

# Extension Newsletter

*Fall 2016*



## Northwest Alabama Ethnic Food Security Network Newsletter

Lauderdale County Extension Office  
802 Veterans Drive • Florence, Alabama 35630  
Telephone: 256-766-4846

[www.aces.edu](http://www.aces.edu) • [www.aces.edu/urban](http://www.aces.edu/urban) • [www.aces.edu/counties/Lauderdale](http://www.aces.edu/counties/Lauderdale)





# Fall 2016... Greetings,

It is hard to believe September is here and fall is around the corner. If you are like me you had a busy summer and the months swept on by like a warm summer breeze. This has been a difficult summer for livestock owners and forage production, many have experienced a drought for most of the summer and then armyworms invaded many Bermuda grass pastures. Prime sheep and goat prices have hovered around \$2/lb. and cattle prices have dropped to their lowest prices in several years. Farming is a high-risk enterprise, unlike most other ventures, not only is there supply and demand, but there is the weather.

In this issue you will find: **Points to Ponder** – some thoughts based on what I have observed over the summer. **NRCS Deadlines** – for those interested in EQIP you need to register for 2017. **Upcoming Events** – several good workshops and conferences coming up. **Marketing Tips** – instead of including a marketing report I have

opted to share a publication that is very informative.

I hope your hay or pasture inventories are in good shape for this fall and winter. Who knows what conditions will be for the next six months forage production? If all else fails be ready to cull low-producing animals, and have a plan for over-seeding pastures and planting winter forages.

Sincerely,

*Robert Spencer*

Robert Spencer,  
Urban Regional Extension Specialist  
E-mail: [rds0002@aces.edu](mailto:rds0002@aces.edu)  
Office Phone: 256-372-7983  
Cell Phone: 256-689-0274

## Thinking Outside the Box

Those who have raised goats or sheep know the challenges with *Haemonchus contortus* (Barber Pole Worm) and keeping animals healthy and productive. We know the consequences of infestation include: (1) Production losses due to weight loss, decreased vigor, and delays in breeding. (2) Economic losses from decreased production, cost of treatment, and mortality. And we know the signs of infestation include: (1) anemia, (2) edema or “bottle jaw”, (3) weight loss, and (4) weakness. A lot of us have been to workshops and know about: (1) the life cycle of the Barber Pole Worm varies, (2) susceptible animals (small percentage of animals harbor majority of worms), (3) Fecal-Egg Counts (FEC), (4) Packed Cell Volume (PCV), and (5) FAMACHA. Most of us know about the benefits of: (1) rotational grazing and forage management, (2) forages high in tannins and condensed tannins, (3) mixed species grazing, and (4) the need to cull problematic animals. We also know about the use of: (1) chemical wormers and parasite tolerance, (2) rotating and not rotating wormers, (3) refugia, and (4) natural or organic wormers. Most recently dosage recommendations for chemical wormers have increased, and product recommendations vary. Yet, with all this understanding, all the readily available information, and the various expertise, the gastro-intestinal parasite problem continues to exasperate the small ruminant industry.

Knowing this troubling history a workshop was held this summer in Hillsboro, AL, it addressed an alternative form of parasite control. It was designed to educate goat and sheep producers on a highly controversial practice that has a proven history of controlling *Haemonchus contortus* infestation in sheep. The information shared came from a ten year study (began in 2007) at University of Kentucky (UK), and was previously conducted at another Land Grant University in the Midwest; the product is approved by USDA. These two studies over sixteen years used a 1% drench of Copper Sulfate ( $\text{CuSO}_4$ ) on sheep. It involved using Copper Sulfate at a regular



dosing of 1% solution with 97% effectiveness. The study at UK involved using over 150 drenched and non-drenched sheep; primarily Hampshire ewes and lambs. Results: FAMACHA scores improved, PCV increased, FEC decreased significantly, and no negative consequences.

Prior to utilizing any copper laden product for your livestock you need to investigate the following. (1) Submit a soil test to determine copper levels in your soils. (2) If poultry litter has been applied to your pastures, submit a soil sample for testing to determine copper levels in soils. If copper levels are appropriate based on testing then copper sulfate products may not be appropriate.

