

WHAT IT TAKES TO MARKET GOAT PRODUCTS



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.

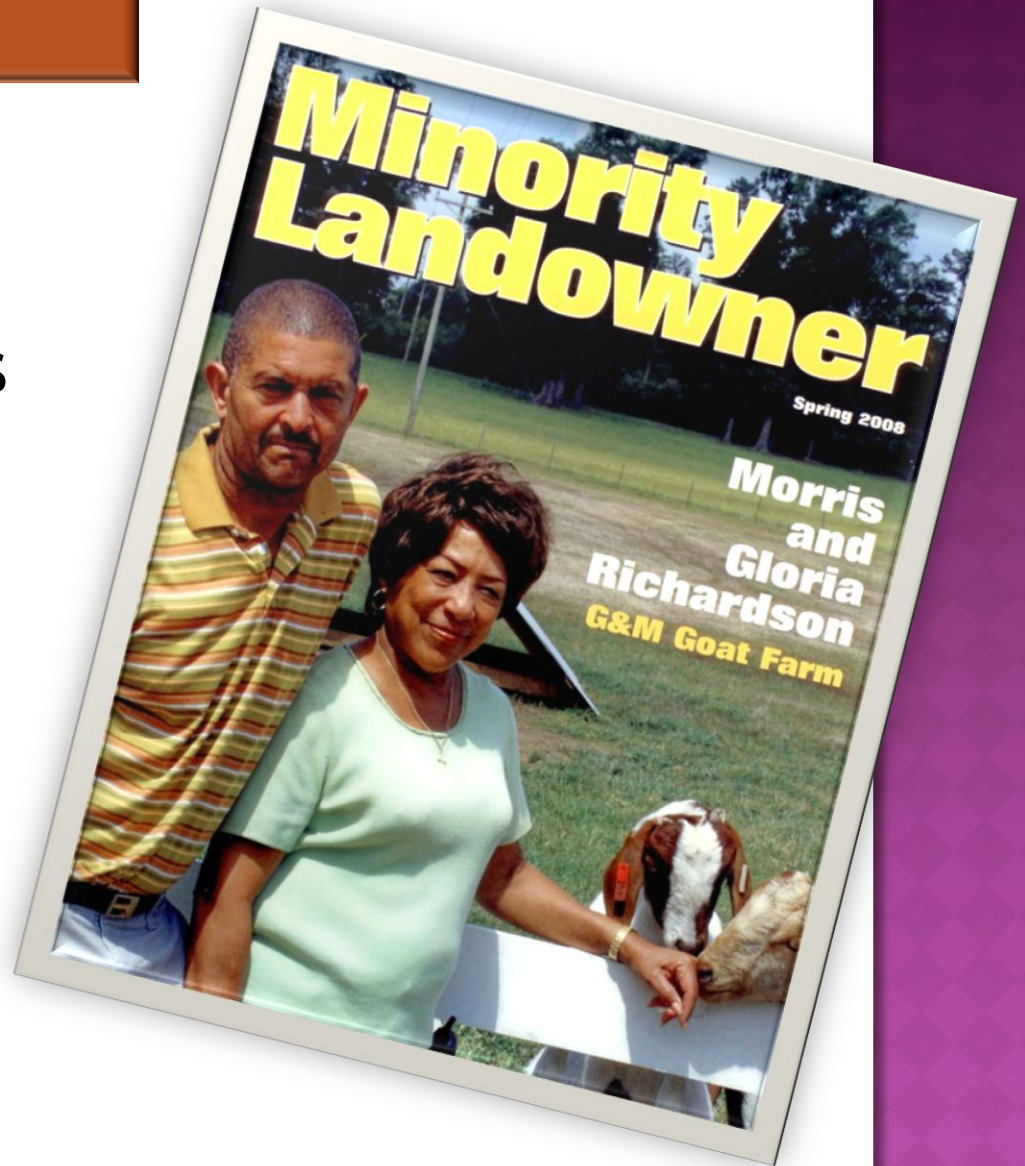
CAN THIS WORK FOR YOU?

