

Purpose of a Market Goat Project

These are just some of the things you can learn while completing a Market Goat Project:

- how to select a project goat
- how to feed and care for goats
- how to keep your goat healthy
- what is normal goat behavior
- what are the parts of a goat
- how to fit and show a meat goat
- how to keep records

Working with your goat and enjoying these activities, you will develop new skills that will help you throughout your life. Some of these skills are:

- being a leader
- being a citizen
- communicating effectively
- developing personal values
- relating to people
- preparing for a career

This flyer was created to give some basic information on market goats projects. For more information contact your local extension office agent.

Terms:

Rate of gain: The amount of weight your goat gains per day. Especially important for market projects shown in fairs with a minimum weight. It will help you monitor your goat's feed intake and make adjustments as needed.

Floor buyer: The person the fair has setting the minimum price for the sale. This person is often also referred to as a turn buyer. If you have a company buys your animal and "turns" it. It means that the floor buyer will be taking the goat with them at the end of the sale.

"Blue", "Red", and "White"

Goats: Most fairs have the market goats judged on the Danish system. Where "blue" represents the best animals, "red" are the good animals and "white" are the animals that need a lot of improvement.

Information gathered by:



Atley Boer Goats

Ryan & Jana Roberts
19411 S Harrison Rd
Edwall, WA 99008
509-251-9551
www.atleyboergoats.com

Why raise a market wether?

It's fun!

It's a great learning experience.

It's a great way to make some CASH!



The “Why”

Why’s its fun...

Goats are a fun animal! They are similar to dogs in that they are easy to train to lead and enjoy “their people”. You will also make new friends in the goat barn!



Why it’s a learning experience...

Raising a market goat teaches you how to care for the goat, how to record and monitor the goat’s rate of gain, and it teaches you how to market your goat before you ever reach your fair.

Why it can make you some cash...

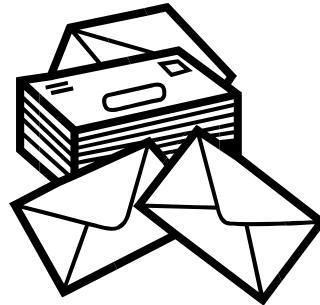
Raising a market goat is a great way to make some money while in 4-H or FFA. Once you decide on a fair to attend you can check the rules on market projects. Most fair’s have a “booster club” that collects funds for each market project and provides support money above the “floor” price at each fair.



The “How”

How to market your goat...

The first step to marketing your goat project is to write a letter asking for support. This letter needs to include information about you: your name, your club, how long you’ve been in 4-H or FFA, and why you like market goats. It should also include some information about your project animal. Once you have introduced yourself and your project, explain why you need support: you plan on using your profits from your market goat to buy another project, you plan on using the money for college, a car, etc.



The second step is to deliver these letters to family and friends first. Then approach local businesses. Dress nicely and hand deliver each letter to the business manager or owner. It is often a good idea to return to these businesses a couple weeks before your fair to remind them of your request for support.

The “Market Sale”

Time for the sale...

Most fairs require that you show your market project in a market class and in showmanship. These classes allow you a time to present your goat to the best of your and its ability.

How you place in market sales directly affects your sale order. For example, the Champion and Reserve Champion goats sell first. Followed by all the “blue” goats, then the “red” animals. “White” goats are not allowed to sell in most fairs.

On show day, making sure your goat is clipped and washed so that it is a sparkling white animal. Dress yourself in dark pants and a nice button-up shirt, that is tucked in. Finish up with



boots and a belt. Follow these same rules on sale day. Presenting yourself and your goat this way gives you a professional attitude that both the judge and the buyers will notice.