About Conference

Domestic demand for chevon/cabrito (meat from goats) and mutton/lamb (meat from sheep) is on the rise. The United States was once a net exporter of chevon. Currently, most US chevon demand and more than 40 percent of US mutton demand are met by imported products. The Alabama Cooperative Extension System (Extension) and its partners are working to increase the number of sustainable goat and sheep enterprises in Alabama.

Extension at Alabama A&M University and the Goat and Sheep Producers Association present the Third Annual Small Ruminant Conference on Marketing Sheep & Goats for Meat Production. This conference is a complementary follow-up for producers that have already attended previous Extension goat and sheep marketing workshops. Marketing Sheep & Goats for Meat Production will focus on:

- Market channels available for sheep and goats
- Types of animals desired for different markets and seasons
- How to evaluate animals based on health, growth, body condition, and other factors.

Who Should Attend?

The Small Ruminant Conference is open to producers, marketing coordinators, dealers, graders, 4-H leaders, county judges, students, veterinarians, and other Extension staff that are interested in learning more about marketing small ruminants.

Directions to Joe Wheeler State Park Resort

From I-65, take Exit #351 to US 72 W. Go 20.9 miles to Rogersville. Follow the signs to Joe Wheeler State Park. Entrance to the park will be on your left after you travel through Rogersville.

Please call 256-247-5461 to make room reservations at Joe Wheeler State Park Resort.

For further information about the conference, please contact Dr. Maria Leite-Browning 256-372-4954 mll0002@aces.edu

Marketing Sheep & Goats for Meat Production

Saturday, August 8, 2009
8:00 a.m. – 3:15 p.m.

Joe Wheeler State Park Resort
4401 Mclean Drive
Rogersville Alabama
11:00-11:30 p.m.  
What Does a Buyer Look for in Market Lambs and Goats?  
Mr. Eddie Bennett, Professional Meat Goat Buyer, KY

11:30-12:00 p.m.  
The North Carolina Meat Goat Marketing Initiative  
Mr. Larry Smith, North Carolina Meat Goat Producers Cooperative

12:00-1:00 p.m.  
LUNCH  
Moderator: Dr. Maria Lenira Leite-Browning, Extension Animal Scientist

1:00-1:30 p.m.  
Marketing Sheep and Goats in Middle Tennessee by Producers  
Mr. Ricky C. Skillington, County Director, Marshall County, UT Ag Extension Service

1:30-2:00 p.m.  
Developing a Marketing Plan that Works for You  
Mr. Robert Spencer, ACES Extension Regional Specialist, Lauderdale County

2:00-3:00 p.m.  
Open Forum

3:00-3:15 p.m.  
Closing Remarks & Evaluation

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**PROGRAM**  
Third Annual Small Ruminant Conference

**8:00-8:15 a.m.** 
On-Site Registration

**8:15-8:25 a.m.** 
Welcome  
Dr. Jannie Carter, Extension Assistant Director, Alabama A&M University

**8:30-9:00 a.m.** 
The Kentucky Small Ruminant Marketing Initiative  
Mr. Warren Beeler, Economist and Assistant Director, Division of Value-Added Animal and Aquaculture Production, Kentucky Department of Agriculture

**9:00-10:00 a.m.** 
Evaluating the USDA Grades Using Linear Measurements, Ultra-Sound for Muscle and Fat, & Carcass Evaluation  
Mr. Orlando Phelps, USDA, AMS Livestock and Seed Program, Meat Grading and Certification Branch – Golden, Colorado

**10:00-10:30 a.m.** 
Parental Breeds Evaluation for Carcass Traits in Meat Goats  
Dr. Richard Browning, Tennessee State University, Associate Professor

**10:30-11:00 a.m.** 
Marketing Value-Added Meat Products  
Mr. Dave A. Mangione, Extension Economist, The Ohio State University

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**Registration Form**

- $10 per person – make checks payable to Urban Extension
- Registration includes lunch
- If registering for more than one person, duplicate this form for each registration, or enclose a sheet with each person’s contact information.
- Registration Form – Third Annual Small Ruminant Conference – Registration Form

Name: _____________________________________________
_______________________________
Complete Mailing Address: ____________________________________________________________
Street                                 City ST              Zip
Phone: (     ) ________________________Alternate Phone: (     ) ______________________________
Total Amount Enclosed: $ ________________
If registering for more than one person, duplicate this form for each registration, or enclose a sheet with each person’s contact information.

Mail to: Nancy McCrary, Alabama Cooperative Extension System, P.O. Box 967, Normal, AL 35762