While I recognize there are toxicity concerns associated with copper as an Anthelmintic for sheep, the information shared during this event was quite insightful and gave many of the attendees hope for an effective, all natural, long-lasting, and food safe method of dealing with Barber Pole Worms. Is this for everyone? Maybe not, it is a personal choice and management decision. However, it is refreshing to learn of some “out of the box” options.



## Numbers Can Lead to Speculation

I recently came across a few publications of interest to those keeping up with goat trends in Alabama and the Southeast. The numbers may reveal what I have suspected for some time. The data for both originates from USDA, one from National Agriculture Statistics Service (NASS) and the other from Alabama Department of Agriculture and Industries. These numbers can cause some speculation from those of us observing trends within the small ruminant industry.

The first document “Southern Region News Release Goat Inventory”, released February 1, 2016, shows goat (meat and other goat) inventories for Alabama, Florida, Georgia, and South Carolina. Of the four states, Georgia and Florida were the only ones to increase, and both had 7% increases. Alabama and South Carolina remained stagnant in those two years at 47,000 and 34,000 (respectively). Then again the U.S. meat goat population remained virtually unchanged for those same two years. Dairy goat numbers in AL and SC also remained unchanged at 3,800 and 3,400 (respectively), while they decreased in Georgia and Florida. Looking back at NASS data from 2013 and 2014 meat goat inventories in Alabama were 42,000 and 49,000. So we actually have a 4% decrease from 2014. This 47,000 to 49,000 range has been very consistent since the economy fell apart in 2007-2009, back when AL had an inventory of around 60,000 meat goats and was one of the top 10 producing states for meat goats.

The second document “2016 Alabama Goat Brochure: Goat Review January-May 2016” shows total receipts for meat goat numbers and price trends. In 2014 there were approximately 8,007 goats sold through reporting livestock markets within AL (markets include: Florence, Russelville, Cullman, Moulton, Ashville, Uniontown, Opp, New Brocton, and Brewton). In 2015 there were approx. 8,411 sold through these same locations, a 5% increase. In January-May of 2016 there were approx. 2,408 goats sold from reporting locations; that averages out to 482 goats per month. If you multiply that by 12, a simple projection, it only comes to 5,784; a huge drop from previous years. Ask me in January of 2017 how that projection worked out.

I know from talking with many of my clientele that a lot of them have made the change from meat goats to hair sheep. Due to the low sheep inventory in AL the National Agriculture Statistics Service does not track sheep numbers. Therefore, we cannot compare the two groups in terms of numbers. However, I can express some speculations based on observing the aforementioned numbers.

- Meat goat inventories and production in Alabama has stagnated for quite a few years
- I also speculate those numbers have been replaced with hair sheep inventories and production

My questions are:

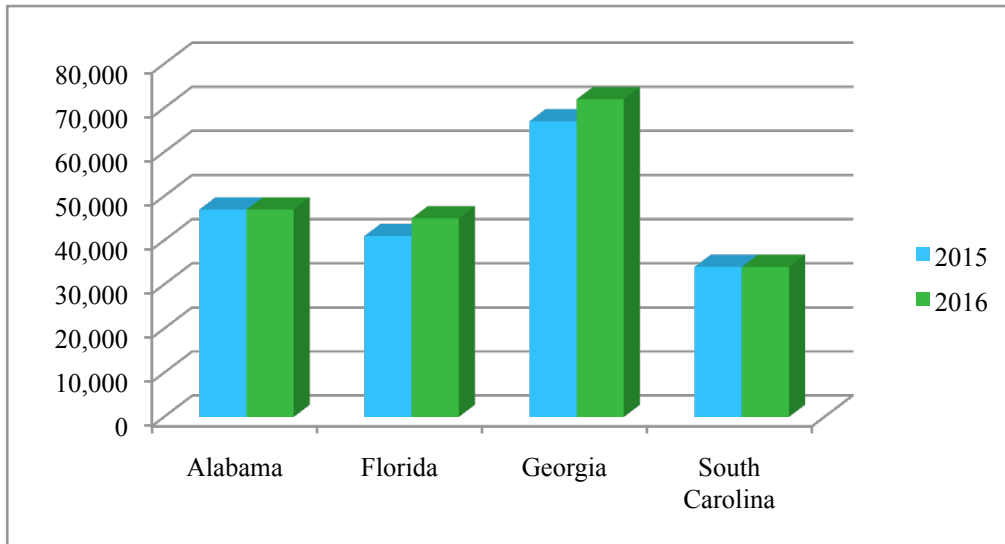
- Is this on-going situation due to an economy that was slow to recover?
- Is it due to lack of profitability in meat goat production?
- How much of this can be attributed to sporadic years of drought?
- What other factors have come into play?

