

A close-up photograph of several sheep with thick, light-colored wool. They are looking directly at the camera with neutral expressions. The background is slightly blurred, showing more sheep in a field.

Trailing
of the
Sheep
Festival

2025
IMPACT
REPORT

MESSAGE FROM THE EXECUTIVE DIRECTOR

On behalf of the Board, Staff and Team of the Festival, we are so very grateful to our donors, volunteers, supporters and attendees for making 2025 a successful year. We were able to execute the 29th anniversary year of the Festival for you with over 40 events and activities over the course of five days in multiple venues. You attended, watched, listened, learned, ate, shopped – and even danced with the Oinkari Basque Dancers at the Fair. We hope you had a great time because we sure did.

It is our privilege to bring the Festival to you each October, when we can celebrate the history and cultures of sheep ranching in Idaho and in the West. It is also a time to educate more generations about this history and share the stories of the families and the lands that sustain us.

We are hard at work on the 2026 Festival for you and can't wait to see you in the Wood River Valley of Idaho this October 7-11, 2026.

LAURA MUSBACH DRAKE,
Executive Director

FESTIVAL OVERVIEW & MISSION

WHO WE ARE

The Trailing of the Sheep Festival is a five-day, immersive cultural experience celebrating the history and stories of sheepherding in Idaho and the West.

OUR MISSION

To gather, celebrate, present, and preserve the history and cultures of sheepherding in Idaho and the West.

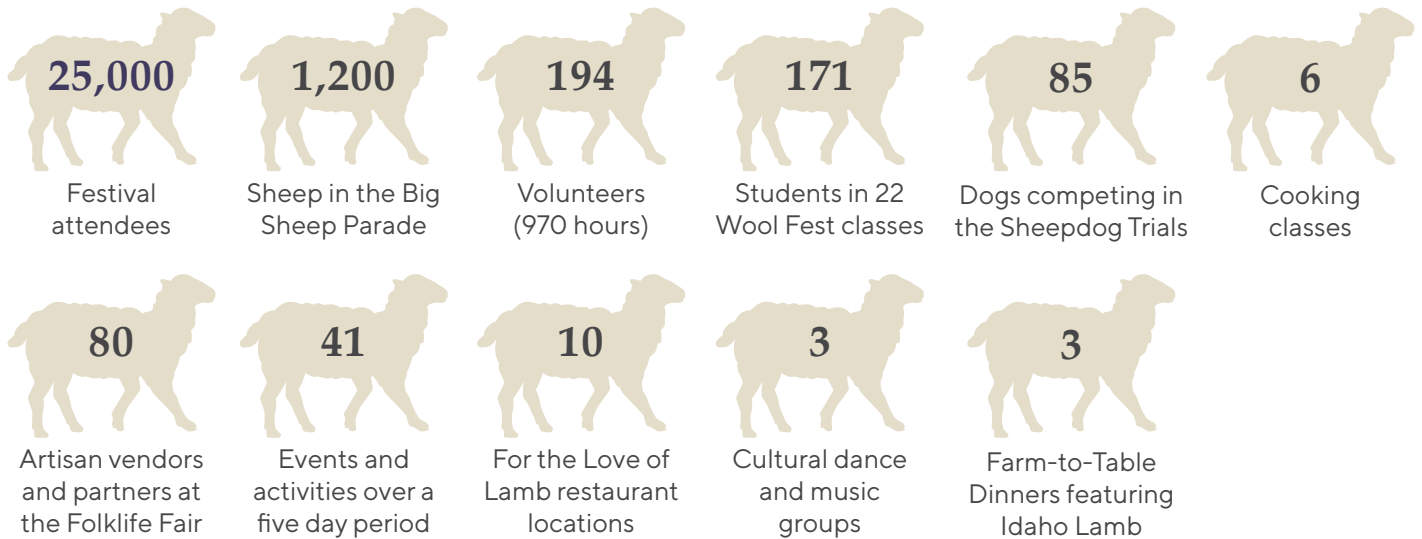
KEY FOCUS AREAS

- Arts, Culture, and Humanities
- Education and Community Engagement
- Preservation of Agricultural Heritage



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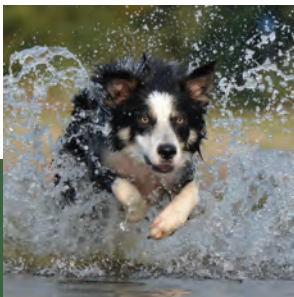
2025 FESTIVAL IMPACT NUMBERS



“

Every single minute was so full of joy! Every person involved was so kind. The sheep herding out in the open field was so interesting and the sheep-shearing demonstration was fabulous. - SUE C., ATTENDEE

”



SIGNATURE FESTIVAL EVENTS

BIG SHEEP PARADE: 1,200 sheep trail down Ketchum's Main Street, led by ranching families, historic sheep wagons, and cultural performers.

NATIONAL QUALIFYING SHEEPDOG TRIALS: One of the country's premier sheepdog competitions features 85+ elite dogs herding sheep with precision.

WOOL FEST: 20+ classes teach fiber arts, knitting, weaving, and spinning.

SHEEP FOLKLIFE FAIR: An interactive, hands-on celebration, the Fair features sheep shearing demos, Kids' Fluff crafts, traditional music and dance from Basque, Scottish, and Peruvian groups, artisan vendors showcasing wool products and handmade crafts.

CUISINE EVENTS: Farm-to-Table Dinners, For the Love of Lamb, Lamb Fest at the Fair, cooking classes and the Happy Trails Closing Party showcase American Lamb.

HAPPY TRAILS CLOSING PARTY: Live music, food, and vendors in Ketchum Town Square conclude the Festival.

