



# Kentucky Goat Marketing

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Indiana Extension Tour



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- **DIVISION OF VALUE ADDED LIVESTOCK**
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# Methods of Marketing

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- Graded sales
- Tele-auction
- Private treaty
- Youth projects
- Stockyard sales
- Breeding stock



# **Problems with marketing goats in Kentucky**


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- 1. Numbers of markets**
- 2. Number of goats**
- 3. Limited buyers**

## **TELE-AUCTION MARKETING SYSTEM**

- 1. Identify numbers, weight, grade ahead of sale**
- 2. Contact buyers with numbers**
- 3. Consolidate delivery (4 or 5 sites) and transportation**

# FACTORS EFFECTING GOAT VALUE LIVE



- BILLIE, WHETHER, DOE
- GOAT SIZE
- ETHIC HOLIDAYS
- METHOD SELLING (GROUPS VS SINGLE)
- GRADE [QUALITY]



# 4 YEARS INTO THE PROGRAM

- 6-7 GRADED SALES EACH MONTH
- 6-8 TELE-AUCTION EACH YEAR



# WEIGHTS

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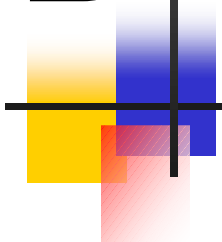
- KIDS
  - KILL DOES
- FEEDERS 20-39 LBS
  - UNDER 80 OR 100 LBS THIN
  - OVER 80 OR 100 FLESHY
- 40-59 LBS
  - BUCKS
- 60-80 LBS
  - UNDER AND OVER 100 LBS
- 81-100 LBS
  - HEAD STOCK
- YEARLINGS –
  - OUTS – NO MATCH



# MEAT GOAT GRADING

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- MUSCLE
- CAPACITY
- CONDITION (fat cover)
- FRESHNESS
- STRUCTURE
- HEALTH



# USDA MEAT GOAT GRADES

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- #1- extremely thick heavy muscled, wide based, with body capacity and bloom
- #2 – average muscling, average or better base width, with some bloom
- #3 – light muscled, shallow and narrow, and/or thin condition
- #4 or out – unthrifty, sick, injured or goats that do not fit the grades (Pygmy).



