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

- 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 1½ years of age (gestation is 5 months)
- Avoid fat does (freeloaders)
Breed

- 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
Spanish
Pygmy
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 Godsilk (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!