*Continued on page 5*



The numbers I discovered and shared with you do not give us well-defined answers, yet they do provide some speculative theories.

**2016 Alabama Goat Brochure: Goat Review January-May 2016, ADAI**



**Meat & Other Goat Inventory 2015 & 2016**

	2015	2016
Alabama	47,000	47,000
Florida	41,000	45,000
Georgia	67,000	72,000
South Carolina	34,000	34,000

*de*



# Deadline for EQIP Applications Approaches



United States Department of Agriculture

Sign-up deadline for 2017 Alabama EQIP applications is October 14, 2016. Applications submitted after that date will be applied towards 2018 programming.

## **What is EQIP**

The Environmental Quality Incentives Program (EQIP) is a voluntary program that provides financial and technical assistance to agricultural producers to plan and implement conservation practices that improve soil, water, plant, animal, air and related natural resources on agricultural land and non-industrial private forestland. EQIP may also help producers meet Federal, State, Tribal, and local environmental regulations.

## **Who Can Apply**

Owners of land in agricultural or forest production or persons who are engaged in livestock, agricultural or forest production on eligible land and that have a natural resource concern on that land may apply to participate in EQIP. Eligible land includes cropland, rangeland, pastureland, non-industrial private forestland and other farm or ranch lands.

## **How EQIP Works**

Financial assistance payments through EQIP are made to eligible producers, to implement approved conservation practices on eligible land or to help producers develop Conservation Activity Plans (CAP) to address specific land use issues. Payments are made on completed practices or activities identified in an EQIP contract that meet NRCS standards. Payment rates are set each fiscal year and are attached to the EQIP contract when it is approved.

## **Historically Underserved Producers May Be Eligible For Higher Payment Rates**

Historically underserved producers (limited resource farmers/ranchers, beginning farmers/ranchers, socially disadvantaged producers, Indian Tribes and veteran farmer or ranchers) who self-certify on Form NRCS-CPA-1200, Conservation Program Application are eligible for a higher practice payment rate to support implementation of contracted conservation practices and activities.

## **How To Apply For EQIP**

To apply for EQIP, visit your local NRCS field office, in your local USDA Service Center. Download and complete the EQIP application form (Form NRCS-CPA-1200), to establish or update "farm records" with the Farm Service Agency, and submit all other required information to the local NRCS field office prior to application deadlines.

Step-by-step assistance can be found at <http://www.nrcs.usda.gov/getstarted>.

*Information provided by the Madison County NRCS Office.*



# Upcoming Events:



## TENNESSEE 6<sup>TH</sup> DAIRY GOAT CONFERENCE

September 22-24; Murfreesboro, TN

\$75 single/\$140 couple registration fee for all three days or \$25.00 per day per individual. Meals, proceedings and book included. Questions or more information: Please call 615-963-5539, email: [apeischel@tnstate.edu](mailto:apeischel@tnstate.edu). See flyer for more information

## SPECIALTY VEGETABLE PRODUCTION FIELD DAY TRAINING OF THE TRAINERS

Saturday September, 24<sup>th</sup>, 9:00 a.m.-12:00 noon  
Winfred Thomas Agricultural Research Station  
Hazel Green, AL

Dress for walking outdoors. Pre-registration is required, event is free. Contact Robert Spencer, 256-372-4983 or [rds0002@aces.edu](mailto:rds0002@aces.edu). See flyer for more information



## TENNESSEE-ALABAMA SMALL RUMINANT CONFERENCE

October 27-29; Spring Hill, Tennessee

Registration fee \$100. Contact Troy Dugger, 114 Huddleston Street, Centerville, TN 37033 for more information.

