Marketing Meat Goats
# Meat Goat Demand

Changes in Meat Goat Farms from 1997 to 2002 in the U.S.

<table>
<thead>
<tr>
<th></th>
<th>1997</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Farms</td>
<td>63,422</td>
<td>74,980</td>
</tr>
<tr>
<td>Number of Goats</td>
<td>1,231,762</td>
<td>1,938,924</td>
</tr>
<tr>
<td>Number of Farms that Sold Goats</td>
<td>24,539</td>
<td>36,403</td>
</tr>
<tr>
<td>Number of Goats Sold</td>
<td>532,792</td>
<td>1,109,619</td>
</tr>
</tbody>
</table>

Source: *Outlook for a Small Farm Meat Goat Industry for California, Sandra G. Solaiman, PhD, PAS, University of California Small Farm Center*
Changes in meat goat farms from 1997 to 2002 in Oregon

<table>
<thead>
<tr>
<th></th>
<th>1997</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Farms</td>
<td>1,525</td>
<td>1,704</td>
</tr>
<tr>
<td>Number of Goats</td>
<td>11,711</td>
<td>19,222</td>
</tr>
<tr>
<td>Number of Goats Sold</td>
<td>5,829</td>
<td>10,938</td>
</tr>
</tbody>
</table>

Source: USDA National Agriculture Statistics Service
## Profile of the goat industry in the U.S. and Oregon in 2002

*Source: USDA National Agriculture Statistics Service*

<table>
<thead>
<tr>
<th></th>
<th>U.S.</th>
<th>Oregon</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>All Goats</td>
<td>2,530,466</td>
<td>100.0</td>
</tr>
<tr>
<td>Meat Goats</td>
<td>1,938,924</td>
<td>76.6</td>
</tr>
<tr>
<td>Milk Goats</td>
<td>290,789</td>
<td>11.5</td>
</tr>
<tr>
<td>Fiber Goats</td>
<td>300,756</td>
<td>11.9</td>
</tr>
</tbody>
</table>
Developing Goat Markets

- Develop a high quality and consistent product, and folks will buy from you.
- Tell your story and know your product.
- Find your customers by developing a customer list.
- Promote your product through newspapers, websites, brochures and newsletters.
- Find your niche on the local market.
Tips for Success

- Maintain your customer base and business.
- Set your prices and stay there.
- Match production with ethnic holidays.
- Understand your customer preferences.
- Make it easy for people to buy from you.
- Add value.
More Tips on Marketing

- Talk with other farmers.
- Do your market research.
- Create a marketing plan.
- Remain consistent.
- Stay attentive to market changes.
- Be organized and deliver on time.
Challenges to Marketing

- Consumer education.
- Good communication & people skills.
- Quality & consistency.
- Legal regulations.
- Organizing marketing and distribution channels.
On-Farm Sales

- Plan production around seasonal holidays.
- Find families or customers who want to come to the farm.
- Provide opportunities for on-farm slaughter for ethnic populations.
South African Boer Goat

Legend:
- 1a. Topside
- 1b. Rump
- 1c. Outside flat
- 1d. Eye round
- 1e. Knuckle
- 2B. Chump chop
- 3A. Loin Chop
- 3B. Short Loin (Denuded)
- 4A. Eye of the Short Loin Rack
- 4B. Rib Chop
- 4C. Rib Rack (Frenched)
- 5. Thick Rib
- 6A. Neck
- 6B. Neck Chop
- 7. Flank
- 8. Rib & Flank
- 9A. Raised Shoulder
- 9B. Breast
- 10. Fore Shank
- 11. Square Cut Shoulder
- 12. Tender Loin or Fillet

Table 2: Comparison of the chemical composition of goat & other species (per 100g)

<table>
<thead>
<tr>
<th>Specie</th>
<th>Energy (KJ)</th>
<th>Fat (%)</th>
<th>Saturated Fat (%)</th>
<th>Protein (%)</th>
<th>Iron (mg)</th>
<th>Cholesterol (mg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goat</td>
<td>144</td>
<td>3.9</td>
<td>1.9</td>
<td>27.3</td>
<td>3.8</td>
<td>67</td>
</tr>
<tr>
<td>Beef</td>
<td>215</td>
<td>9.6</td>
<td>3.5</td>
<td>29.9</td>
<td>3.4</td>
<td>86</td>
</tr>
<tr>
<td>Lamb</td>
<td>280</td>
<td>8.8</td>
<td>1.5</td>
<td>27.3</td>
<td>3.8</td>
<td>68</td>
</tr>
<tr>
<td>Pork</td>
<td>185</td>
<td>5.2</td>
<td>0.3</td>
<td>28.3</td>
<td>1.3</td>
<td>88</td>
</tr>
<tr>
<td>Loin</td>
<td>274</td>
<td>18.8</td>
<td>6.6</td>
<td>25.9</td>
<td>1.6</td>
<td>59</td>
</tr>
<tr>
<td>Chicken</td>
<td>196</td>
<td>7.4</td>
<td>0.8</td>
<td>24.7</td>
<td>2.2</td>
<td>68</td>
</tr>
<tr>
<td>Chicken (Boneless)</td>
<td>147</td>
<td>4.1</td>
<td>1.3</td>
<td>26.9</td>
<td>1.8</td>
<td>76</td>
</tr>
<tr>
<td>Turkey</td>
<td>150</td>
<td>5.8</td>
<td>1.8</td>
<td>25.3</td>
<td>1.8</td>
<td>75</td>
</tr>
<tr>
<td>Ostrich</td>
<td>143</td>
<td>2.8</td>
<td>1.2</td>
<td>26.9</td>
<td>3.2</td>
<td>83</td>
</tr>
<tr>
<td>Veal</td>
<td>135</td>
<td>3.2</td>
<td>1.2</td>
<td>26.2</td>
<td>4.3</td>
<td>112</td>
</tr>
</tbody>
</table>

The world's most friendly red meat.
Auctions & Buyers

- Not the highest price at the auction.
- More control over price with buyers.
- Make sure you work with a reputable buyer.
Restaurants & Specialty Stores

- Higher profits and prices.
- USDA processing and coordination.
- Quality, consistency and supply are issues.
- Gives new opportunities for niche or specialty products.
Producer Cooperatives/OMGP

- A way to pool farm products in order to sell to one or multiple buyers.
- Coops can help share in marketing expenses and risks.
- Coordination and quality standards are challenges.
- Can lead to expanded products, diversification and added value.
- Growers need to have a commitment to work together and make group decisions.
Enterprise Budgets & Planning

- Useful planning tools to help you determine the most profitable enterprise.
- Split out into variable operating costs, fixed costs and expected production returns.
- Can be simple or complex, but should give you a clear idea whether you can break-even, make a profit or lose money.
Resources on Marketing

- Appropriate Technology Transfer for Rural Areas (ATTRA), www.attra.org
- Sheep and Goat Marketing Information www.sheepgoatmarketing.info
- Oregon Meat Goat Producers Association www.omgp.org