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 <u>us</u> \$271,360,015

There are ≈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

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4) Goat poop is definitely cuter than cow poop



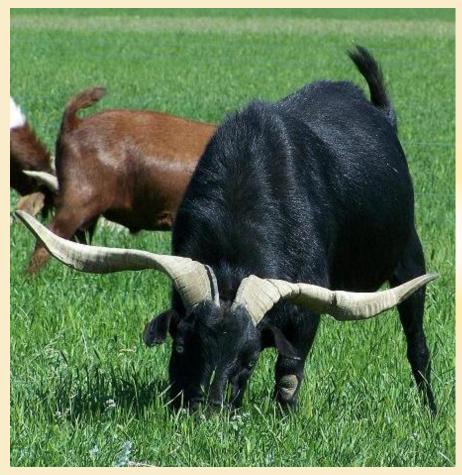


5) Goats cannot hurt humans as easily as cows can





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

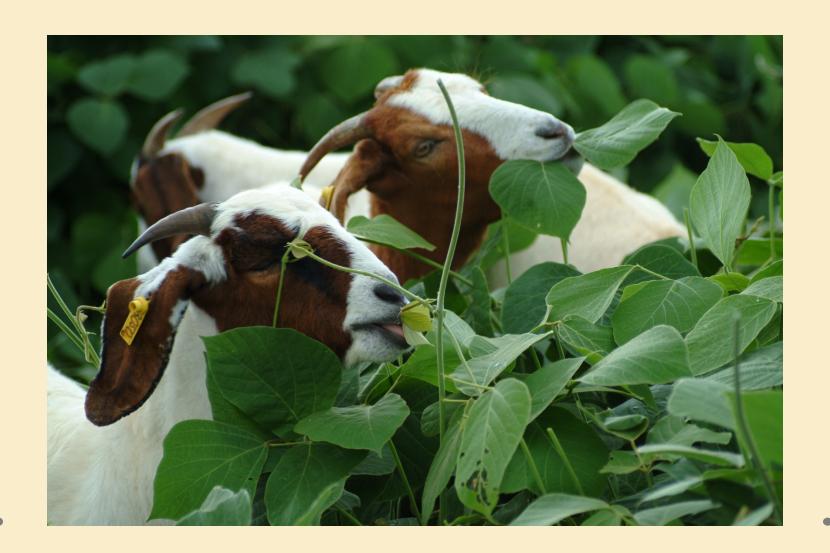


but let's pretend you choose to do things the easy way and make money controlling weeds





Goats want to eat the weeds,



people want to eat the goats.



THAT'S not just sustainable,

it's self-sustaining.

and profitable!

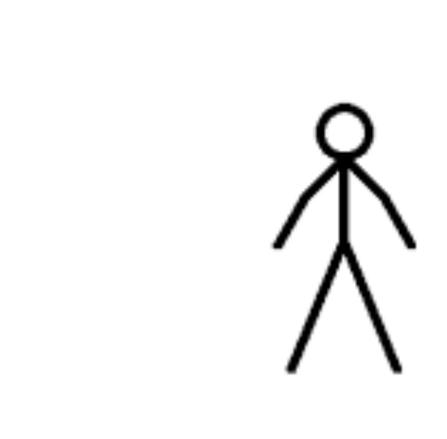




And let's pretend: you are a normal sized person who is just normally strong



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?



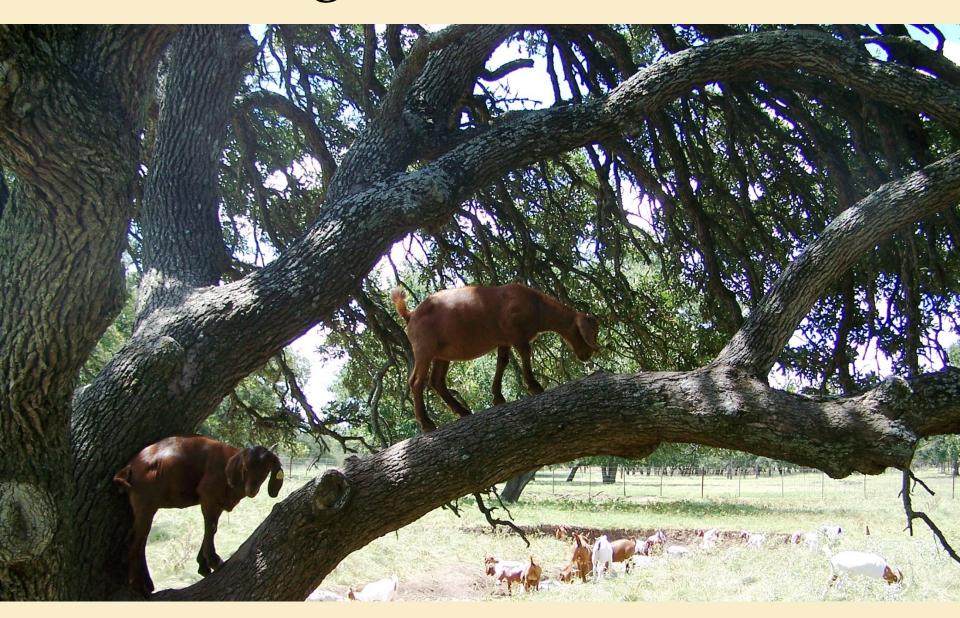
No rocks? Make a porta-rock for goat-powered hoof trimming



Have rocks? HAVE FUN!!