## NATIONAL GOAT CONFERENCE

February 17-19, 2017  
Tuskegee University, Alabama

Early registration through November 30<sup>th</sup>;  
General registration December 1<sup>st</sup> through  
January 31<sup>st</sup>, 2017; Late registration after  
February 1<sup>st</sup>.

For more information visit [www.famu.edu/goats](http://www.famu.edu/goats) and click on National Goat Conference or contact Nar Gurung at (334) 727-8457 or [ngurung@myty.tuskegee.edu](mailto:ngurung@myty.tuskegee.edu) or see the Save the Dates card.



## SPECIALTY VEGETABLE PRODUCTION FIELD DAY

### Training of the Trainers

Saturday, September 24<sup>th</sup>  
9:00 a.m. – 12:00 p.m.

*Winfred Thomas Agricultural Research Station  
372 Walker Lane • Hazel Green, AL*

**FARMERS & AGRICULTURAL PROFESSIONALS** — Join us for a morning of learning about **management and marketing of specialty vegetable crops**, based on a two-year project at Alabama A&M University.

**Topics & activities** to include: IPM tactics: pest exclusion and organic insecticides, cover crops and soil improvement, marketing, and site visit

Dress appropriately for walking outdoors. If you have any special needs please let us know 5 days in advance of event, no later than 5:00 p.m. September 19<sup>th</sup>.

Pre-registration is required, event is free. Contact **Robert Spencer 256-372-4983** or [rds0002@aces.edu](mailto:rds0002@aces.edu) or Rao Mentreddy at 256-372-4250 or [srinivasa.mentreddy@aamu.edu](mailto:srinivasa.mentreddy@aamu.edu)



The Alabama Cooperative Extension System (Alabama A&M University and Auburn University), is an equal opportunity educator and employer. Everyone is welcome!



**Registration:**

There is a \$75.00 registration fee per individual (\$140.00 per couple) for three days or \$25.00 per day per individual. This includes full meals, snacks, a professional proceedings and book. Pre-registration is greatly appreciated. Checks are written to: University of Tennessee and mailed to: University of Tennessee, Animal Science, (**attn: Heather Means**), 251B Brehm Hall, 2506 River Drive, Knoxville, TN, 37996. Questions or more information: Please call 615-963-5539, email: [apeische@tnstate.edu](mailto:apeische@tnstate.edu)

**Directions:**

Lane Agri-Park is located at 315 John R. Rice Blvd., Murfreesboro, TN 37129. Traveling south on Interstate 24 toward Murfreesboro, exit on ramp 78A, go to the first light, then turn right at the next light which is John R. Rice Blvd. Go approximately 3/4 of a mile on John R. Rice Blvd. and the Lane Agri-Park building is on the left. Questions: Please call the Rutherford County Extension Office at 615-898-7710.

**Hotels:**

- Holiday Inn Express - 615-849-2000  
165 Chaffin Place, Murfreesboro, TN 37129
- Microtel Inn - 615-904-2000  
151 Chaffin Place, Murfreesboro, TN 37129
- Sleep Inn - 615-396-3000  
193 Chaffin Place, Murfreesboro, TN 37219
- Fairfield Inn and Suites - 615-849-1150  
175 Chaffin Place, Murfreesboro, TN 37219

# Tennessee



Place  
Stamp Here

## 6<sup>th</sup> DAIRY GOAT CONFERENCE

**22-24 September, 2016**

Lane Agri-Park Facility  
315 John R. Rice Boulevard  
Murfreesboro, Tennessee

Sponsored and Hosted by:



(Cooperative Extension Program)

Tennessee Department of Agriculture  
Agricultural Enhancement Program

*Tennessee State University is an AA/EEO employer.*  
Publication Number: TSU-12-0052(A)-3-13820

Tennessee State University  
Cooperative Extension Program  
3500 John A. Merritt Blvd.  
Box 9635  
Nashville, TN 37209 - 1561

