

## Marketing of Feeder/Slaughter Goats

### Feeder/Slaughter Goats

Ideal feeder weights are 40 lbs to 55 lbs and ideal slaughter weights are 60 lbs to 70 lbs.

Animals presented for sell should exhibit these traits:

- Health – Bright & Active
- Genetics – Boer or Boer Influence
- Nutrition – Shiny coat and fleshy

Prime times to sell are ten days to 2 weeks prior to the ethnic holidays listed. The time period is necessary for the following:

- Buying the goats
- Transporting to processing facilities on the east and west coast and the upper mid-west
- Delivered to retailers usually fresh not frozen

What market should I use? Direct or Auction?

Direct:

- Direct buyers always discount animals bought in the country (direct) i.e. shrink/freight

Auction:

- Price Discovery

To pick an auction, consider the following:

- Location
- Buyers
- Auctioneers
- Facilities
- Merchandising (includes sorting)
- Market website
- Specialty buyers