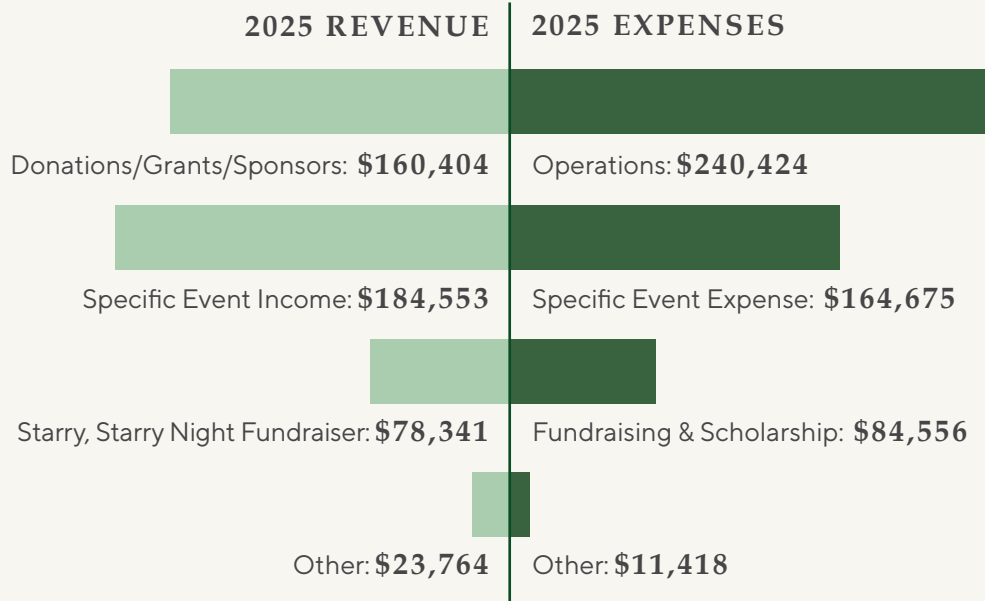


ECONOMIC & CULTURAL IMPACT

Economic Impact - **\$7.5 MILLION**

PR Impressions - **171 MILLION**

PR Ad Value Equivalent - **\$4.1 MILLION**



LOOKING AHEAD - 2026 GOALS

THE JOHN PEAVEY LEGACY FUND SCHOLARSHIP:

The Board has agreed to increase the scholarship amount to \$750.00 for a student graduating from high school in the Spring/Summer of 2026, residing in Idaho, Utah, Montana, Wyoming or Nevada, and planning to pursue a degree or trade in the field of Agriculture.

SHEEP GO TO SCHOOL PROGRAM:

Plans have begun to relaunch this project in local classrooms in the Wood River Valley and will expand into 2026 and beyond to create broader access to educators and parents with online resources.

30TH ANNIVERSARY YEAR:

We are excited to celebrate the Festival's 30th Anniversary in 2026. It has been the Board of Directors's privilege to preserve the history of sheep in this region, and gather locals and visitors together each year to learn more about the culture of sheep ranching and sheep herding in Idaho and the West. We welcome all to attend the anniversary of the Festival, October 7-11, 2026 in the Wood River Valley of Idaho.



HOW YOU CAN SUPPORT!

DONATE TODAY

Your donations keep the Festival alive and the history and culture of the industry thriving. Join **The Flock** monthly giving circle and get exclusive perks.

VOLUNTEER Be a part of the team that makes it happen each October.

STARRY STARRY NIGHT FUNDRAISER

Join us at our annual fundraising event themed “Under the Western Sky” on **June 18, 2026**, at The Argyros Performing Arts Center in Ketchum.

SUPPORT THE JOHN PEAVEY LEGACY FUND

Your support honors our beloved co-founder, John Peavey, by funding scholarships and sustaining the Festival’s mission.

VISIT TRAILINGOFTHESHEEP.ORG

DONORS, PARTNERS & COLLABORATORS

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- European Imports
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- Limelight Hotels
- Lorna's Catering
- Napoleon
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- Worth Printing

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MEDIA SPONSOR

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- Eye on Sun Valley
- Idaho Mountain Express
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- On Land
- Sheep Industry News
- Source Sun Valley
- Sun Valley Magazine
- Wood River Weekly

FESTIVAL SPECIAL GIFTS

- Albertsons
- American Sheep Industry Association
- B & G Dirtworks, LLC
- Ball Brothers Meat
- Bigwood Bread Bakery & Cafe
- Blaine County

- Blaine County School District
- Blaine County Waterways
- Boise River Lamb
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- City of Hailey - Street Department
- City of Ketchum
- Clear Creek Disposal
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- D.L. Evans Bank
- Darby Northcott, 3/D Ranch
- Davis Embroidery
- Dominique Etcheverry, by Dominique, Inc.
- Emmanuel Episcopal Church
- Environmental Resource Center
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- The Chamber - Hailey and The Wood River Valley
- The Community Library
- The Community Table
- The Grange Hall
- The Sage School
- The Trailhead Bicycles
- The Valley Club
- theEvent
- Trail Life Troop
- Upper Big Wood River Grange
- Visit Idaho
- Visit Sun Valley
- W.A.T.E.R. Club
- Warfield Distillery & Brewery
- Webb Landscape
- Western Landowners Alliance
- Wood River Weekly
- Worth Printing
- Wyoming Livestock Roundup

**We apologize for any omissions or errors to this list.*



Trailing of the Sheep Festival

BE A PART OF ANOTHER YEAR OF STORIES!

For more information, contact Laura Musbach Drake.

Email: laura@trailingofthesheep.org | Phone: 208.720.0585 | trailingofthesheep.org

Trailing of the Sheep Festival, PO Box 3692, Hailey, Idaho 83333