

A photograph of three alpacas in a grassy field. One alpaca is standing and looking to the left, while the other two are grazing. In the background, there is a white fence, a brick building, and bare trees under a clear blue sky.

Real Life
Stories from
the Alpaca
Farm



**AI-ASSISTED
RELATIONSHIP MARKETING**



DARCY PHILLIPS

Owner • Rare Gem Alpacas

Darcy Phillips is the owner of Rare Gem Alpacas in Southern California, specializing in Harlequin and Appaloosa alpacas.

Through her work in genetics, storytelling, and digital marketing, Darcy connects breeders and fiber artists with animals that are truly one-of-a-kind.

She is also the creator of the “AI on the Farm” initiative.

Exploring practical AI tools for small agricultural businesses-- from curiosity to daily integration.



THE BIGGER PICTURE



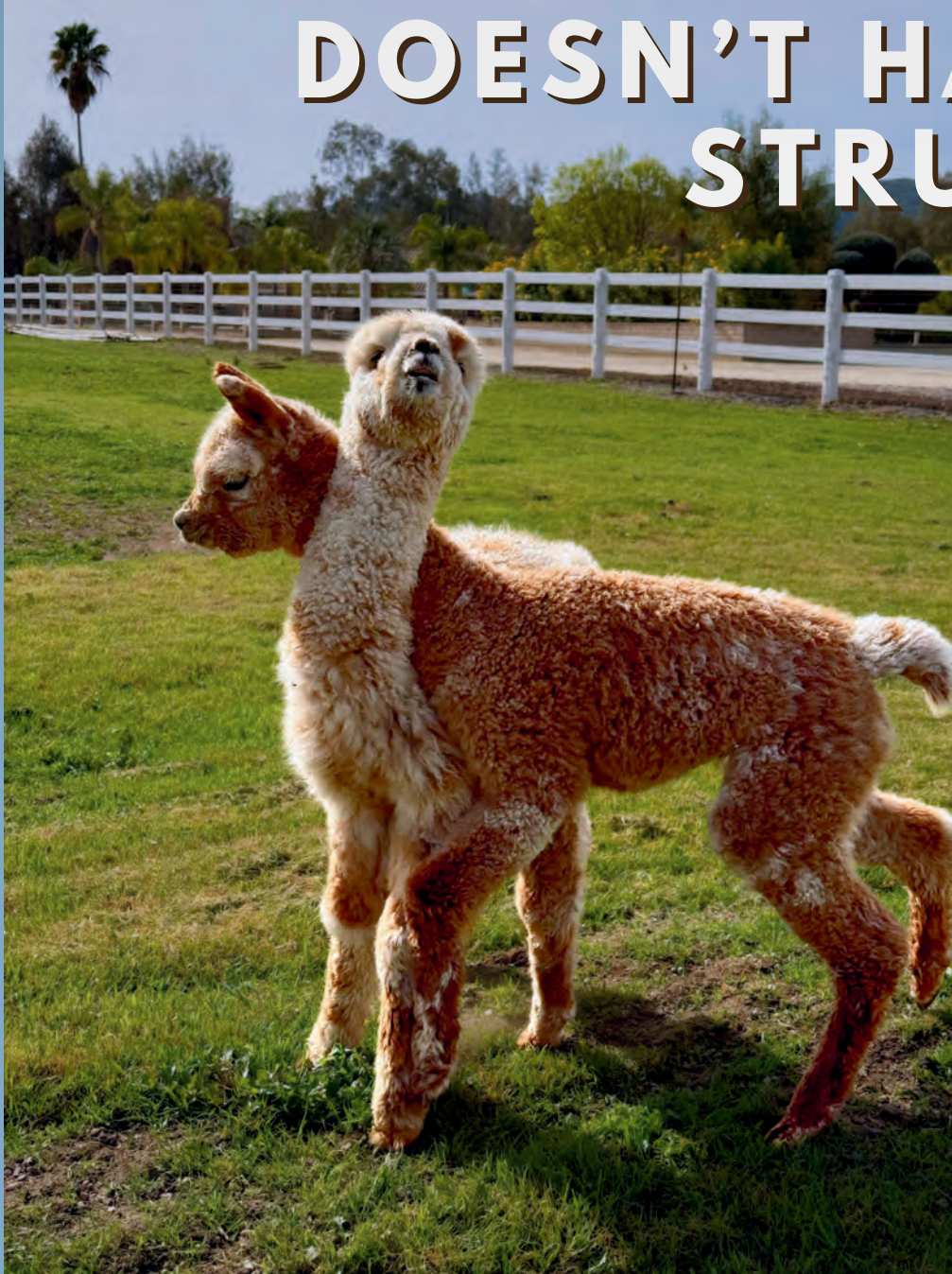
How AI Shows Up in My Daily Workflow



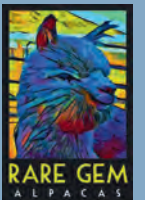
THE MARKETING BUCKET



RELATIONSHIP MARKETING DOESN'T HAVE TO BE A STRUGGLE



- Alpaca business is relationship-driven
- Every relationship is unique
- AI can help clarify and solve real client problems



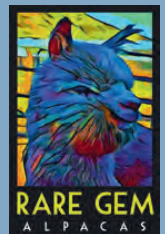
WHAT RELATIONSHIP MARKETING MEANS IN ALPACAS



Relationships drive

- herd sales
- partnerships
- referrals
- long-term client loyalty

Sometimes those relationships start with a problem.



SEEING THE SAME HERD... DIFFERENTLY

- A client inherited an older herd.
- Mostly unregistered animals.
- No clear breeding or business direction.
- She saw potential.
- Her husband saw risk.