# AGENDA

## Thursday, September 22, 2016

9:00 - 9:30 AM	Registration	
9:30 - 11:30 AM	Dairy Goat Nutrition	Royce Towns
11:45 - 12:45 PM	LUNCH	
12:45 - 2:00 PM	Starting a Commercial Small Ruminant Dairy	Carol Delaney
2:00 - 3:30 PM	Housing, Equipment and Structures for Small Ruminants	Carol Delaney
3:30 - 3:45 PM	BREAK	
3:45 - 4:45 PM	Dairy Goat Selection	Carol Delaney

## Friday, September 23, 2016

9:00 - 10:00 AM	Healthy Dairy Goats	Dr. Kevin Cox
10:00 - 10:30 AM	Hormones of Reproduction	Dr. Susan Speight
10:30 - 10:45 AM	BREAK	
10:45 - 11:45 AM	Value-Added Dairy Products	Robert Spencer
11:45 - 12:45 PM	LUNCH	
12:45 - 2:00 PM	Female/Male Reproductive Physiology and Anatomy	Dr. Susan Speight
2:00 - 3:00 PM	Cheese Tasting	Bonnie Blue Farms
3:00 - 5:00 PM	Soap Making Yogurt Ice Cream	Robert Spencer An Peischel
<b>Saturday, September 24, 2016</b>		
9:00 - 10:00 AM	Working in the Tank	An Peischel Tanner Herring
10:00 - Noon	Prepare equipment Setup holding stands	Robert Spencer Arden Ward
Noon - 1:00 PM	Lunch	
1:00 - 5:00 PM	Artificially Inseminate Goats	

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone number: \_\_\_\_\_

Email address: \_\_\_\_\_

Number attending: \_\_\_\_\_

Amount enclosed: \_\_\_\_\_

**Bringing goat(s) to artificially inseminate you MUST contact Dr. An Peischel 6 weeks in advance to receive the estrus synchronization protocol.**

# Information

If you are going to artificially inseminate a goat(s) - bringing your own, you must bring a doe that is in heat, an Artificial Insemination stand or a grooming/milking stand and your own AI equipment.

If you are in need of CIDRs, prostaglandin and PG600, please contact your veterinarian.

Bring your Artificial Insemination kit. If you don't have one, but would like to buy one, contact [www.biogenicsltd.com](http://www.biogenicsltd.com). If you do not want to purchase a full kit, you can purchase the disposable equipment you would need for the day from BiogenicsLTD.

You **MUST CONTACT ME IMMEDIATELY** (An Peischel) if you are going to bring your own goat so I can get the estrus synchronization protocol to you AND you must order your drugs.

## CONTACTS:

An Peischel, Small Ruminant Extension Specialist, TN State University, 615-963-5539, [apeischel@trnstate.edu](mailto:apeischel@trnstate.edu)

Arden Ward, Trinity Rose Oberhasli's, [eponal@comcast.net](mailto:eponal@comcast.net) 615-351-2690

Kevin Cox, Staff Veterinarian, Tennessee Farmers Cooperative, 615-793-8335, [kcox@allianceanimalcare.com](mailto:kcox@allianceanimalcare.com)

Robert Spencer, Urban Regional Extension Agent, ACES (Alabama), 256-766-6223, [rs0002@aces.edu](mailto:rs0002@aces.edu)

Royce Towns, Staff Nutritionist, Tennessee Farmers Cooperative, 615-793-8400, [rtowns@ourcoop.com](mailto:rtowns@ourcoop.com)

Jim Tanner (Bonnie Blue Farms), 931-722-4628 [tanngoat@wildblue.net](mailto:tanngoat@wildblue.net)

Tanner Herring, Triple H Farms, 615-427-8298

Carol Delaney, Horn of Plenty, Small Ruminant Dairy consultant, Montpelier, VT 802-229-2950/802-656-0697 [cdhornofplenty@gmail.com](mailto:cdhornofplenty@gmail.com)

Susan Speight, Animal Scientist, TN State University, 615-963-5587, [sspeight@trnstate.edu](mailto:sspeight@trnstate.edu)

# Tennessee- Alabama Small Ruminant Conference



October 27-29, 2016

Middle Tennessee  
Research & Education Center  
Spring Hill, Tennessee

Presented by:



## Registration Form

**Payment Information:**  
Enclose a check payable to:  
University of Tennessee

**Registration Fee:** \$100

**Mail to:**  
TN-AL Small Ruminant Conference  
ATTN: Troy Dugger  
114 Huddleston Street  
Centerville, TN 37033

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**County:** \_\_\_\_\_

**Phone:** (\_\_\_\_\_) \_\_\_\_\_

**E-mail:** \_\_\_\_\_

E12-4115-00-001-16  
Programs in agriculture and natural resources, 4-H youth development, family and consumer sciences, and resource development. University of Tennessee Institute of Agriculture, U.S. Department of Agriculture and county governments cooperating. Uj-Extension provides equal opportunities in programs and employment.

This year's small ruminant conference will address topics that are useful to both meat goat and sheep producers. The conference will be a three day event and include educational sessions covering preventative health care, biosecurity planning, marketing and production contracts, meat sale regulations, developing marketing cooperatives, forage and pasture management, market outlook, carcass and meat quality, and facilities, equipment, and fencing. Additionally, there will be a live animal grading demonstration and virtual tours of a few operations with a time for questions and answers. This conference should be one that adds dollars to the operation.

Registration begins at 8:30 a.m. each morning of the conference with the program beginning at 9:20 a.m.

### Sessions will include topics such as:

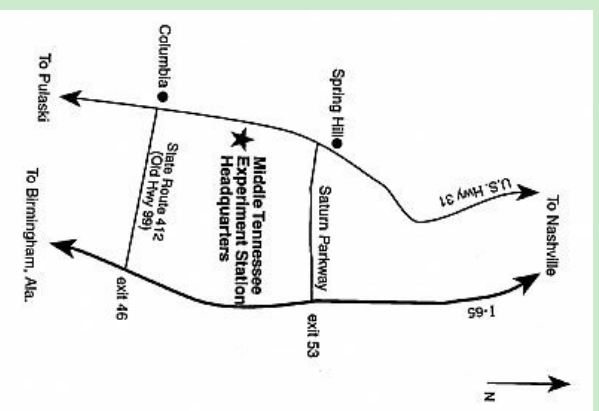
- Market outlook
- Forage and pasture management
- Developing a biosecurity plan
- Nutrition
- Marketing and production contracts
- Retail & wholesale meat sales regulations
- Genetics and replacement stock selection
- Treatment and preventative practices for health issues
- Setting up marketing cooperatives
- Carcass and meat quality finished on various forages
- Virtual tours of operations & panel Q&A
- Live animal grading demonstration

A trade show will be open during the conference, with many of the animal health, feed, and marketing organizations involved in the region's goat and sheep industry there for you to meet and learn more about their products and services.

### Directions to Middle Tennessee Research & Education Center

#### I-65 South from Nashville

- Exit 53 - Saturn Parkway
- Go west (Parkway goes west only) approximately 3 – 4 miles
- At split, take "Highway 31 South Columbia" ramp
- Ramp loops down onto Highway 31 heading south
- Travel approximately 1 mile to MTRREC entrance
- (GM Plant will be on the right and MTRREC entrance will be on the left)
- Large black and white sign with flagpole and picket fence opening and double drive



#### I-65 North from Alabama

- Exit 46 – Columbia/Chapel Hill
- Go west on State Route 412 approximately 5 – 6 miles to Highway 31 (2nd traffic light)
- Go north on Highway 31 approximately 6 miles to MTRREC entrance
- (GM Plant will be on the left and MTRREC entrance will be on the right)
- Large black and white sign with flagpole and picket fence opening and double drive



This conference is supported by:





Tuskegee University  
Cooperative Extension Program  
204 Morrison-Mayberry Building  
Tuskegee, Alabama 36088



## **125TH ANNUAL FARMERS CONFERENCE**

**Early Registration - July 15th, 2016 - November, 30th, 2016**  
\$75 producers, \$100 professionals & \$50 students

**General Registration - December 1st, 2016 - January 31st, 2017**  
\$100 producers, \$125 professionals & \$75 students