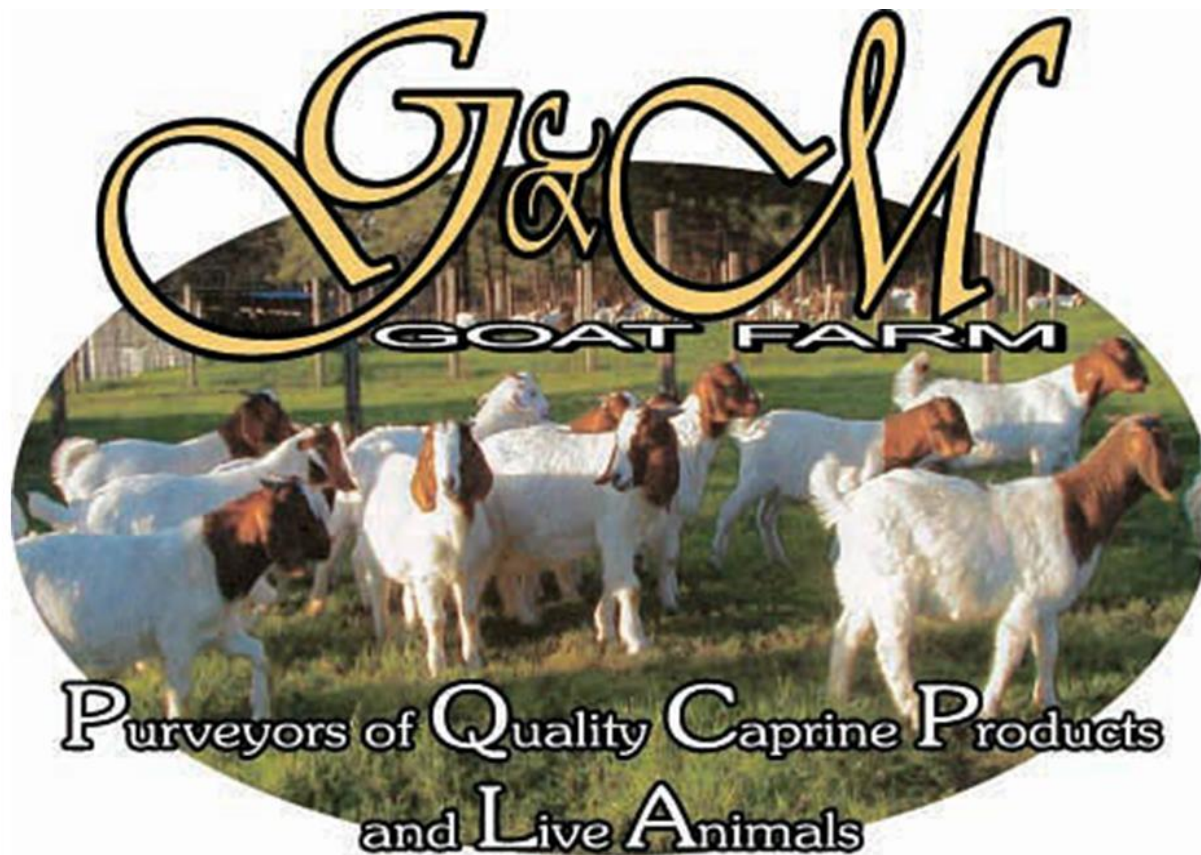
- ⦿ I know of so many and I don't know of any successes.
- ⦿ Take a look at work in progress.



