

## Goats Go Financial...

### **Meat Goat Industry Featured on Bloomberg Services**

The rapid growth of the meat goat industry was recently recognized by Bloomberg Professional Services, the fastest-growing real-time financial information network in the world. Within the company's family of financial services, the meat goat industry was featured during the week of September 3, 2007 on Bloomberg's website and radio station.

To read the article published on the Bloomberg website, please click on the link below.

[Goats Go Financial...](#)

## Sustainability Sells Success...

### **Body Condition Scoring of Goats**

In reference to the E (Kika) de la Garza Institute for Goat Research at Langston University, body condition scoring (BCS) is a simple, fast method of assessing the overall condition, or the thinness or fatness, of your goats. It provides an indication of available fat reserves that can be used by the animal in periods of high energy demand, stress, or suboptimal nutrition and allows producers to make better management decisions. Goats should be maintained with a moderate amount of body condition. When overall body condition starts to decrease in the herd and goats become too thin (under-conditioned), it is a sign that managerial intervention is needed such as supplemental feeding, deworming, pasture rotation, etc. Conversely, when overall body condition starts to increase in the herd and animals carry too much fat (over-conditioned), it is a sign that the producer should reduce supplemental feeding.

Ignoring an animal's body condition and waiting to intervene until goats become either too thin or too fat may result in production and/or animal losses or decreased profits from overfeeding. Therefore, producers need to develop skills in assessing body condition of their goats so that a desired moderate body condition can be maintained. With practice, evaluating the BCS of an animal will only take about 10-15 seconds. By adding BCS as a regular part of your management program, you can more effectively monitor your feeding and herd health program for a healthy and productive herd. To find out how to body condition score and view examples please click on the link below.

[Body Condition Scoring...](#)

## Produce + Promote + Price + Plan = Profit...

**Introduction to Livestock Marketing**

According to the market specialists on the Alberta Agriculture Food and Rural Development Website, to the astute livestock producer/marketer, marketing means more than just selling. Astute marketing involves the entire planning process required to produce, promote or merchandise and price a commodity. The first step in the marketing process is producing the type of stock - hogs, beef cattle, or sheep - that the livestock producer wants to produce. Of course, though, the producer must produce the kind of animals that the market place wants. It is often a costly lesson to produce an animal that the market place doesn't particularly want. Other essential components of the production and marketing process include: estimating production costs, calculating cash flow needs, knowing what type and quality of animal has been produced and which buyers will be interested in that type of animal. A final, and equally important, step in the plan is evaluating the pricing and delivery alternatives. Once the final sale has been made, it's very important to review the marketing process to determine what worked well and what needs to be improved. This module outlines how the marketing process can be organized into a number of very logical steps. The "Livestock Marketing" section of the marketing manual contains relevant modules that focus on these individual marketing steps in more detail.

To read more about the process of developing an effective marketing plan, please click on the link below.

[Livestock Marketing...](#)

## Action at the Auction...

### **Keeping Up With Meat Goat Marketing Reports**

A section in the article above highlighting the importance of an effective marketing plan recommends that producers gather market information and follow market trends. Please click on the link below to view a map and links to market reports from livestock auctions across the country.

[Meat Goat Marketing Reports\(Goat Auctions\)...](#)