

Meat Goat Production & Marketing



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Why important?

- Strong Demand for goat meat
- Interest in ecologically sound forms of vegetative control
- Increased interest in extra revenue on farms

Ethnic groups

- Hispanic
- Muslim
- Caribbean
- Other groups

Demand

- Double the domestic production
- Imported meat (Texas is the only state that takes an annual census on goats)
- Concentrated in urbanized areas along the northeastern seaboard, on the west coast, and in inland cities (Atlanta, Dallas, etc.)
- Seasonal differences (winter – highest)

Ethnic differences

- Muslims: carcasses 25 – 35 lbs.
- Latinos: smaller carcasses – cabrito weighing 10 – 18 lbs from milk fed kids
- Latinos: may take larger, thinner (cheaper) animals
- Carcasses for Christmas & Easter:
14 – 22 lbs (Italian and Greek trade)
- * Jamaicans & Haitians: intact males 100-200 lbs

North Carolina Hispanics

- NC has the fastest growing Hispanic population in the US
- 393.9% in the last ten years
- 378,963 individuals
- Agriculture/Construction/Manufacturing
- 50% of workers in meat processing plants
- 2050: 25% of the US population
(2000 Census)

Demographics

- 77% of Latinos are 35 or under
- The potential for continued growth of the state's Latino population is *enormous*
- 1990-2003: NC top-ranked state for rate of growth of Hispanic buying power (885% increase in the last 10 years)
- * In 2002 this buying power represented nearly 9 billion dollars (20 billion – 2008)

Getting started

- Fencing
- Parasite Control
- Predator Control
- Marketing
- Nutrition
- Breeding stock selection
- Read & spend time with a local producer

Selection

- Start small and learn!
- One buck can service 25 to 50 does
- Check out herd health from reputable breeder; disease evidence (knots); limping; parasite program; udders, teeth, hair coat
- * One year of age for each set of mature teeth

Production Records

- Twinning percentage and kid survivability key to profitability
- Weaning weights (milking ability and genetics)
- Does begin kidding around 1 ½ years of age (gestation is 5 months)
- Avoid fat does (freeloaders)

Breeds

- Spanish: “brush” goat
- Angora: not cold climates; not prolific
- Boer: from South Africa in 1993
- Kiko: New Zealand breed
- Tennessee Woodenleg: “fainting goats”;
“tennessee stiff-legs” (myotonic)
- Tennessee Meat Goats: heavier muscled & larger size
- Dairy breeds: Nubians, Alpine, Saanen, etc

Boer Goat



Stiff Leg



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Spanish



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Pygmy



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Kiko



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provided by Dr. An Peischel

Marketing

** Seasonal demands

- Farm Gate
- Local auction barn
- Breeding stock
- Grazing for hire
- Processors
- Restaurants or grocery stores
- Producer Cooperative

Housing needs

- Need protection from the rain, cold wind and snow, especially at kidding
- Sturdy shed, open to south, around 8 ‘
- Allow 5 square feet per goat under shed
- Catch pen: working chute, a squeeze chute (headgate) and all alley system
- Chute: 10 ‘ long; 4 ‘ high; 12 “ wide
- Solid sided; tapered chute (top 2x bottom)

NC Meat Goat Producer's Cooperative



Past and Present

History

- May 2001: 2 Cooperative meetings – USDA
- NC A&T State University - \$18,000
“Innovative Ideas Grant”
- ** July 2001: Incorporated with Secretary of State, FCGPC
- ** Board of Directors: 5 local to 9 regional

Certifications

- June 2001/ January 2002/ August 2002 (1 for Agents and 1 for Producers)
- February 2003/ August 2003 (2 trainings: Louisburg/Pittsboro)
- December 4, 2003: 7th Producer Training, Western District
- January 15, 2004: 8th Producer Training, Eastern District

Trainings consist of:

- Pre and Post Tests
- “Quality Assurance” for goats
- Forages
- Scrapie Update
- Meat Quality Inspection & Handling
- New USDA meat goat grading standards

Sponsors

- NC Department of Agriculture and Consumer Services
- NC School of Veterinary Medicine
- North Carolina State University
- NC A&T State University
- Board Members and County Agents

Other Funding:

- Golden Leaf Foundation: \$150,000 (2001 – 02); \$200,000 (2002-03)
- Z. Smith Reynolds: \$75,000 (2003-04)
- Grass Roots Foundation: \$3,500
- “Goodness Grows” – NCDA: \$1,500
- NCSU Community and Rural Development: \$10,000 (2002); \$5,000 (2003)
- Annual Membership: \$35/farm

County Extension Agents

- 31 certified agents across the state
- Assist with grading, weighing, and loading goats
- District educational programming – 3 districts
- Certification Trainings

3 USDA Slaughter Houses

- Ahoskie, NC – Sessoms Slaughter - \$22/head
- Sims, NC – Flowers Slaughter - \$25 /head
- Gibsonville, NC – Matkins Slaughter – \$25/head

Support

- Attorney
- Accountant
- CPA
- Auditor
- Board Members – 9 diverse members
- Business Sales Manager: Greg Godsil
(full-time)

Packaging

- Live goats – centralized large shipment
- Processed goats:
 - * Vacuum packaged parts
(1 – 2 lb) - \$4.20/lb.
 - * Whole carcass - \$3.80/ lb.
 - * Burger – \$6.00/ lb.
 - * Sausage - \$6.25/ lb.

Sales (Processed)

- Internet – www.ordergoat.com
- Grocery stores
- State Farmer's Market – Saturdays
- High end restaurants (Chapel Hill/Durham)
- Hispanic restaurants

Customers?

- Health/Diet conscious
- Hispanics – increased buying power
- Muslims & other ethnics
- Ethnic holidays
- Americans – convenience
- Breeding stock – Barbados/ Granada

Other Events

- Annual Conference in March
 - Farm Tour – May
 - Breeders Sale – Sat., May 8, 2004
 - Monthly educational newsletters:
 - timely topics
 - upcoming events
- ** Educational meetings - basics

Strategic Plan 2002 & 2003

- Dr. Dave Jenkins, NCSU
- 8 goals for 2003-04
- Mission and vision statement:
“Our mission is to engage in the promotion of the Goat Industry in the State of North Carolina through increased education, outreach and marketing.”

District Formation Meetings

- 3 districts established in August 2003:

Statesville (Western District)

Fayetteville (Eastern District)

Louisburg (Central District)

Additional Benefits

- Goat tilt table/ trailer
- Coop buck: Buck facility at Molly Wood's (improved genetics from Texas)
- Networking with members
- Support youth programs/ State Fair
- "Model for other States"

Media Coverage Promotions

- Carolina Country Magazine – August 2002
- Associated Press
- Food editors – newspapers
- NC State Fair – Graham Building
- Web – Breeders page/educational links
- Legislators!

Type of Meat Goats

- 80 – 100 lbs. < yearling
- USDA Grade 1 or high 2
- Not too thin, not too fat!
- Muscle!
- Doe, wether or buck

Advertising

- Media
- 2 “Welcome Centers” – I-95
- 2 Billboards – North & South I-95
- Hispanic newspaper
- Ethnic centers
- Farmers Market – “Chevon Tasting Day”
- Farm Bureau
- Word of Mouth

Cooperative Contacts

- Web site: www.ordergoat.com
- E-mail: ncgoatcoop@yahoo.com

Phone/fax: (919) 496-2280

- Mailing address: P.O. Box 1169
Louisburg, NC 27549

Power in Numbers!

