



# Pacific Northwest Goat Meat Producers

*Goat Meat Marketing  
in the  
Pacific Northwest  
Opportunities and Challenges – 2005*



NWCDC Presentation to NWMGP  
June, 23<sup>rd</sup> 2005

# Presentation Overview

- I. Context
- II. Demand + markets
- III. Supply
- IV. Knowledge
- V. Experience
- VI. Recommendations



# Context/Background

- Why we are here
- The Study – who, what, and how
- Goat meat in NW
- US Market
- Goat producers



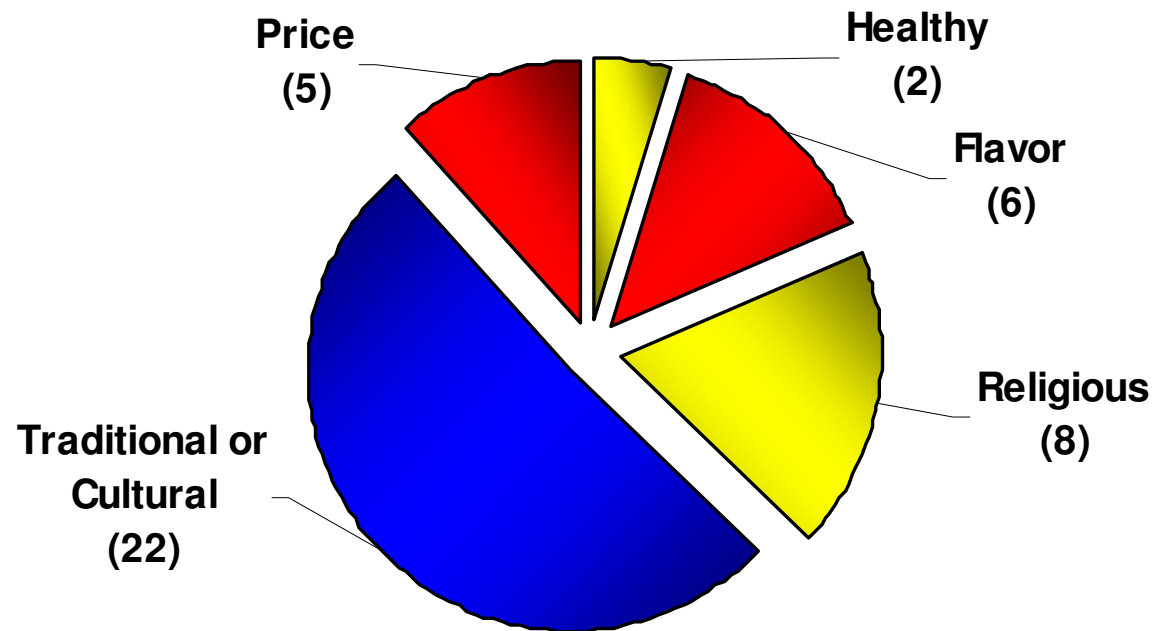
# Primary Retail Markets for NW Goat Meat

1. Hispanic/Latino
2. Halal
3. African
4. Selling live
5. Slaughter options



# Why buy goat meat ?

## Meat Buyers: Why do your customers buy goat meat?



# Hispanic Market

## Areas researched:

- Seattle and Portland metro
- Yakima Valley area

## Findings:

- Strong niche market for retail butcher shops
- Seasonal (holidays, weekends, summer)
- Portland and Yakima Valley strongest markets





# Hispanic Market

## Opportunities

- Higher volume meat consumption than other populations studied
- 100 lbs. per week average for Yakima Valley retail meat markets
- Most retail meat markets purchase weekly
- Potential for market growth as Hispanic presence increases

## Threats

- Seasonal consumption (Holidays, weekends, summer barbeques)
- Retailers say price too high, there's little profit, i.e. "loss leader"
- Informal market of unknown size



