Meat Goats Are Great
Production: can be done ‘hands off’
Marketing: just raise your hand
And then *watch out!!*
But before the how and why, a few meat goat facts...
1) North America is importing 3.1 miles of bumper-to-bumper semis with 40’ containers full of goat meat for people to eat.
That’s 1,794,116 goats
That’s a lot of goats
2) Those goats could be earning us $271,360,015
There are \( \approx 70,000 \) goat producers in the U.S. that’s \( \$3,877 \) not earned by each of us.
That’s a LOT of money
3) Goats are arguably cuter than cows.
4) Goat poop is definitely cuter than cow poop.
5) Goats cannot hurt humans as easily as cows can.
Even if goats have more horn per capita than cows
Goating well, so far?
Now to the how and why:
Production
Working with Nature
Let’s pretend: you live in an area that gets snow in the winter.
And there are weeds or brush growing in some pastures
weeds and brush usually cost money to control
but let’s pretend you choose to do things the easy way and make money controlling weeds
Goats want to eat the weeds,
people want to eat the goats.
THAT’S not just sustainable, it’s self-sustaining and profitable!
And let’s pretend: you are a normal sized person who is just normally strong
you might even be a single person (as in just one)
and consider that
• you like being outside every day
• you like animals
• you like being paid for working kindly and ethically
you don’t need to own land
you need to want to benefit by solving a problem
You do know that most people would rather pay someone else than to solve their own problems?
So how can you “GET GOATING?”
The rules are the same for the meat goat business as for every other business.
You can buy a business or build a business
To buy a business you need some equity, also called money.
To build a business you need sweat equity, also called labor.
Where goats beat other businesses is in the *FUN factor*: emotional payback after profitability.
That’s “talking turkey!”
Barrel racing, anyone?
No rocks? Make a porta-rock for goat-powered hoof trimming
Have rocks? HAVE FUN!!
Or go climb a tree
Or a tarp
Or on Mom!
On a chair
Or a warm rock – naptime!
On a log
or

a

waterer
Or a horse
Or a rock with reflections
Or a shelter
Or on a culvert WITH mom
Or climb stairs
Why do goats love to climb? That’s how they used to get away from predators... now it’s just plain FUN
Talking things through with your goat
leads to understanding and harmony
See how much fun?
Back to getting goating!
Buy some goats or let them build you some more...

All you need is
One male “buck”

up to 100 females

5 months later

Voila, baby goats!
One mother goat, with two teats, can easily raise 2, 3, or 4 kids.
Kids nurse for +/- 90 days, starting to nibble forage by a week of age
and at approximately three months of age kids have been weaned naturally by their dam
Please be aware that bucklings can be sexually viable at 3 months of age and are happy to prove it!
So in our pretend world, breeding in late December produces kids in early Summer – warm weather, green forage, perfect for growing kids!
At +/- 6 months of age, your goats’ kids (wethers) are at the perfect sale size: 60 pounds live, earning you $180 each
That’s $360 for a pair of kids… $3,600 per cow-equivalent
120 pound does
10 goats per cow
1,200 pounds
bodyweight…
goats can earn more than cattle
Please don’t sell doe kids for slaughter!
We need 1,794,116 more goats for people to eat in the U.S. right now!
What do you need to let goats have or them to thrive?
3 S’s
• **S**ustenance: food
• **S**helter: from wind, wet precipitation
• **S**afety from predators
• Mid-April 2018 launch
• Why? 30,000 daily Internet searches for “get goat”
• Website w/searchable database
  • Goat meat
  • Meat goats
  • services
  • supplies
Listings being sold now:
one-time cost for
5-year listing
$25 black/white
$37.50 w/highlighting
Thank you!