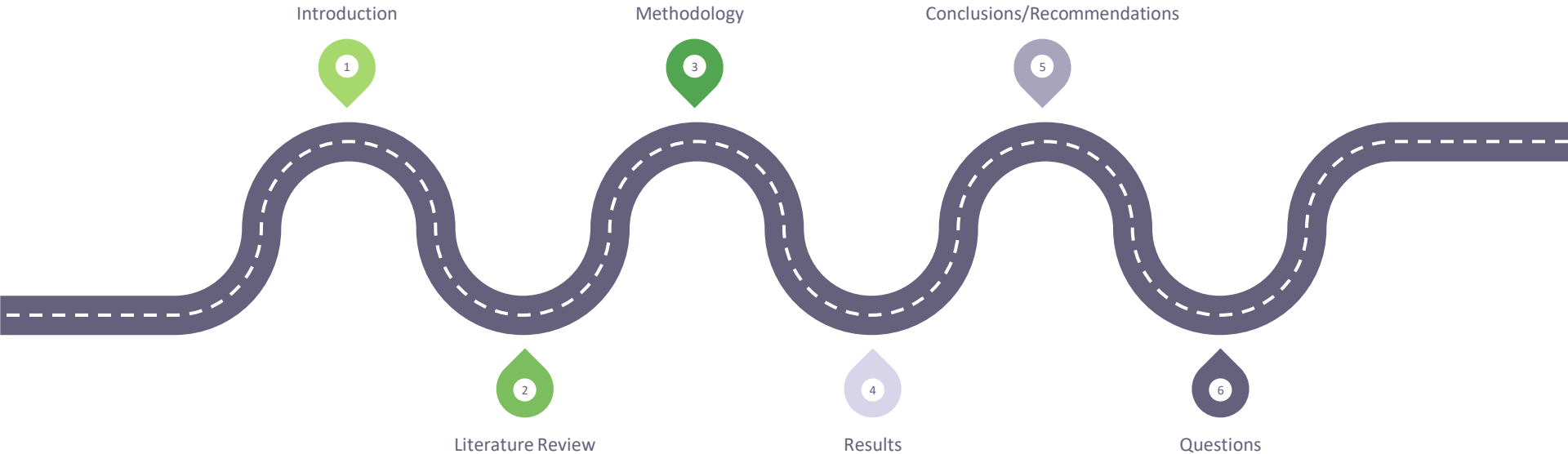


Farming & Folk Art in Prince George's County, MD

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Presentation Roadmap



Introduction

Goal - assess the link between farming and folk art in Prince George's County in order to evaluate best practices in promoting a mutually beneficial, locally sourced business network amongst artists and farmers.

Project Objectives

Identify materials commonly used by local artists

Evaluate the potential to connect these artists with local farmers to acquire materials

Benefit farmers and artists through local production

- Farmers gain access to a new selling market
- Artists use conveniently sourced materials

Research data promotes implementation of new processing technologies



MD Fibers used by Artists

Plants



Sunn Hemp



Coir



Cotton

Animals



Alpaca



Mohair



Merino

Fibers produced by MD Farmers

Plants



Sunn
Hemp



Flaxseed



Coir



Cotton

Animals



Alpaca



Llama

Current Farmers & Artists' Network

STRENGTHS

Participation is high. They show interest in reaching people outside of their current networks.

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WEAKNESSES

The connection between artists and farmers is barely established, almost non-existent.

A solid network between farmers & artists could turn into a market space for both guilds.

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OPPORTUNITIES

Consistent engagement in a connected network is unknown.

THREATS



How to connect local farmers and artists?

interviews with farmers and artists :

Identify common materials used in art

Evaluate production capacity of local farmers

Inquire about ways to establish/strengthen a network of farmers and artists



Project Timeline

1

Connecting with Farmers/Artists

Potential farmers and artists were identified and contacted through email to gauge interest in the project.

2

Conducting Interviews

Interviews were conducted via Zoom at a time that was convenient for all stakeholders.

3

Compiling and Analyzing Data

Results of each interview were compiled and analyzed qualitatively to inform our results.



Interview Process

Reached out to 12 potential participants
through email

2 farmers and 1 artist agreed to interview

30-minute interviews conducted via Zoom



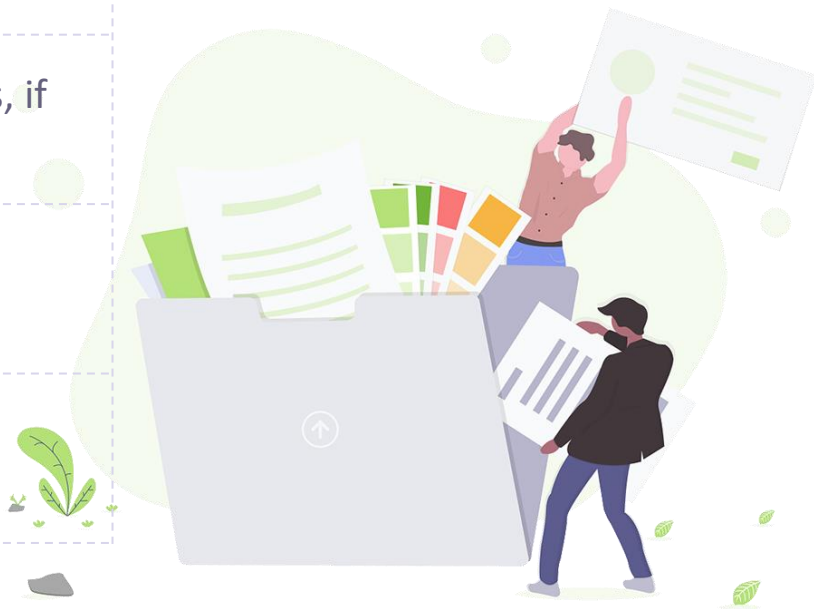
Farmers' Questions

What do you currently grow on your farm that are used for producing art, such as fibers and dyes?

Would you be interested in trying new crops or varieties, if there is a market for them?

Do you currently have any relationships with artists?

Are you aware of different methods of production and processing that you would like to learn about?



Artists' Questions

What kind of natural materials such as fibers, dyes, and plants do you currently use for your art and where do you obtain them?

What technologies do you use to make your art? (machines for processing dyes, etc.)

Do you currently have any professional relationships with farmers?

How processed do the natural materials need to be?



Results

Crops Artists Need and MD Farmers Can Supply

For Dyeing:

Turmeric, Huckleberries,
Indigo

For Fibers:

Merino Wool, Sunn Hemp,
Cotton

GMOs

Majority opinion opposes
the use of GMOs

Effects of long term/short
term health unknown

Takes away from
naturalness

Technology

Mixed answers

Interested in personal
machinery for dye
extraction and dyeing

Interested in finding
places to do the work for
them

COVID-19

Has greatly impacted sales

Has made farmers become more
technology savvy

Allowed farmers and artists to
realize they rely on connecting
with their audience to sell their
products

Creating A Network

There is interest if both will benefit from this network, i.e. money, customers, knowledge, outreach, etc.

Both have a genuine love for their communities and want to connect to continue to uplift each other

Conclusions and Recommendations

Limitations

- Low response rate
- Covid-19
- Seasonal availability

Future Research

- Alarger number of participants
- Introducing new crops
- Use of technology



Thank You

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Any Questions?



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