# Halal Market

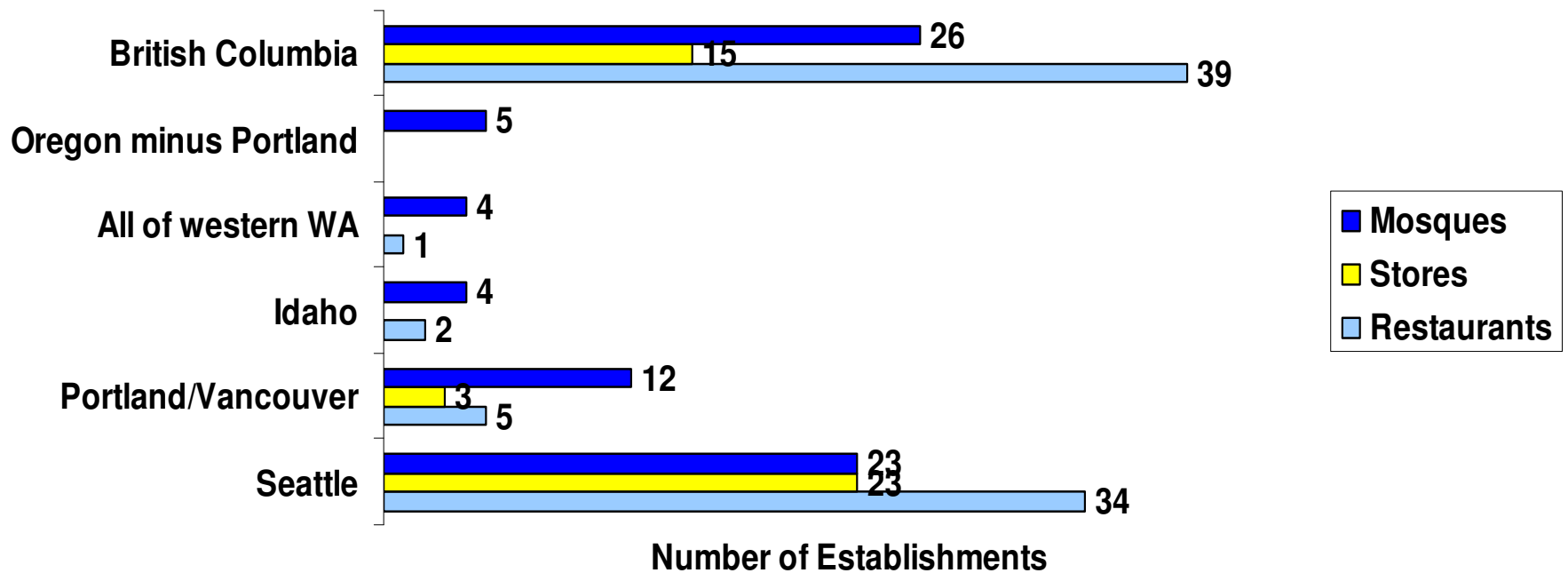
- Demographics
  - Widely varied
- What is Halal?
  - Determined thru: Certification or Reputation
- Market Size
- More cultural then religious; market chaos
  - Seattle: hungry for Halal goat
  - Portland: 1 store would take 2,000 goats a yr





# Halal Market Location

## Location of Muslim Community Based on Stores Restaurants and Mosques



\*retail numbers from [www.zibihah.com](http://www.zibihah.com) and mosque numbers from [www.islamicity.com](http://www.islamicity.com) and [www.msa-natl.org](http://www.msa-natl.org)

# Halal Market Sources

- Primary:
  - Frozen cubed Australian
  - Informal, on-farm slaughter
- Other
  - Regional slaughter
  - Fed Ex



# African and Caribbean Market

- Seattle and Portland
- Goat the preferred meat
- Market for specific pieces
- Carcass presentation
- Halal?
- No seasonality
- Whole animal preferred
- Middlemen
- Price
- Population 30,000