Or go climb a tree



Or a tarp



Or on Mom!



On a chair



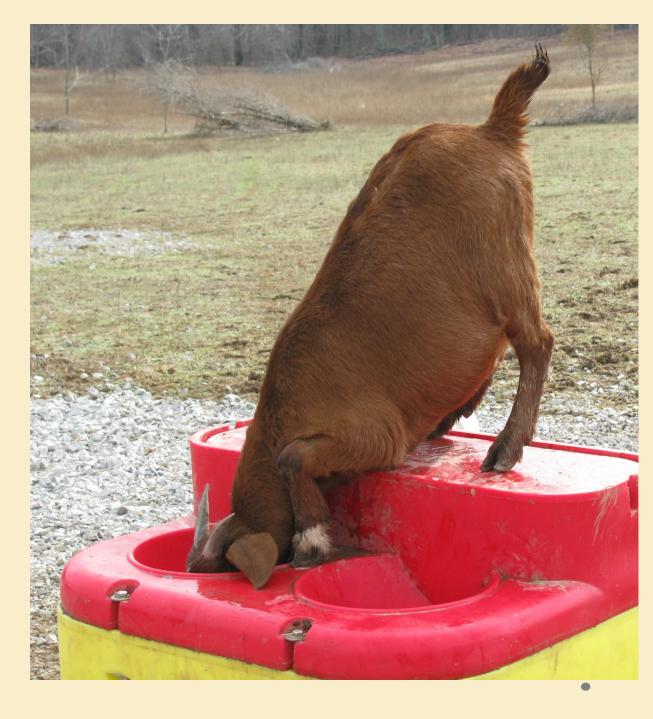
Or a warm rock – naptime!