**Late Registration - After February 1st, 2017**  
\$125 producers, \$150 professionals & \$100 students

## **NATIONAL GOAT CONFERENCE**

**Early Registration - July 15th, 2016 - November, 30th, 2016**  
\$150 producers, \$275 professionals & \$50 students

**General Registration - December 1st, 2016 - January 31st, 2017**  
\$225 producers, \$350 professionals & \$75 students

**Late Registration - After February 1st, 2017**  
\$300 producers, \$425 professionals & \$150 students

## **DUAL CONFERENCE REGISTRATION**

**Early Registration - July 15th, 2016 - November, 30th, 2016**  
\$200 producers, \$360 professionals & \$90 students

**General Registration - December 1st, 2016 - January 31st, 2017**  
\$300 producers, \$460 professionals & \$175 students

**Late Registration - After February 1st, 2017**  
\$400 producers, \$560 professionals & \$250 students

Issued in furtherance of the Cooperative Extension Act of September 29, 1977, in cooperation with the U.S. Department of Agriculture, Walter A. Hill, Administrator, Cooperative Extension Program. Tuskegee University Cooperative Extension offers educational programs and materials to all people without regard to race, color, national origin, religion, sex, age, veteran status, or disability. It is also an Equal Opportunity Employer.

# SAVE THE DATES

FEBRUARY 16 - 17, 2017  
FEBRUARY 17-19, 2017

## 125<sup>TH</sup> ANNUAL FARMERS CONFERENCE February 16-17, 2017

Kellogg Conference Center  
at Tuskegee University - Tuskegee, AL



A Tuskegee Tradition since 1892, the Annual Farmers Conference is often cited as the oldest agricultural event of its type in the country. Traditionally convening in late February, the first Farmers Conference, then called the Peoples Conference, was held on February 23, 1892, on the Tuskegee University campus. This conference, which attracts participants from across the country and several island territories, strives to function as the premier information hub for access to resources and solutions designed to address the emerging needs and issues of small and limited resource agricultural producers.

### Hosted by:

Tuskegee University  
College of Agriculture, Environment and Nutrition Sciences (CAENS)  
Cooperative Extension Program (TUCEP)

### For more information:

Phone: (334) 724-4440 • Fax: (334) 727-8812  
Email: [vsingle@mytu.tuskegee.edu](mailto:vsingle@mytu.tuskegee.edu)  
Website: [www.tuskegee.edu/farmersconference](http://www.tuskegee.edu/farmersconference)

## NATIONAL GOAT CONFERENCE February 17-19, 2017

Kellogg Hotel & Conference Center/  
TU Caprine Research & Education Center

Visit [www.famu.edu/goats](http://www.famu.edu/goats) click on National Goat Conference.

### Partnering Institutions 2017

Alabama Farmers Federation  
Alabama A&M University  
Alcorn State University  
Florida Department of Agriculture Consumer Services  
Florida A&M University  
Fort Valley State University  
Kentucky State University  
Langston University  
North Carolina A&T University  
Prairie View State University  
South Carolina State University  
Southern University  
Tennessee State University  
Tuskegee University  
University of Arkansas - Pine Bluff  
University of Maryland - Eastern Shore  
Virginia State University

### For more information, contact:

Nar Gurung at (334) 727-8457;  
[ngurung@mytu.tuskegee.edu](mailto:ngurung@mytu.tuskegee.edu)  
Angela McKenzie-Jakes at (850) 875-8552;  
[angela.mckenziejakes@famu.edu](mailto:angela.mckenziejakes@famu.edu)



### THE NATIONAL GOAT CONSORTIUM

An Initiative of the 1890 Land Grant System



Strengthening the Goat Industry Through Partnership and Collaboration

# Tips for Marketing Sheep and Goat Products:

## Meat



Photo: Clipart.com

Selling meat may be another option for marketing your sheep and goats. If you are interested in selling meat—whole or half animals or cuts of meat—then you will need to find a processor.