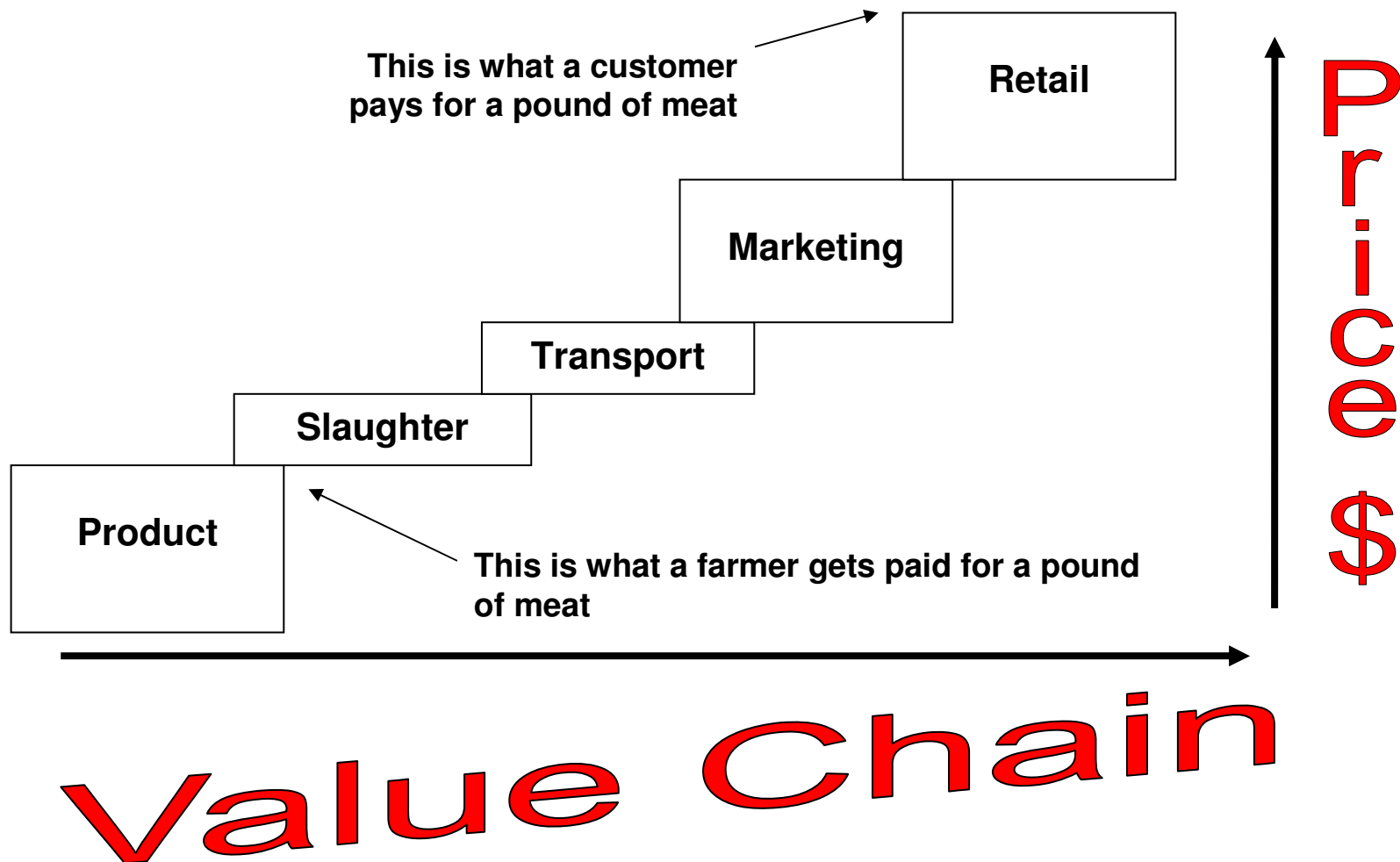
# Other Consumers

- Butcher shops and retail meat
- Wholesalers, i.e. Nicky USA in Portland
  - Fresh carcass for \$4.39 a lb – 6 a week
- Small market exists
  - Primarily frozen imported goat



A quick lesson in...

# The Value Added Concept



# How to Add Value

- Know who your customer is
- What the final product looks like
- How often/where/how much
- Meet their needs
- Keeping a short link between you and customer

**And Remember:**

- ***Adding value = keeping the \$ at home***



# What to do with a live goat?

- **Live goat purchasers**

- Kao Chao; Sandy, OR
- Larry Jackson
- Live Auction
- Breeders, 4H'ers and hobbyists