AI AS A THINKING PARTNER

CLARIFY

- What's really going on?

CREATE

- Use AI to work through it

CONNECT

- Turn clarity into conversation



HOW I STRUCTURE A PROMPT

CONTEXT

I'm working with a new alpaca owner who inherited a herd with no clear breeding or business direction...

OBJECTIVE

Create questions that guide her toward building a business plan she can clearly communicate with her husband.

GUIDANCE

Focus on what matters most - what brings her joy, why it matters and how she wants to spend her days on the farm.

Better clarity → better conversations → stronger relationships



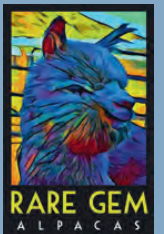
EXAMPLE PROMPT

“I’m working with a new alpaca owner who inherited a herd with no clear direction.

Help me create questions that guide her toward a business plan she can communicate to her husband clearly.

Focus on what matters most to her—what brings her joy, why it matters, and how she wants to spend her days on the farm.”

Start Simple-- clarity comes from iteration.



AI RESPONDED

- VISION
- DIRECTION
- NEXT STEPS

Not answers-- better ways to guide the conversation.



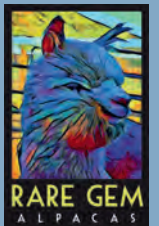
CLARITY CHANGES CONVERSATIONS

When the vision becomes visible, action follows.



CRIMSON AND CLOVER FARM

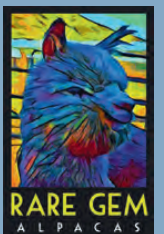
From City
Lights to
Farm Life



FROM VISION TO DIRECTION

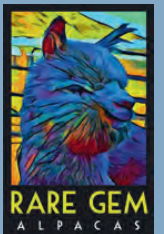
- Open to something new
- AI as a tool
- Organize what matters
- Turn ideas into direction

AI organizes information-- but people make meaning.



FROM DIRECTION TO ACTION

- Started with a simple prompt
- Focused on vision and lifestyle
- Explored possibilities with AI
- Refined it into DIRECTION



FROM ACTION TO SUPPORT

New Owner Starter Kit

Rare Gem Alpacas – New Owner Starter Kit

Welcome to the alpaca family! Here's a curated starter kit to help you prepare for Mr. Big, Knight, and X's arrival—and to support you as new alpaca owners.

1. Hay – Second Cut or Later

- Feed only Orchard Grass Hay, preferably 2nd cut 3rd cut when available.
- Feed store staff may not always know the cutting—inspect hay yourself. Avoid any with steel heads (that's first cut, lower quality).
- First cutting is usually mid-summer (late June–early July), so hay purchased soon after that needs extra checking.
- Later cuttings (2nd, 3rd) are more digestible, higher in nutrition, and safer for their fiber.
- Local suppliers:
 - [Big Horse Feed, Temecula](#)
 - [Round Up Feed, Wildomar](#)

2. Pellets

Choose one brand and stick with it—alpacas thrive on a consistent diet.

- [Bluebonnet Feeds Supreme Llama & Alpaca Pellets](#) (*herpes-friendly rabbit feed*)
- [Mazuri Alpaca Performance Pellets](#)

Optional Boost (Winter or if an alpaca looks thin):

- [New Country Organics Alfahav Cubes](#)

3. Supplements & Minerals

- Electrolytes – [Finish Line Apple-A-Day](#)
You can use this year-round, but it's a must-have for hot or stressful summer days.
 - Mix 1 scoop per gallon bucket of water
 - Replenish with fresh water daily
 - Always keep plain water available alongside

6. Halters, Leads & Nail Care

From [Quality Llama Products](#):

- [12' Poly Lead Rope](#)
- Padded nose halters (extra lining for comfort)
- [Magic Toe Shears](#) (nail trimmers)

7. Safety Notes

- Keep alpacas away from chicken feed—it's toxic.
- Maggie (and others) may sneak feed meant for other animals. Not dangerous, but best avoided.
- Ensure there is no oleander on your property and check neighboring yards where leaves might blow into alpaca paddocks. Even one or two leaves can be deadly.

8. Alpaca Owners Association (AOA)

- Website: [alpacainfo.com](#)
- Benefits: access to educational resources, networking, regional affiliates, fleece shows, pedigree tools, and *Alpacas Magazine*.
- Free First-Year Memberships I have a coupon for you for one year free membership, but in the meantime... there is a lot of info there that you can access without being a member.

9. [Camelidynamics](#) – Marty McGee Bennett

- Website: [camelidynamics.com](#)
- Resources: workshops, newsletters, and the book *The Camelid Companion*.
- Marty's approach: teaches positive, physics-based handling techniques that respect how alpacas think.

10. Education with a Destination – Annual Event

- When: third week in August every year in Bend, Oregon
- Website: [edu97701.com](#)
- Why: get multi-day workshops covering nutrition, care delivery, fiber, and more. Great for networking, and especially valuable if you're considering breeding.

From repeating info-- to scalable support.



FROM PROMPT

↓

POSSIBILITIES



Building Bonds and Learning the Rhythm

While Crimson and Clover Farms was being prepared, the Rosens' new boys remained at Rare Gem Alpacas until they had everything set up at their new home. The Rosens joined Rare Gem shearing day, pitched in with chores, and quickly became part of the farm rhythm. Michael's talent as a photographer captured the beauty and energy of the experience, preserving memories that marked the start of their journey.



Bookings start:
May 2026

Training • Logo • Web Design • Blog Article

MORE THAN A SALE...



WHAT'S NEXT: AI REAL-TIME



Real-time connection-
anywhere.

Technology extends presence-- doesn't replace it.

