



How to Set Up and Run an Alpaca Pen Sale

The North American Alpaca Federation
www.naalpaca.org

- 1. Site Selection:** choose where you want to hold your pen sale
 - a. Event Center
 - b. Agricultural center
 - c. Equestrian center
 - d. Trade fair/County/state/local
 - e. Alpacas in the park
 - f. Flea markets

Key points to consider:

When working with neighboring alpaca breeders, is the location convenient to participating Alpaca Farms?

Demographics - Is this a rural area? Is the site well known in the community?

2. Seminars:

- o Keynote speaker – invite an expert to speak
 1. An alpaca vet
 2. Department of AG or university extension agent
 3. Alpaca industry expert
 4. CPA business aspects, tax benefits of alpacas
 5. Practical seminar.... Fleece demo, toe nail trimming, hand spinning, felting etc

3. Marketing:

- a. Public service announcements
- b. ¼ page glossies to place in every restaurant in the area
- c. If the event will correspond to a county fair, equestrian event, advertise in the event brochure
- d. Develop cheap website/or add to our NAAF site
- e. Mass emails
- f. Appoint a marketing communication point person
- g. Craigslist
- h. Newspaper/Agricultural journals
- i. TV stations public announcement online etc
- j. Save the Earth, ecology-minded groups

4. Planning group

- a. Select 3 to 4 fellow alpaca farm owners to take on support roles
- b. Marketing communications
- c. Site management

- d. Seminar Manager
- e. Pen sale manager
- f. Farm product coordinator

5. Alpaca Product sales

- a. Tables/chairs
- b. Staging
- c. Space
- d. Credit Cards
- e. Cash
- f. Security

6. Logistics

- a. Site setup
- b. Budget
- c. Common phone number

7. Documentation – have NAAF info ready for your marketing pitches

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