- **Slaughtering - 4 ways to kill a goat**

- Mobile, i.e. HH Slaughter
- Commercial, i.e. Midway



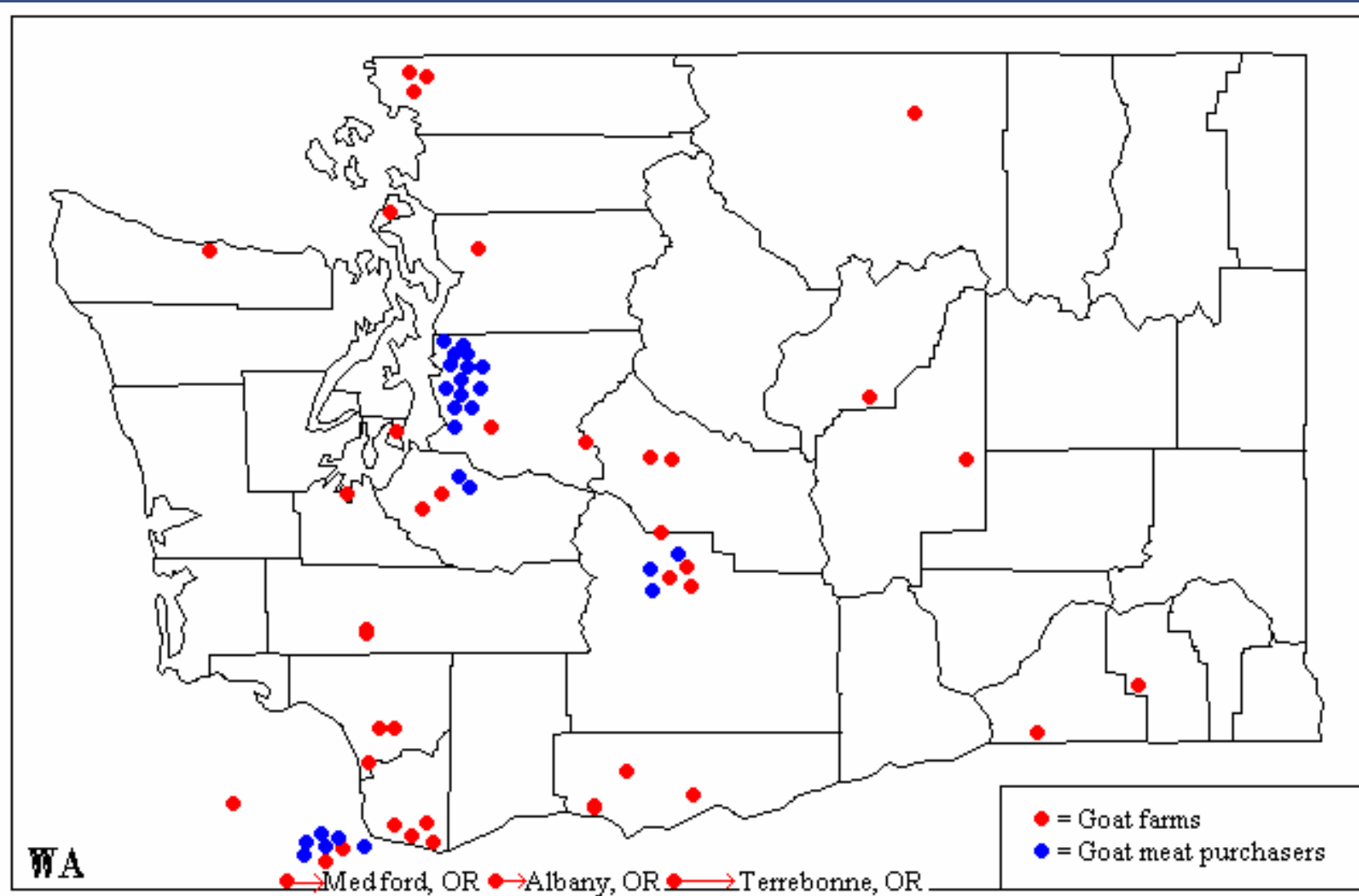
# Market Pointers

- Second generation immigrants eat pizza and hamburgers
- More money = different food
- Special attention to what customer wants, religious holidays, your management skills
- Economic factors
  - Price, substitution, alternatives
  - Luxury choice