On a log



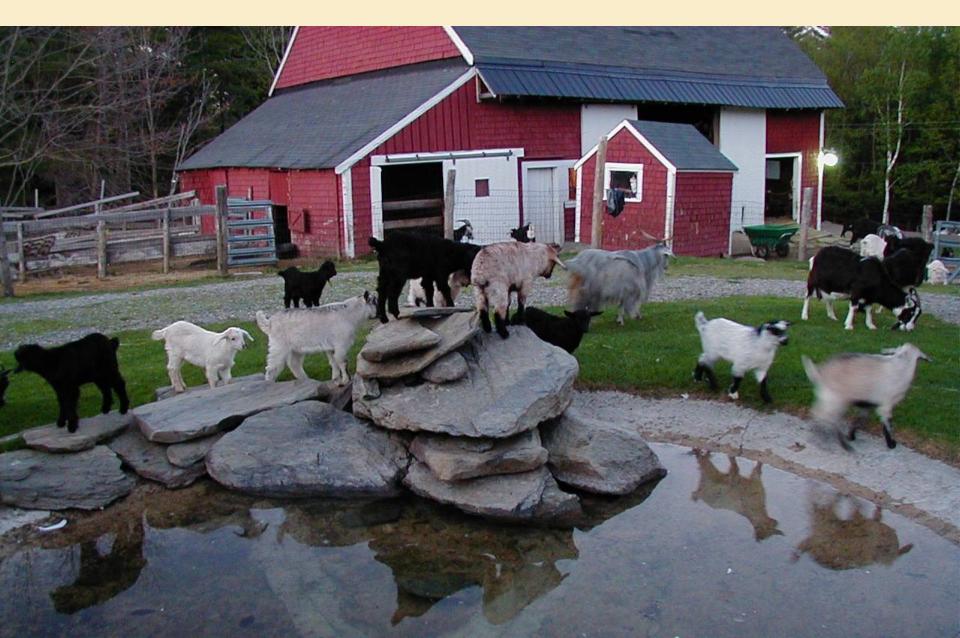
or a waterer



Or a horse



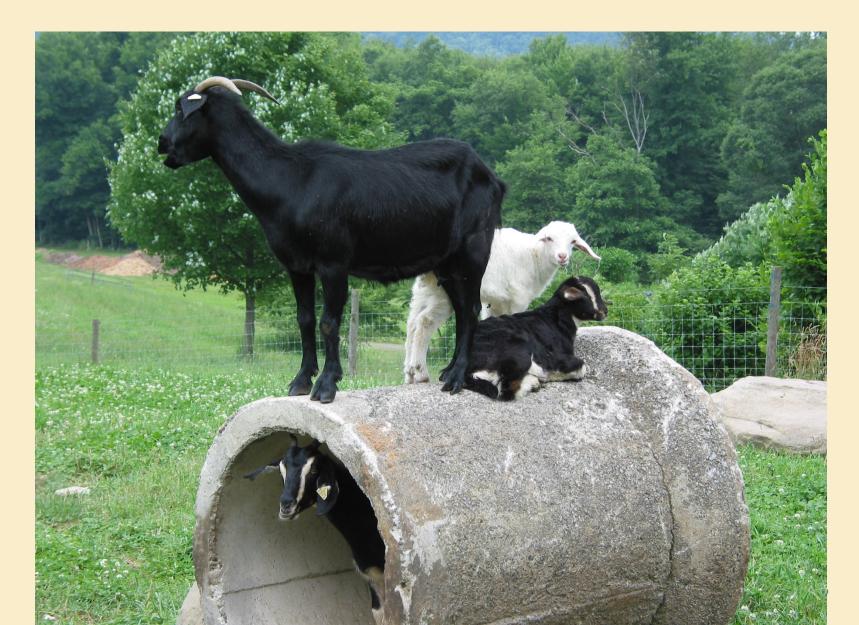
Or a rock with reflections



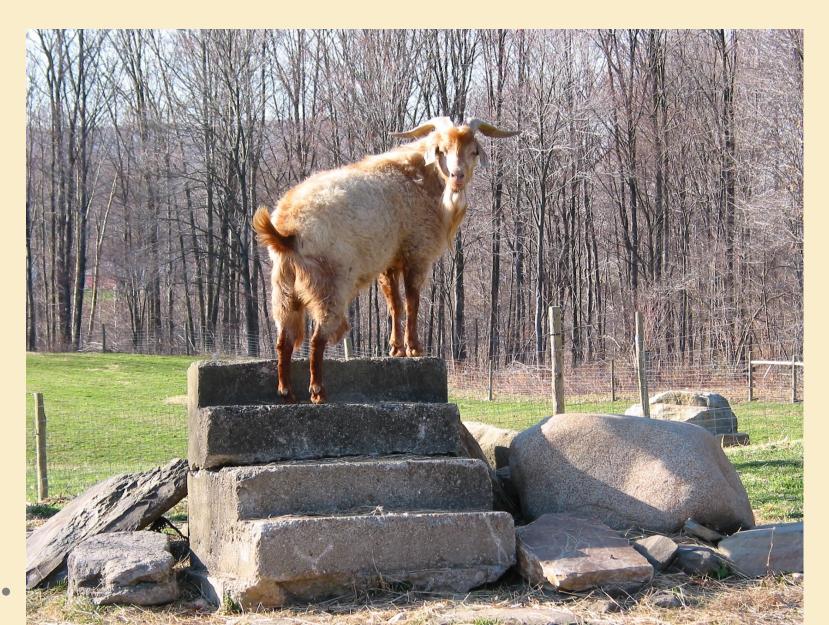
Or a shelter



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



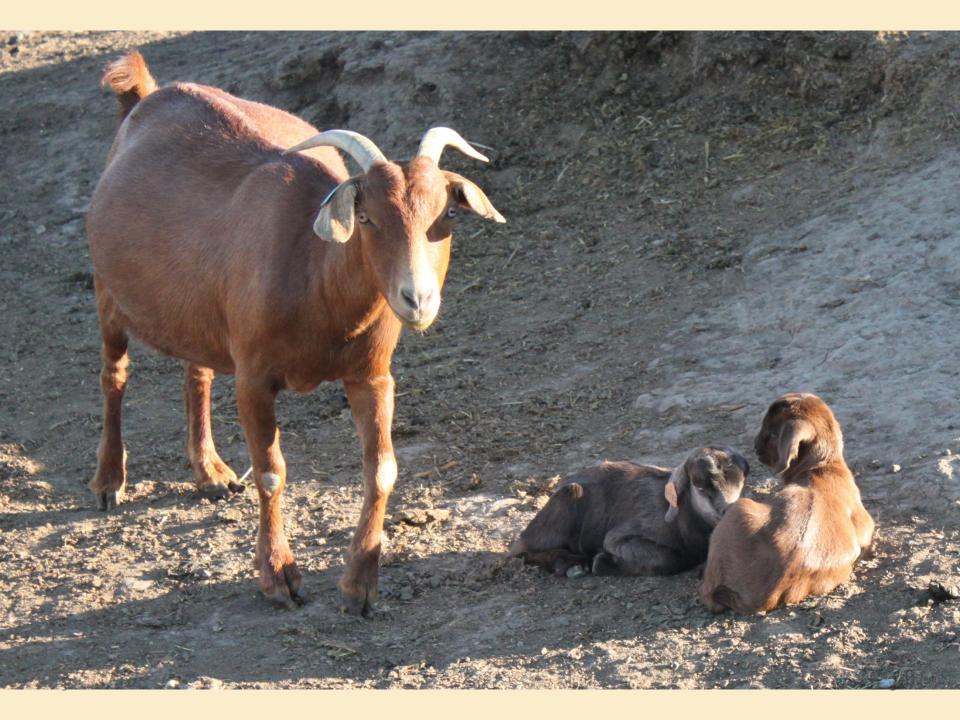
See how much fun? Back to getting goating!



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 cowequivalent

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!