NOTORIETY

- Featured on television, national and local magazines





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

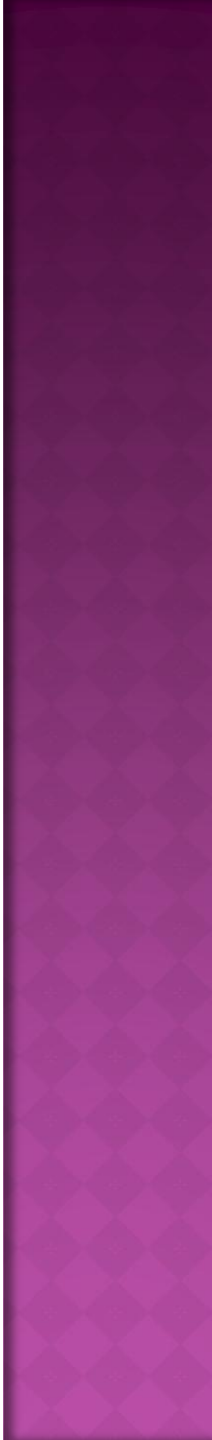
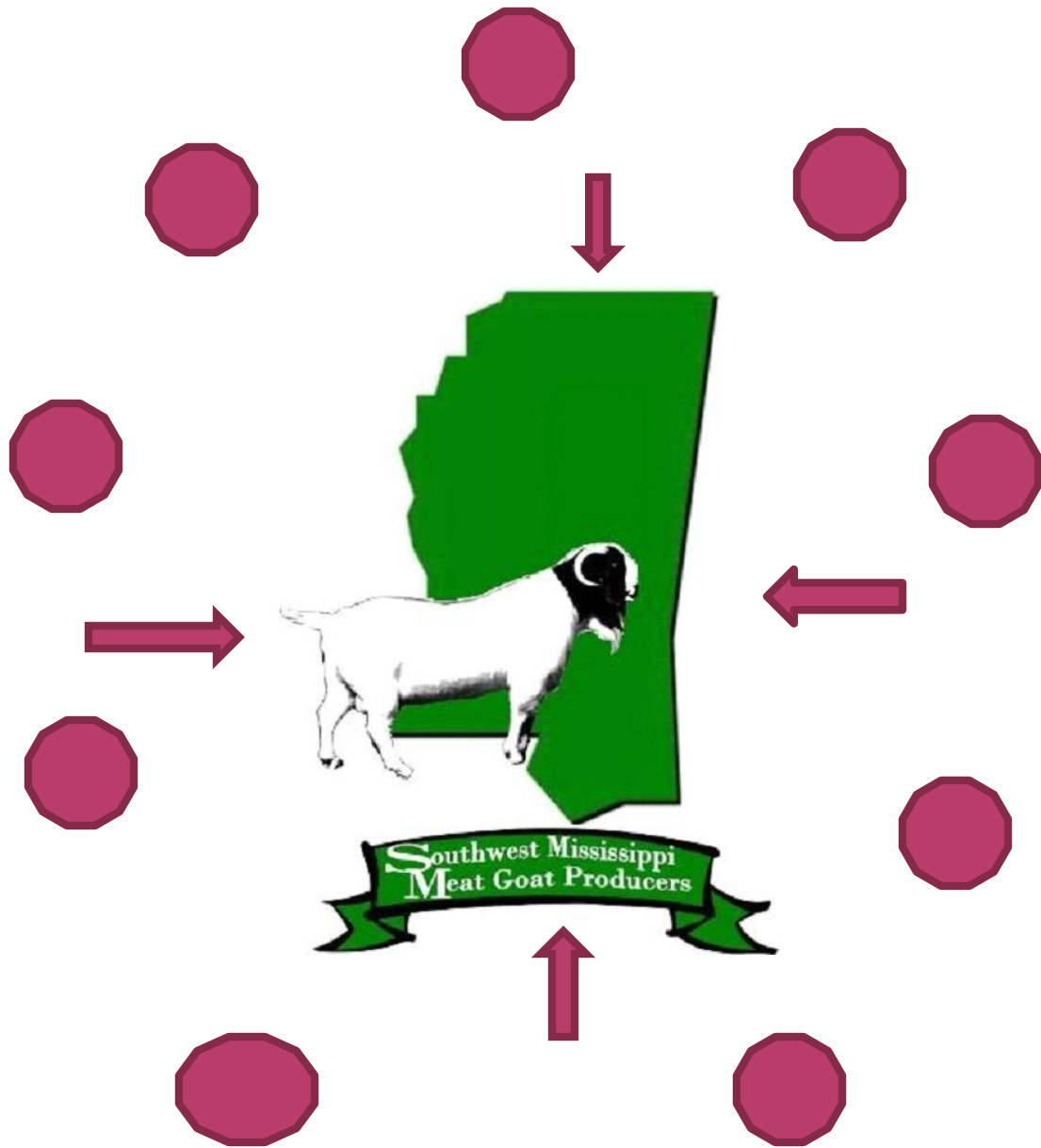
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Southwest Mississippi
Meat Goat Producers













STONE COUNTY

MISSISSIPPI

Festival of Lights at the MS Gulf Coast Community College in Perkinston
on Friday, December 5th at 5:30 pm
The Christmas Parade in Downtown Wiggins
on Saturday, December 6th at 6:00 pm.
Concluding with the lighting of the Christmas tree in Blaylock Park.
Wiggins Live Nativity, 228 South Magnolia Dr.
on December 20-23 from 6:00 pm to 8:00 pm

... **UNIQUE IS NORMAL HERE.** ...
BOND MCHENRY PERKINSTON WIGGINS
There's nothing better than spending the holidays in Stone County.
And this holiday season, we can't wait
to introduce our family to yours.