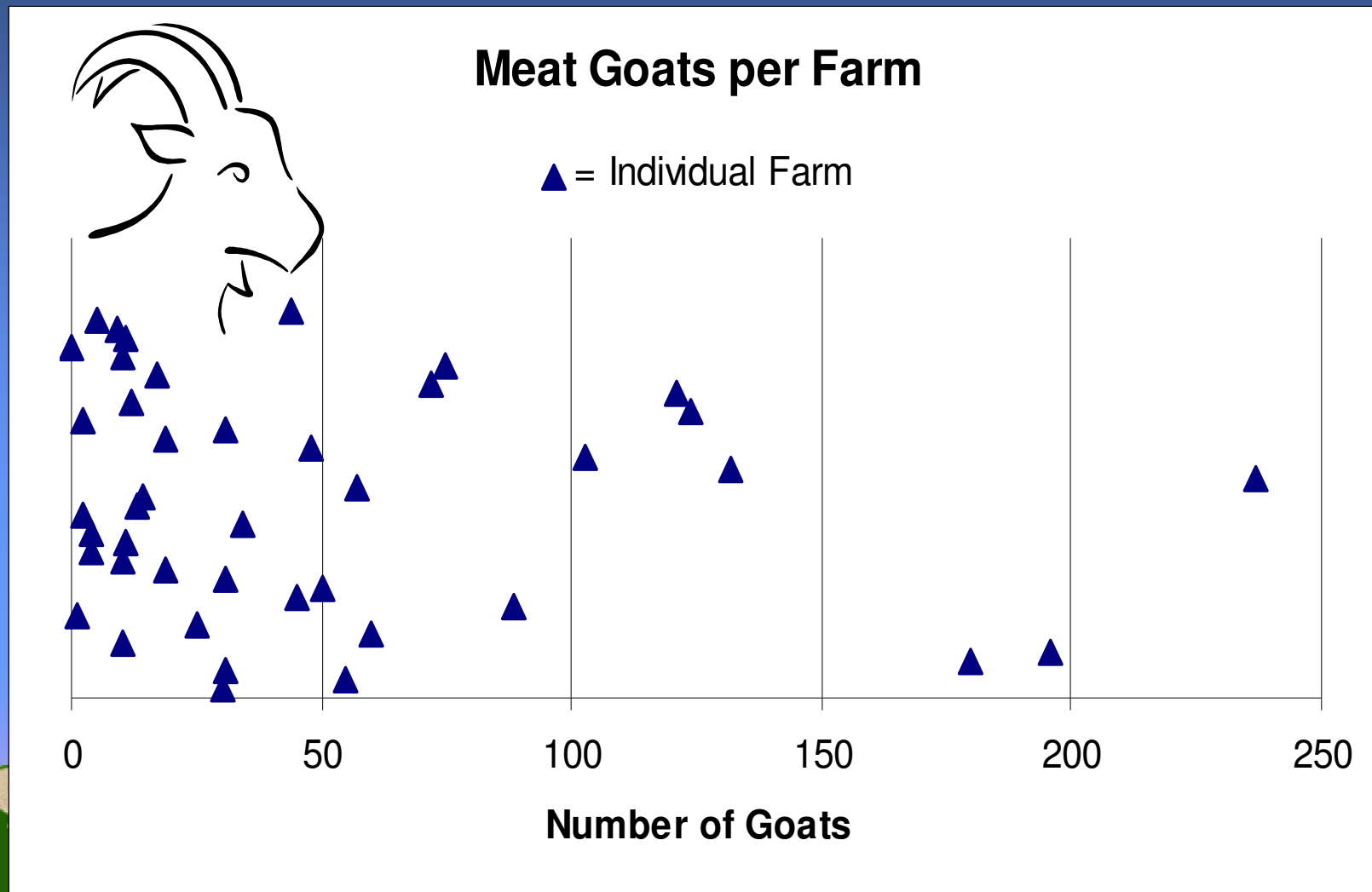




# Location of Farms and Vendors

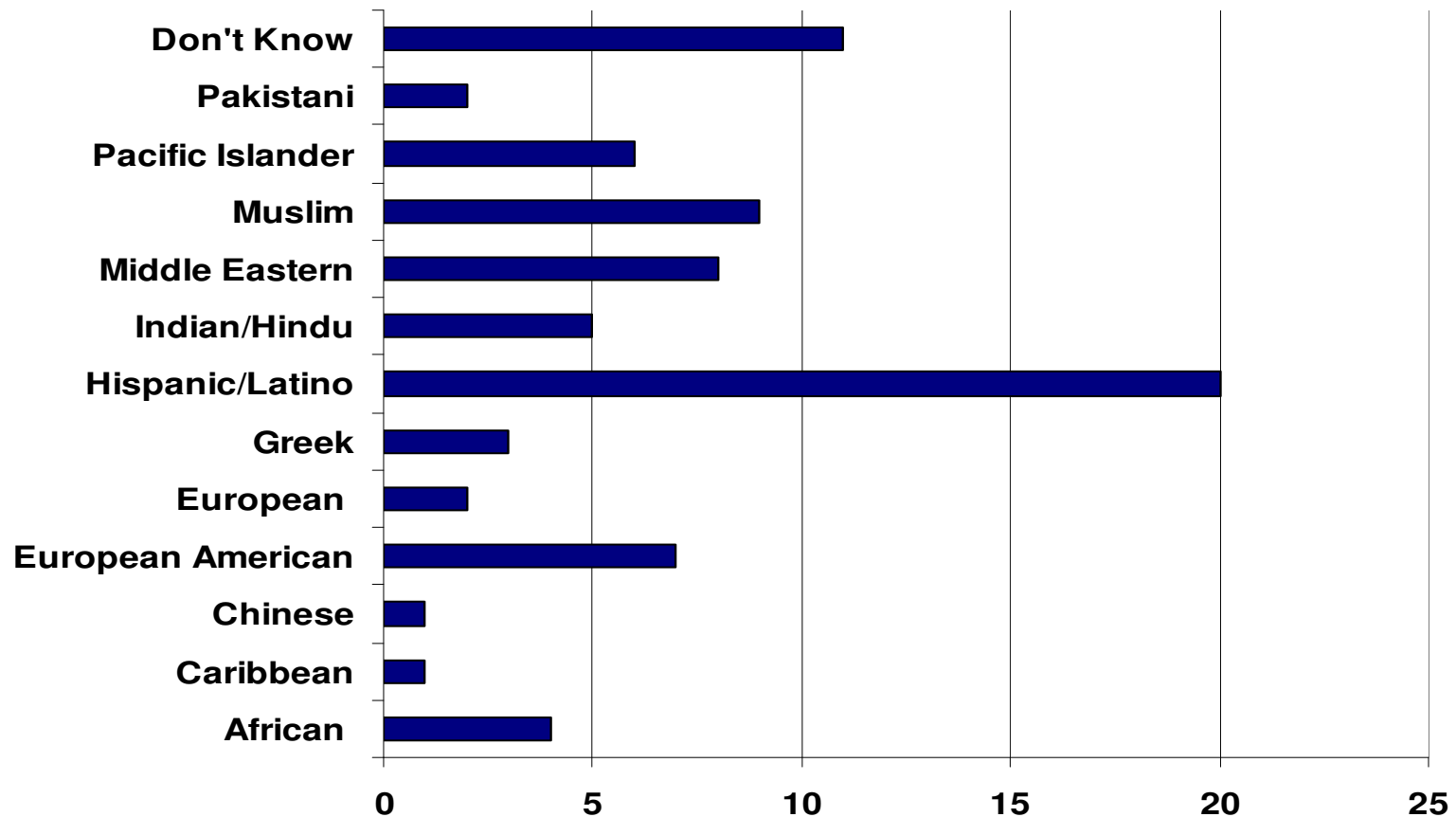


# Size of Goat Herds

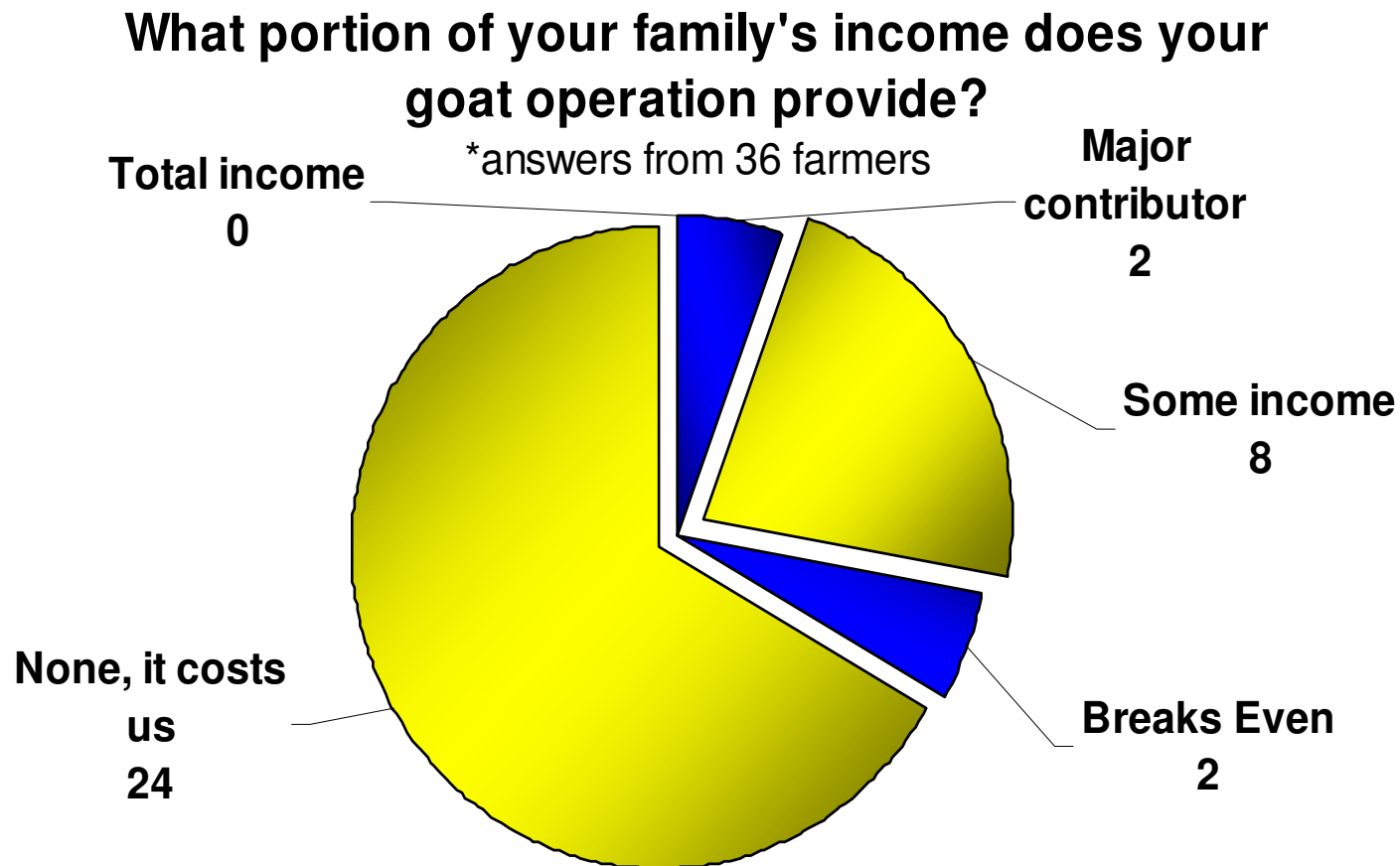


# Your Customer's Demographic

Who purchases your goat meat?



# Portion of Your Income



# Training

- Management training
- Forming group, planning, marketing finance
- Husbandry skills - survey identifies weaknesses
- Dr. Susan Kerr, Extension Agent WSA



# Other goat groups

- Sharon Findling
- Oregon Meat Goat Producers
- Our experience



# Your options

## 1. Stay as you are - Trading as individuals

Labour, output, costs, unpredictability

## 2. Go it alone

Focus, up-skill, deal directly



# Option 3

## 3. NWMGP organises itself and forms a marketing co-op to sell collectively

A co-op keeps benefit in group for group members:

- Economies of scale
- Bargaining power
- Reducing costs
- Recognised way of doing business
- Co-op 'family' have great contacts and supports in the industry





# Option 3 cont.

- And then?
- Form strategic alliance with other groups
- National marketing group web marketing



# How do you do it ?

- Decide
- Plan
- *“if you fail to plan, you plan to fail”*
- Believe it can be done
- Organize/ Structure
- Commitment!
- Listen, learn and change
- Measurements
- Use resources
- NWCDC
- Extension services WSU/OSU
- Other
- Look under rocks