Market Options	Advantages	Considerations
<b>Whole or Half Animal</b>		
A good option (if your customer wants an entire animal) is to sell the animal live, transport it to the butcher (custom processor) for your client, and have the client pick it up and pay processing fees.	Sell whole animal. Can set your own price and can charge more for the service of delivering to a processor.	Not all customers will be comfortable dealing with the processor.
<b>Meat CSA, Buyers Club</b>		
With a buyers club or CSA, you will pre-sell your animal, usually a whole or half animal. You will work with the processor to meet the customer's cut preferences. You will then deliver the cut and wrapped lamb to the customer.	You sell a whole or half animal. This works well if you have customers who want lamb or goat on a regular basis.	You must use a state or federally inspected processing facility. Takes a great deal of planning to schedule processing, customer orders, and delivery. You will need adequate freezer space to store product and may need a refrigerated truck for deliveries.
<b>Restaurants/Stores</b>		
Restaurant and grocery store sales can be good, reliable sources of income.	Having your farm product featured in a restaurant or store can be great advertising.	You must use a state or federally inspected processing facility. Restaurants and stores require a consistent, high-quality product year-round. They likely won't want to purchase all cuts of meat, so you will have to have another market to sell the cuts they don't buy.

### Processing

There are different levels of processing, and access to them will affect how you can market your animals.

**Federal or USDA Inspected Plants**—Federal plants can process meat for nationwide sale.

**State Inspected Plants**—Only about half of the states have a State Inspection Program. State inspected plants can process any meat, but it is stamped for sale only within that state.

**Custom Exempt Plants**—A custom plant processes for individual use. The meat must be stamped “not for sale.”

**On-Farm Slaughter (exempt from inspection)**—Animals are processed by the owner for individual use (regulations vary by state).

Market Options	Advantages	Considerations
<b>Farmers Market</b>		
You can sell cuts of meat at a farmers market.	Farmers markets are great for marketing your product and meeting potential customers.	You must use a state or federally inspected processing facility. Farmers markets can be very time-consuming. You must know the regulations on bringing meat to the market. Regulations, fees, insurance, and licenses vary, so be sure to check with the market director and local health department. Certain cuts of meat are likely to sell better than others. You may have to educate consumers on different cuts in order to sell all parts of the animal.
<b>Value-added Products</b>		
You may work with your processor to develop value-added products from your meat, such as sausages or jerky.	Can use cuts of meat that typically don't sell well to make these products.	Will take some time and resources to develop these products.

### How Much Meat Will I Get?

Only a portion of the animal's live weight will be saleable meat. Knowing how much meat you can expect from your animals can help you with budgeting and setting a price for the animals/cuts of meat.

#### Dressing Percentage

Dressing percentage is the measurement of the carcass weight compared to the live animal weight. This includes the weight of the meat and bones, but not the hide or guts. There are many factors that affect the dressing percentage, but the average dressing percentage for lambs is about 55% and for goats it is a little less, around 50%.

100-pound lamb (live weight) x 55% dressing percentage = 55-pound carcass

60-pound goat (live weight) x 50% dressing percentage = 30-pound carcass

If you are selling cuts of meat, your 55-pound carcass doesn't give you 55 pounds of cut meat. Many of the cuts will have fat trimmed from them and will be trimmed from the bone. For lambs, you can estimate that about 70% of the carcass will be saleable cuts, and for goats it will be closer to 60%.

100-pound lamb x 55% dressing percentage = 55-pound carcass x 70% = 38.5 pounds of meat cuts

60-pound goat x 50% dressing percentage = 30-pound carcass x 60% = 18 pounds of meat cuts

## Resources

**ATTRA - National Sustainable Agriculture Information Service**

[www.attra.ncat.org](http://www.attra.ncat.org)

**Marketing Out of the Mainstream**

[www.sheepusa.org/Publications](http://www.sheepusa.org/Publications)

**Maryland Small Ruminant Page—Marketing**

[www.sheepandgoat.com/market.html](http://www.sheepandgoat.com/market.html)

**Cornell University—Sheep & Goat Marketing**

<http://sheepgoatmarketing.info>

**Marketing Slaughter Goats and Goat Meat—Langston Module**

[www.luresext.edu/goats/training/marketing.pdf](http://www.luresext.edu/goats/training/marketing.pdf)

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[www.outreach.usda.gov/oasdf](http://www.outreach.usda.gov/oasdf)*



#### Tips for Marketing Sheep and Goat Products: Meat

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