

# MARKETING YOUR GOAT HERD

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“

WHEN SHOULD YOU START PLANNING YOUR  
MARKETING PROGRAM FOR YOUR HERD?

”

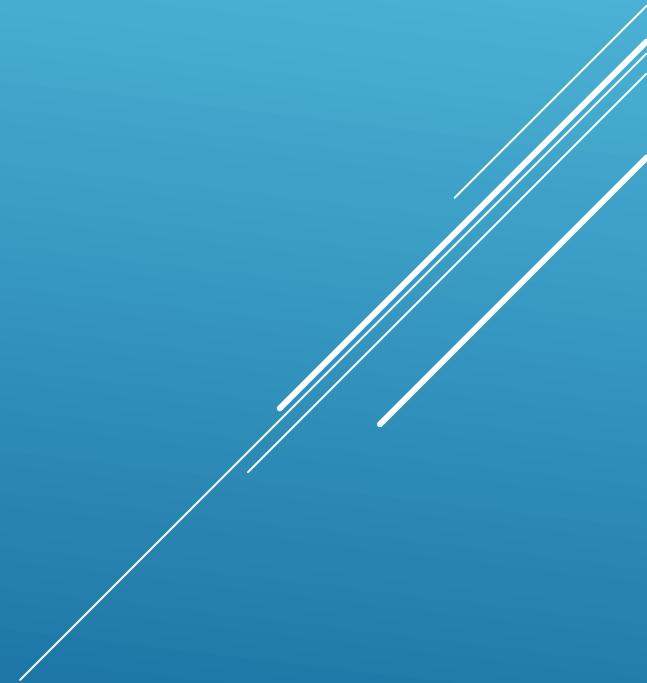
- ❖ WHEN YOUR FIRST KIDS HIT THE GROUND
- ❖ WHEN YOU WEAN YOUR KIDS
- ❖ BEFORE YOU BUY YOUR FIRST GOAT

# Before you buy your first Goat!!

❖ Quality

❖ Quantity

❖ Both?

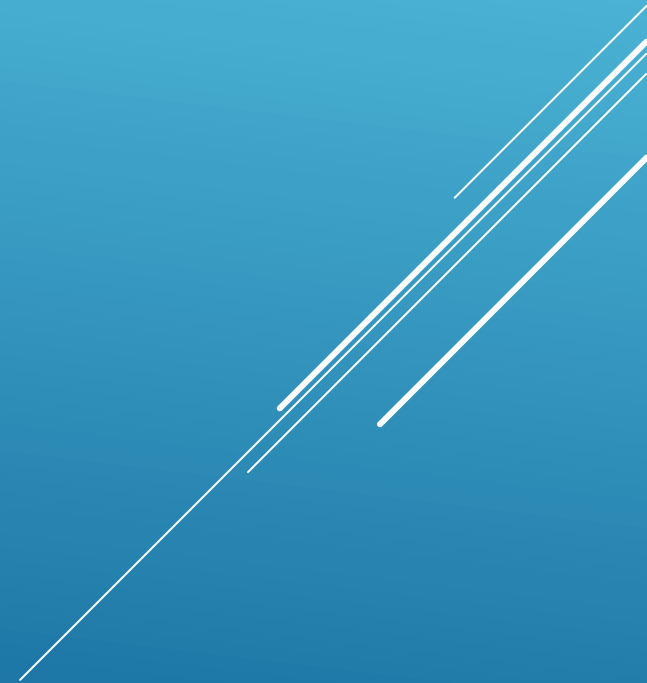


## Breeding for Quality:


- ❖ Buying show does or high priced breeding does
- ❖ Buying a very good buck

## Breeding for Quantity

- ❖ Buying several good productive does
- ❖ Buying good commercial buck



# Importance of Records

- ❖ Cannot Manage what you don't Measure
  - ❖ Selection for performance is required to improve performance.
  - ❖ Records give you the ability to measure long term trends and change the directions as needed
  - ❖ They provide information needed to better market your animals
  - ❖ Show you where you are as well as where you are headed.
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# Marketing for Quality

- ❖ Selling off the farm
- ❖ Selling in a production sale
- ❖ Selling on media website
- ❖ Exporting

# Marketing for Quantity

- ❖ Selling off the farm
  - ❖ Selling at Market price at a auction barn
  - ❖ Selling for Recips
  - ❖ Exporting
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# Quality

- ❖ Keeping records
  - ❖ Register your kids
  - ❖ Hire someone to fit and trim you goats for sale
  - ❖ Taking high quality photos
  - ❖ Taking high quality videos
  - ❖ Advertising your animals
  - ❖ Advertising the Production Sales you are in
  - ❖ Advertise on Facebook or other media channels
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# Quantity

“Goat Meat is the number 1 exported meat in the US and producers can't meet the demand”


- ❖ A cull is a cull no matter of papers or how spotted or how much you paid for it's mother
- ❖ Sale barns are for selling --- not buying
- ❖ Check the performance of every doe every year
- ❖ An inch longer is an inch heavier, an inch taller is an inch taller
- ❖ You can afford to spend on a buck the price of 3-5 does of the same quality
- ❖ The ugly doe is the best producer or you would have sold her.



