

About the Conference

Domestic demand for goat and lamb meat is on the rise in the United States. While the nation was once a major exporter of chevon or cabrito (goat meat), import companies now meet most of the demand for chevon and more than 40 percent of the demand for mutton (lamb). The Alabama Cooperative Extension System (ACES) and the Mississippi State University Extension Service are partnering to present the Marketing Sheep and Goats for Meat Production Conference on Saturday, April 24, 2010, that will focus on:

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

Who Should Attend?

Marketing Sheep and Goats for Meat Production 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. **There is no registration fee, but you MUST call 256-372-5710 to pre-register for lunch.**

Hotel Accommodations

- **The Comfort Inn:**
205-652-4839
- **The Livingston Motel:**
205-652-9621
- **Days Inn in York, AL:**
205-392-9675
(Approximately 10 miles south of Livingston off of I20/59)

CONFERENCE COORDINATORS

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West Alabama Marketing Small Ruminants Conference



Saturday, April 24, 2010

8:00 a.m. – 4:00 p.m.

**Alabama Onsite Wastewater Association Training Center
University of West Alabama
Livingston, Alabama**

SPONSORS

**Alabama Cooperative Extension System
Mississippi State University Extension
Andrew Williams, USDA/NRCS
Mrs. Mary Welch, President, South Western Alabama Small Ruminant Association
Goat and Sheep Producers Association
Mr. Gordon Powell, Jr.
Alabama A+ Cooperative**

PROGRAM West Alabama Marketing Small Ruminants Conference

Moderator: Mr. Roy Higdon, Area Agent
Animal Science/Forages, Mississippi State
University Extension Service

7:30-7:45 a.m.
On-Site Registration

7:45-8:00 a.m.
Welcome
Dr. Julio Correa, Extension Animal
Scientist, ACES, Alabama A&M
University (AAMU)

8:00-8:45 a.m. Session 1
**An Overview of Sheep and Goat
Marketing in the Southeast**
Mr. Dave Garcia, Agricultural
marketing Service (AMS), United
States Department of Agriculture
(USDA), Montgomery, AL

8:45-9:30 a.m. Session 2
**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

9:30-9:45 a.m. Q & A Sessions 1 & 2

9:45-10:00 a.m. BREAK

10:00-10:45 a.m. Session 3
**Marketing Value-Added Meat
Products**
Dr. James Buckenya, Assistant
Professor, School of Agricultural &
Environmental Sciences, AAMU

10:45-11:30 a.m. Session 4
**The Georgia Goat Marketing
Initiative**
Mr. Charles Batten, President,
Sunbelt Goat Producers
Cooperative Inc., Sandersville, GA

11:30-11:45 a.m.
Q & A Sessions 3 & 4

12:00-1:00 p.m. LUNCH
Sponsored by
Alabama A + Cooperative

**Moderator: Dr. Maria Lenira Leite-
Browning**, Extension Animal Scientist,
ACES, AAMU

1:00-1:45 p.m. Session 5
**Farm Bill Programs NRCS
administers in Alabama**
Mr. Mike Gunn, District
Conservationist USDANRCS

1:45-2:30 p.m. Session 6
**The Alabama Sheep and Goat
Marketing, Alabama A +
Cooperative**
Mr. J.C. Holt, President, the
Alabama A + Cooperative

2:30-2:45 p.m.
Q & A Sessions 5 & 6

2:45-3:30 p.m.
**Developing a Marketing Plan
that Works for You!**
Mr. Robert Spencer, Extension
Regional Specialist, ACES,
Lauderdale County, Florence, AL

3:30-3:45 p.m.
Open Forum

3:45-4:00 p.m.
Closing Remarks & Evaluation

Directions to the AOWA Training Center at UWA

Livingston:

I20/59: Traveling south on 20/59 from north Alabama, take the Livingston exit, (Exit 17). Take a left at the stop sign and go over the interstate. You will be on AL Hwy 28. Go approximately 1 mile and take a right immediately past the Western Inn Motel (Tres Hermanos Mexican Restaurant is across the street from the motel). You will be on Country Club Drive. Go approximately 3/4 of a mile and take a left on Bartram Street into the Gardens Apartments. There will be a sign for the Training Center at the entrance to the Gardens. You will pass the apartment building on the right. At the top of the hill, the pavement will end and become a slag road. Bear to the right and you will run right into the Training Center.

AL Hwy 28: Traveling west on Hwy 28 (connecting from U.S. Hwy 80 or U.S. Hwy 43), you will come into Livingston and go straight through two red lights. Continue going straight. You will pass Livingston High School on the right and go through a sharp curve. Keep going straight. You will pass the Livingston Jaycee Park on the left, and then go over the Lake LU dam (the lake will be on the right). You will go through another sharp curve and see the Livingston Country Club on the left. The entrance to the UWA Rodeo Complex will be on the right. Go approximately another 1/2 mile and take a right on Bartram Street into the Gardens Apartments. There will be a sign for the Training Center at the entrance to the Gardens. You will pass the apartment building on the right. At the top of the hill, the pavement will end and become a slag road. Bear to the right and you will run right into the Training Center.