

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
under-
standing
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

- Sustenance: food
- Shelter: from wind,
wet precipitation
- Safety 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!

