

Small Farms Research Center Alabama A&M University

The Small Farms Research Center at Alabama A&M University (AAMU) was first conceived in 2000 with funding from USDA's Office of Outreach authorized under Section 2501 of the 1990 Farm Bill. The Center is devoted to issues affecting the family farm and assessing how such issues impact profitability and overall sustainability of small farm operations. AAMU's 2501 project (a.k.a. Small Farmers Outreach Training and Technical Assistance Project) received its initial funding in 1994. As project staff and faculty grew in numbers and became diverse and activities more complex and holistic in nature, the need for a Center to conduct sound and targeted research, provide quality education and effectively deliver outreach training to underserved agricultural producers became increasingly inevitable. Thus, the Small Farms Research Center was initiated in 2000 to conduct research and provide services throughout Alabama, with special and particular outreach emphasis on 21 underserved counties in north Alabama.

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United States Department of Agriculture
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IMPLEMENTING AN ACCESSIBLE ON-LINE MARKETING TOOL FOR SMALL AND MID-SIZED MEAT GOAT FARMERS



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Introduction

Goat enterprises provide additional source of income for small limited resource farmers in Tennessee and Alabama. These enterprises are ideal for small farmers since goats require small land area, minimum care and modest

capital and financial investment to get started. So goat can be a good alternative enterprise and an excellent source of employment and income for small farmers. In spite of this opportunity, potential goat enterprise must

overcome significant marketing challenges the farmers face in selling goat meat within a market structure that offers little infrastructures to a non-mainstream meat. Opening additional marketing channels for small limited resource farmers to sell their products will allow them to market additional income to improve their well-being. Therefore, marketing strategies is pivotal for the success of small and mid-sized goat farmers. The Small Farms Research program titled "Implementing An Accessible On-line Marketing Tool for Small and Mid-Sized Meat Goat Farmers," will assist small farmers expand their marketing opportunities in Tennessee and Alabama.

The program will assist farmers and producers by; Conducting research and the meat goat industry to examine marketing opportunities for meat goat farmers; Evaluate the effectiveness marketing meat goats, goat meat and goat products; Establish the feasibility of placing goat meat into selected grocery stores in Tennessee and Alabama; and Create and Implement a web-Based marketing system for goat meat



Target Audience

This integrated project will focus on marketing research, education and extension. The Center will work closely with the following groups;

- Goat farmers with gross income of less than \$20,000
- Potential goat meat producers
- Interested parties including non-profit organization, businesses and faith based organizations
- Goat meat and Goat Products organizations

Goat meat can be marketed through direct sales to consumers of live goats or goat meat, goat meat sales at farmers' market, on-farm sales of live or processed meat, restaurant trade, traditional markets (livestock auctions, order buyers, tele-auctions, packers) and marketing cooperatives, among many others.

The project will address the strategic action of training students to acquire marketing skills for entry into the agricultural workforce. The extension component of this project focuses on conducting programs and activities that deliver science-based knowledge and educational programs to farmers.

Activities

The training involves face-to-face contacts: meetings, seminars, focus groups, workshops, direct mail, farm field days and electronic media. The training areas will include but limited to the following;

- Huntsville/Madison, Alabama
- Mobile, Alabama
- Birmingham, Alabama
- Muscle Shoals, Alabama
- Nashville, Tennessee



Impact Science-Based Knowledge and Educational Programs



- Marketing Channels For Goat Meat Production
- Healthy Herds: Goat Meat Nutrition and Healthcare Options
- USDA Programs and Services Available to Assist Goat Meat Producers
- Increase Knowledge of Goat Meat Production
- Understanding Goat Meat Production as A Business
- Appreciation for Strategic Marketing Plan
- Networking System for Goat Meat Producers
- Hands-On Technique for Managing Goat Meat Production

For more information about the Small Research Farm Center's project titled Implementing An Accessible On-Line Marketing Tool For Small Farm and Mid-Sized Meat Goat Farmers visit our website <http://www.aamu.edu/Academics/alns/SFRC/Pages/default.aspx>, or visit us 4900 Meridian Street, James I. Dawson Bldg. #316, Normal, Alabama 35758.

