

# What Gets Us Going !

- The demand for `chevon', or `cabrito', or `goat meat' in the United States is so high that producers can't keep up.
- Much of the demand is generated by the changing ethnic demographics of the continent.
- About 63% of the red meat consumed worldwide is goat!
- Much of the goat meat demand in the United States comes from ethnic groups that include Middle Eastern, Asian, African, Latin American and Caribbean heritage.
- Most of these groups buy goat meat whenever they can find it, and they are willing to pay better prices for higher quality meat.

# Methods of Marketing

- Direct Market
- Niche
- Commercial
- Sale Barn
- Capacity to do business (Using Credit, Currency, EBT, ect)

# What Does It Take?

• Many breeders are now working together, in cooperatives or associations, to meet large commercial sales contracts.

## WHAT ARE COOPERATIVES?

- Cooperatives are voluntary business organizations formed by people.
- To make your organization work you must first develop and truly understand the five guides to success;
- The Industry, The Company, Its Products
- Market Research and Analysis
- Market Plan
- Operation Plan
- Management Team

# THE INDUSTRY, THE COMPANY, AND ITS PRODUCTS

• The purpose of this section is to assist you in describing your business venture in a detailed but succinct manner. You must clearly present the business you are in, the product you will offer, and the nature of the industry.

#### MARKET RESEARCH AND ANALYSIS

- The purpose of this section is to present enough facts to determine if your product or service has a substantial market in a growing industry and can achieve sales despite a competitive market. This section is one of the most difficulty to prepare and also one of the most important. Almost all subsequent sections of your plan depend on sales estimates that are developed in this section. The sales levels you project based on the market research an analysis, directly influence the size of the operation, the marketing plan, and the amount of debt and equity capital required.
- Because of the importance of market analysis and the dependence of other parts of the plan on the sales projections, you may want to prepare this section of your plan before you do any other. Allow enough time to this section thoroughly and check alternate sources of market data.

## MARKETING PLAN

• Describe the general marketing philosophy and strategy of the company. This should be derived from marketing research and evaluation. It should include a discussion of what kind of customer groups will be targeted for initial intensive sales promotions as well as which groups will be targeted for later sales efforts.

## OPERATING PLAN

- The operating plan should describe facilities, space requirements, capital equipment, and labor force that are required to provide the company's product or service.
- The discussion guidelines given below are general enough to cover different businesses.
   Only those that are relevant to your particular business should be addressed in your business plan.

## MANAGEMENT TEAM

• The management team is the key to turning a good idea into a successful business. Bankers and investors look for a committed management team with a balance of technical, managerial, and business skills. The proposal should include a description of the organizational structure, key management personnel and their primary duties, and the board of directors, if applicable.

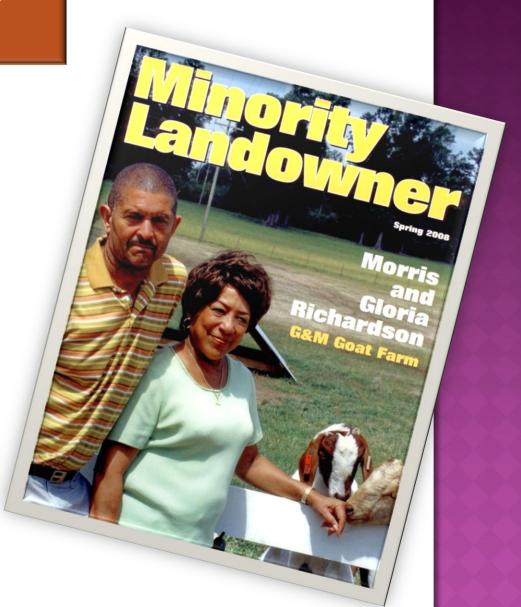
## CAN THIS WORK FOR YOU?

- I know of so many and I don't know of any successes.
- Take a look at work in progress.