THICK



AVERAGE

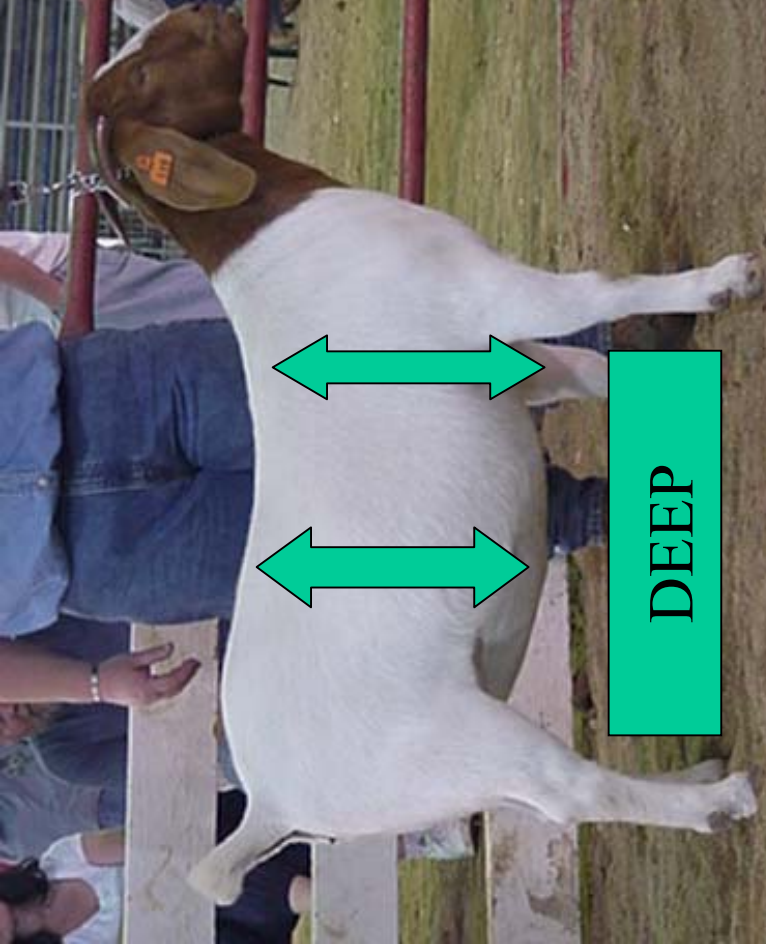


AVERAGE



THIN

# MUSCLE



**DEEP**



**FLAT  
RIBBED**



**WIDE  
OPEN  
RIB**



**SHALLOW**

**CAPACITY-THE  
COMBINED VOLUME OF  
WIDTH, DEPTH, AND LENGTH.**



**FAT?**

**FRESH IS MY  
IS MY MIDDLE  
NAME**



**FRESHNESS**



**I'M NOT VERY FRESH  
APPEARING**

**FRESHNESS- A SLICK HEALTHY  
HAIRCOAT**

LEVEL TOPPED

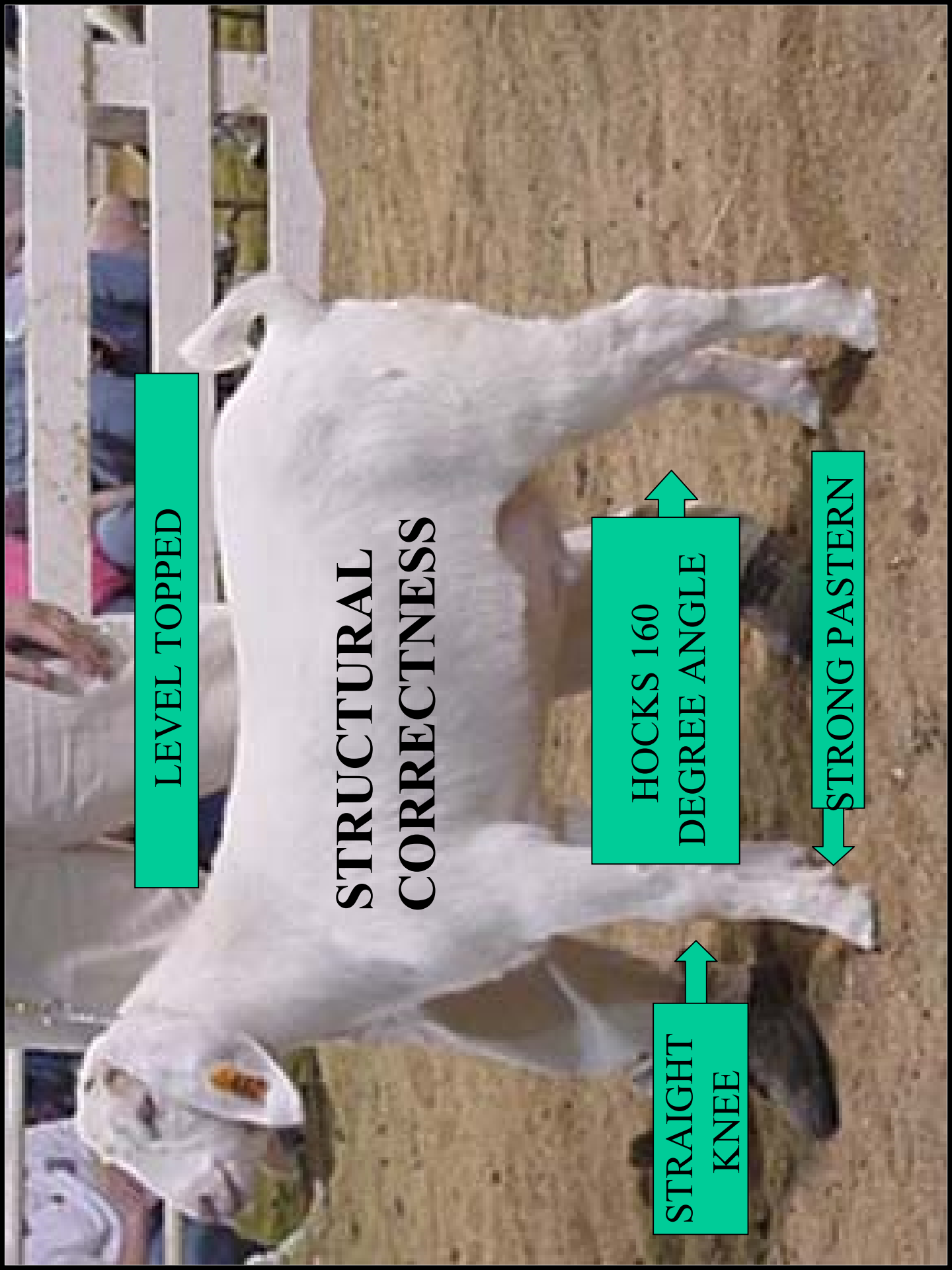
# STRUCTURAL CORRECTNESS

STRAIGHT KNEE

HOCKS 160

DEGREE ANGLE

STRONG PASTERNS



# GRADING TEST



#2 ++ or #1 --



#1++++++



#2



#3



#2 -



#4



**#1**



**#2**



**#3**



**#4 or out**



**#1**



**#2**



**#3**



**#4 out**

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SUP  
IN GO  
S  
SUPPL  
predinat

Don Smith, Judge  
C.; Mary Jo Cool

# NEW MARKET YOUTH SHOW PROJECTS





# JUDGING CLASS

PLACING- 1-2-3-4  
cuts 4-2-6



MARKETING GOATS IN KY= HIGH QUALITY IN VOLUME