# Marketing of Meat Goats

Marketing initially is split into two phases: onfarm and offfarm

The meat markets for goats consist of different types and ages of animals:

- ❖ Easter Kids
  - ❖ Cabrito
  - ❖ Chevon
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## GOAT Holiday Marketing Calendar

Holiday	2019	2020	2021
Islamic New Year	September 1	August 20	August 10
Passover/Pesach	April 19 - 27	April 8-16	March 27 - April 4
Western Roman Easter	April 21	April 12	April 4
Orthodox Easter	April 28	April 19	May 2
Ramadan <i>Month of Fasting</i>	May 6 - June 3	April 24 - May 23	April 12 - May 11
Eid-al-Fitr <i>Ramadan Ends</i>	June 3-4	May 23-24	May 12 - 13
Rosh Hashanah <i>Jewish New Year</i>	September 29 - Oct. 1	September 18 - 20	September 6 - 8
Mawlid al-Nabi <i>Birth of the Prophet</i>	November 10	October 29	October 19
Thanksgiving	November 28	November 26	November 25
Chanukkah	December 22 - 30	December 10 - 18	November 28 - December 6
Christmas	December 25	December 25	December 25

# Goat Grade Examples



## Selection No. 1

- Wide chest
- Wide, flat top
- Heavily muscled rear leg
- Wide base

## Selection No. 2

- Moderately muscled rear leg
- Moderately wide, flat top
- Adequate width of chest
- Moderately wide base



## Selection No. 3

- Narrow chest
- Narrow, sharp top
- Little rear leg muscling
- Narrow base

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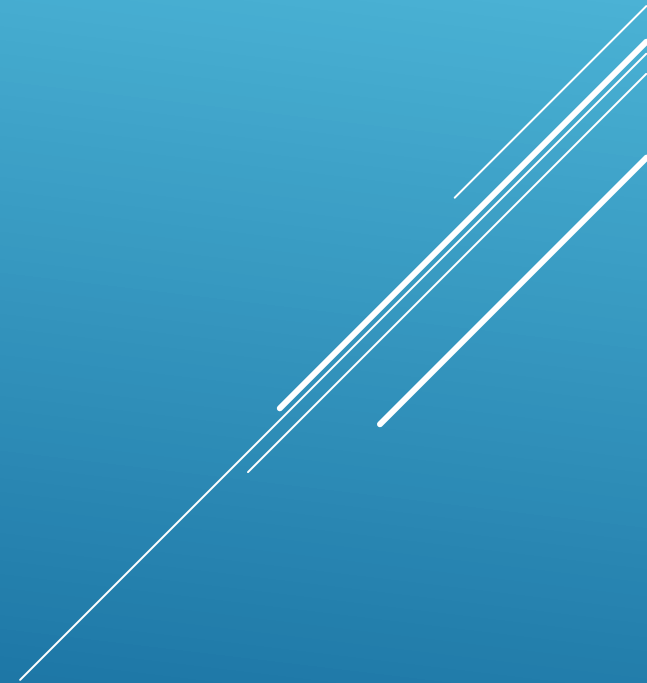
# EXPORTING

- Setting or accepting the purchase price that will cover your costs is one of the first necessary steps. The obvious costs include:
  - Purchasing additional animals
  - Transportation (freight)
  - Personnel and equipment needed
  - Translation costs
  - Fees charged by consultants and freight forwarders (individuals or companies that arrange transporting and delivery of animals to foreign buyers)


# EXPORTING (CONTINUED)

- Health testing
- Payments to regulatory agencies such as the Animal Plant and Health Inspection Service
- Loading and unloading animals (including overtime for weekend and holidays)
- Air conditioning for loading during summer months
- Quarantine facility charges
- Commissions for agents in other countries
- Additional feed and veterinary costs for keeping the animals longer than anticipated

“Many breeders now need to work together, in cooperatives or associations, to meet large commercial sales contracts.”



# What is a Cooperative????

- ❖ Cooperatives are voluntary business organizations formed by people.
  - ❖ To make your organization work you must first develop and truly understand the five guides to success;
    - ❖ The Industry, The Company, Its Products
    - ❖ Market Research and Analysis
    - ❖ Market Plan
    - ❖ Operation Plan
    - ❖ Management Team
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# Questions!!!!

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

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