# NOTORIETY

Featured on television, national and local magazines



# **NOTORIETY**

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# **Minority**



#### Morris and Gloria Richardson

G & M Goat Farm Wiggins, Mississippi



diligently to secure a place in Mississippi's meat goat industry, coining them as the state's purveyors of quality Caprine products.

Selected by Alcorn State University Mississippi Small Farm Development Center



ssippi licensed by the Department of

Gloria and Morris sell their products at a small market on their farm. They also take a

Gloria and Morris self their products at a small market on their farm. They also take a concession wagon to farmers' markets and efsterials along the Mississpip Galf. Concession wagon to sure. Gloria said. "We serve them in Pass Galf and the Serve them the Pass of the Concession wagon the Const. and we're trying to incooperate more." The Richardsons would love to sell over the laternet and in other states. They are working toward becoming federally inspected so that this will be possible. They have had help in their efforts from Dr. Gregory Reed of the Small Farm Development Center at help in their efforts from Dr. Gregory Reed of the Small Farm Development Center at Alcono State University. Dr. Reed Fondards the Southwest Benefit Coal Project and uses G & M Goat Farm as a model for the project.

"Alcorn has a very good program, and we have received many be said. "But we have also learned a lot on our own by networking." In addition to product sales, the Richardsons breed goats.

Gloria and Morris have appeared in numerous publications, including Mississippi Tourism and South Mississippi Living magazines. They offer tours of their farm sponsored by the Stone County Economic Development Foundation.

"We are very busy. We work very hard," Gloria said. "Summer is our peak busy time

If you would like to become a goat farmer, Gloria and Morris advise you to start out small and grow slowly. They say, "Don't put the eart in front of the goat!"

"Make sure you have your facility and property set up before you begin," Morris said.

"Gouts need shelter and pasture. They need to be rotated off of different fields. They must be grass-fed, but they also need grain. Goats need a high protein diet and high copper. I bet you didn't know that one of the healthiest places for goats to graze is in the woods on

The Richardsons try to separate their goats by size and gender and rotate their grazing every couple of weeks or, depending on the size of the herd, every 28 days. Smaller herds,

they say, are easier to manage. "Everything on the farm needs to be gost-proof because the animals climb," Morris said.
"Also, you need to make sure that where you keep them is easy for you to clean. And, finally, you need a good vet on standy who is interested in and knows goods."
"This is very challenging and interesting," be said. "Goots have different personalities but they are basically very social animals. If handled correctly, they are very decile and

"Goats are used in some countries as pack animals," he added, "They can also be used as guards. If spooked, they make a sound. In addition, you can tell by how goats react if the weather is about to change."

The Richardsons say that problems with the economy haven't hurt them, but the cost of feed and fuel has definitely gone up.

"If you want to do this, do your research and start out slow," Morris said. "You

will make mistakes, but you will learn. Gloria and I love working with goats. If you do this correctly, you will find that raising goats can be both satisfying and profitable:

For more information, contact the Richardsons at 601.928.4020 or goatlady40@

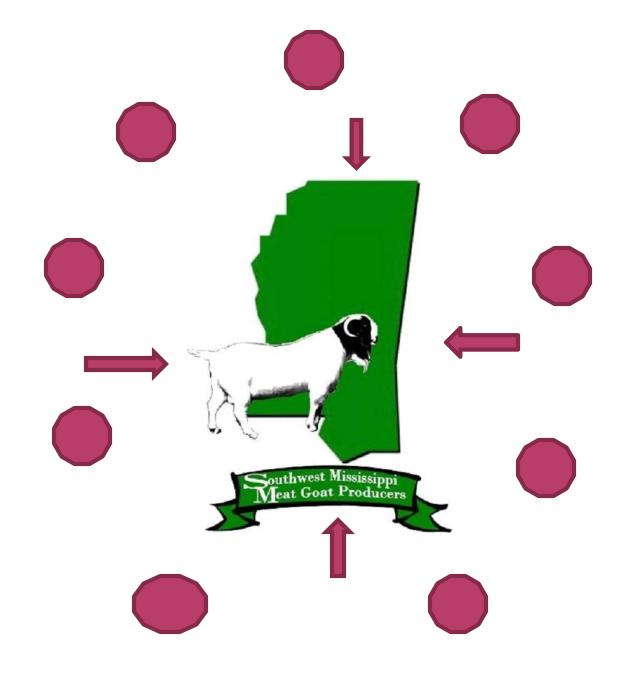




# STATE INSPECTED AND APPROVED MEATS, CHEESES, & SKIN CARE PRODUCTS

Gloria & Morris Richardson 601.928.4020 goatlady40@bellsouth.net

















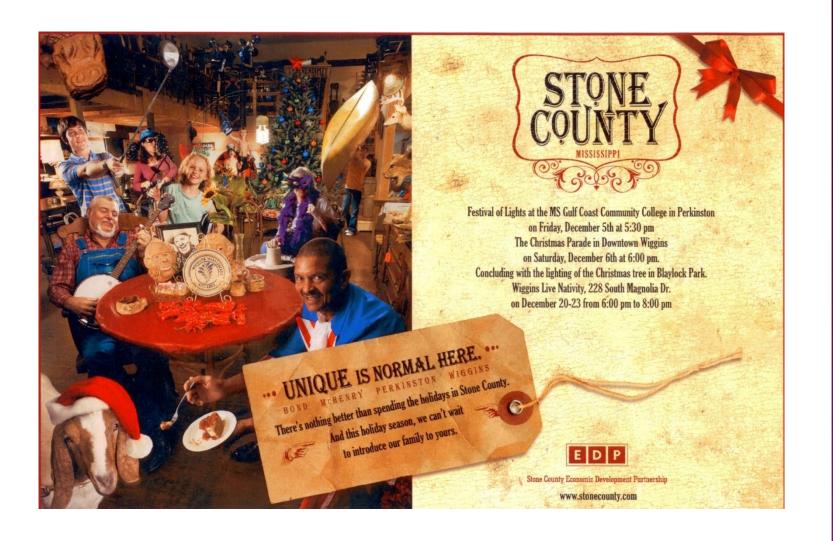












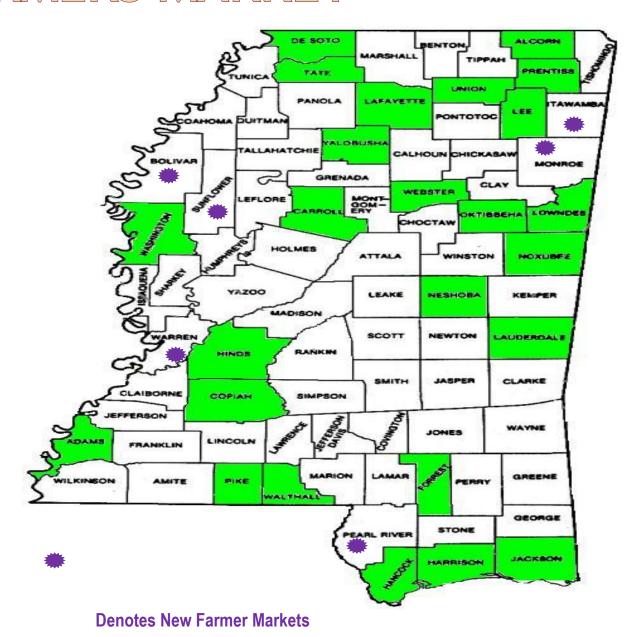








# FARMERS MARKET



# QUESTIONS?

- Gregory Reed
- Mississippi Small Farm Development Center
- 1000 ASU Dr. # 1080
- Alcorn State, MS 39096
- 601-877-3933