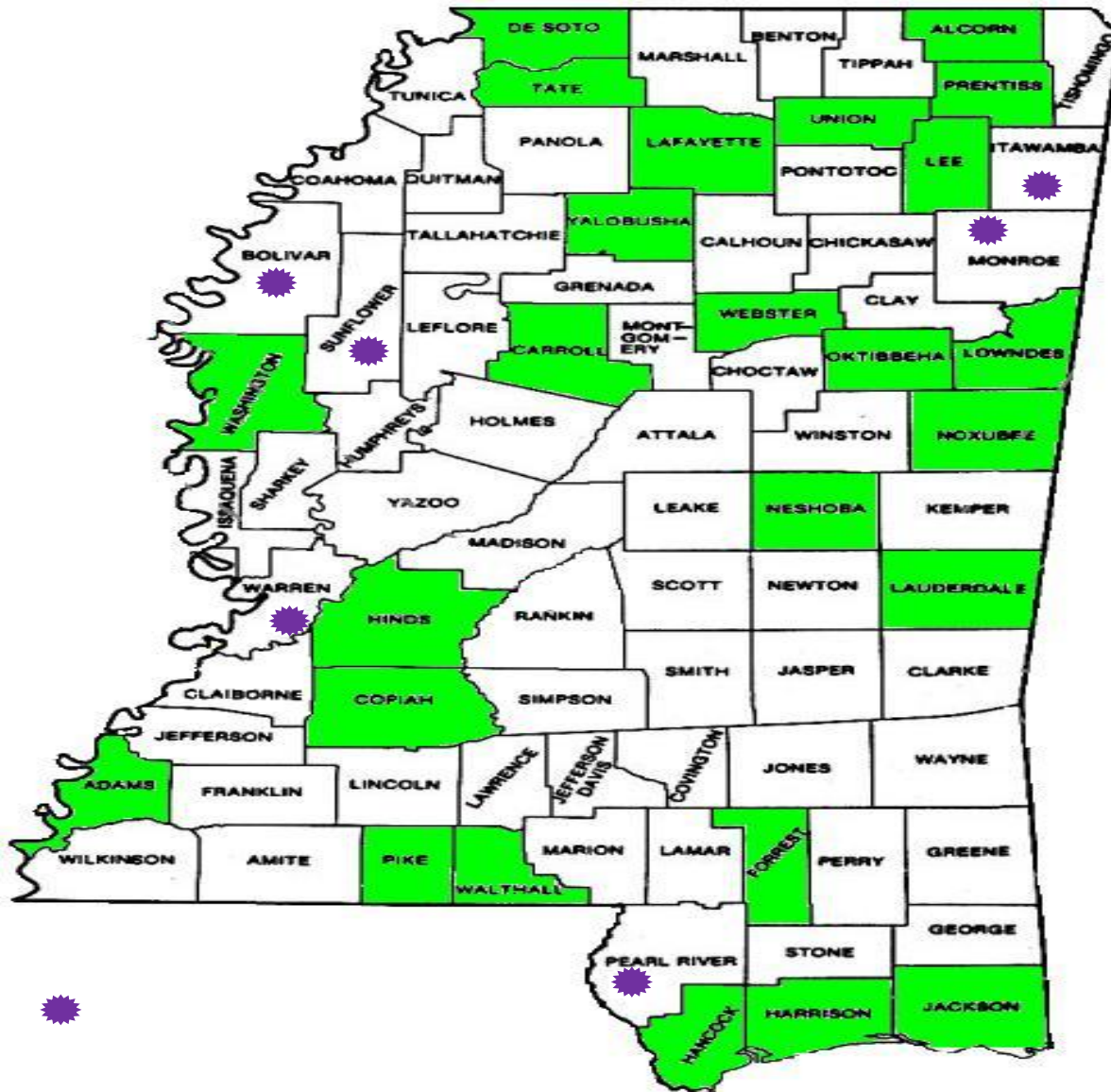


Stone County Economic Development Partnership

www.stonecounty.com



FARMERS MARKET



Denotes New Farmer Markets

QUESTIONS ?

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