

Canadian Meat Goat



A S S O C I A T I O N

canadienne de la
chèvre de boucherie



2016 ANNUAL GENERAL MEETING AND PRODUCER EDUCATION DAY

From Pasture to Plate; Bringing Quality Chevon to the Table

April 9th, 2016—Ancaster Fairgrounds, Jerseyville, Ontario

2016 ANNUAL GENERAL MEETING AND PRODUCER EDUCATION DAY

From Pasture to Plate; Bringing Quality Chevon to the Table

APRIL 9TH, 2015 • 9:00 AM

Ancaster Fairgrounds, 630 Trinity Rd. South, Jerseyville, Ontario

Agenda

8:30-9:00am	Registration and social time
9:00-9:10am	Welcome and introductions
9:10-9:40am	IMPACT, Laura Beveridge, Farm and Food Care Ontario
9:45-10:30am	EPD basics and how to use performance test results, Delma Kennedy, OMAFRA
10:30-10:45am	<i>Break</i>
10:45-11:45am	Canadian Meat Goat Association Annual General Meeting
11:45-1:30pm	<i>Hot lunch and CMGA Share Your Herd Sale</i>
1:30-2:00pm	Goat carcass cutting demonstration, Jamie Waldron, professional butcher and author
2:00-2:45pm	Building and managing a profitable commercial meat goat operation, Peter and Amy Vingerhoeds
2:45-3:00pm	<i>Break</i>
3:00-3:45pm	Harnessing the power of social media to influence consumer perception, Andrew Campbell, Fresh Air Media
3:45-4:15pm	Processor survey and ethnic consumer research overview, Jennifer Haley and Kendra Keels, Ontario Goat
4:15pm	<i>Adjourn</i>

Contents

President's Welcome	3
About CMGA	3
Greetings from Minister MacAulay and Minister Leal	5
About the Speakers	7
IMPACT, Laura Beveridge, Farm and Food Care Ontario	9
EPD basics and how to use performance test results, Delma Kennedy, OMAFRA	13
Canadian Meat Goat Association Annual General Meeting	23
Building and managing a profitable commercial meat goat operation, Peter and Amy Vingerhoeds	35
Harnessing the power of social media to influence consumer perception, Andrew Campbell, Fresh Air Media	44
Processor survey and ethnic consumer research overview, Jennifer Haley and Kendra Keels, Ontario Goat	51

President's Welcome

Welcome to the 2016 Canadian Meat Goat Association Annual General Meeting and Producer Education Day! This year's line-up of speakers covers many relevant topics taking place in goat barns around the country and attendees can expect a refreshing break from farm chores and a reinvigorating source of new ideas.

Many of you may already be familiar with Jennifer Haley, Kendra Keels, and the Livestock Alliance staff through their involvement with Ontario Goat. For those who have not yet met Jennifer and Kendra, please be sure to introduce yourself. This is our first CMGA event under the Livestock Alliance umbrella, so please make sure to welcome Jen and Kendra to the CMGA.

I would like to thank Anna, Tiffany, and Kendra for their efforts in coordinating this year's event. It takes a lot of hard work, countless hours, and energy to plan and organize this event and make sure it is a success. As you visit with Tiffany, Anna, and Kendra during the AGM, please be sure to thank them.

I would also like to thank the sponsors. Your support is essential to hosting our producers and putting together a valuable agenda.

On behalf of the CMGA Board of Directors, I wish you a great day or stay in Jerseyville. Be sure to meet as many new faces as possible and take advantage of this great networking and social event.

Best regards,



Stuart Chutter, CMGA President

About the Canadian Meat Goat Association

In 1992, an enterprising group of Canadian entrepreneurs was instrumental in the importation of Boer goat embryos into Canada from New Zealand and France, and later directly from South Africa. On November 27, 1993, the Canadian Boer Goat Association was formed through an ad hoc process involving 7 charter members. On October 10, 1995, this Association was officially incorporated by Agriculture Canada under the Animal Pedigree Act, with official by-law approval coming on January 3, 1996. This approval provided sole authority as the only association approved to register Boer and Boer cross goats in Canada. The newly incorporated association, which had begun its registration process under the Canadian Livestock Records Corporation, moved to Canadian Beef Improvement Inc., and eventually began self-registry out of the Association office in Glenwood, AB, Canada.

From the very incorporation of the Association, the requirement was put in place for mandatory DNA sampling on every purebred registration. The purpose of this was to build a data bank of DNA from which a program of random parentage verification testing could be based. Presently, random testing is done on 1% of all purebred registrations submitted. The Canadian Boer Goat Association is the only Boer goat association in the world to have such a program, which is designed to maintain the integrity of Canadian Boer goat pedigrees.

The first CBGA-sponsored Boer Goat Sale was held in November of 1998 in connection with the Boer Goat Show at the Canadian Western Agribition in Regina, SK. Sanctioned shows with Canadian Boer

Continued on next page

2015 Board of Directors

President

Stuart Chutter

Vice President

Catherine Michaud

Treasurer

Kerry O'Donnell

Secretary

Anna Haupt

Directors at Large

Paul Marshall

Josh Barter

Tiffany Drong

Goat approved judges were started in 1999 with the first in July 1999 at Yorkton, SK. The Association has a judges training program to develop Canadian judges across the country.

In 2001, the Association office was relocated to eastern Ontario, and bilingual services became available to Francophone producers. Since then, the Association has been working hard to offer all of its written materials, including the quarterly Canadian Meat Goat Journal and the web site, in both official languages.

In 2004, the membership of the CBGA voted to change its name to the Canadian Meat Goat Association and to expand its mandate to the broader meat goat industry in Canada. Since then, the Association has been developing educational and marketing tools for both commercial meat goat and purebred seed stock producers.

Other CMGA activities have included: a youth program, a buck test station, development of a type evaluation (classification) program, and representation at agricultural events across the country. The Association's Annual General Meeting is held early in the calendar year.

In 2009, the Association office was relocated to Saskatchewan, and the Canadian Livestock Records Corporation in Ottawa was contracted to process registrations and memberships.

The Association owes a tremendous debt of gratitude to the early pioneers of the Boer goat industry in Canada. Untold hours of volunteer labor and expense were donated to establish an organization and structure upon which to build the future industry. To this day, the Association depends on the commitment of its volunteer Board and committee members, who keep its many programs running.

Mission

The Canadian Meat Goat Association supports the development of a profitable meat goat breeding stock and meat industry in Canada by providing animal registration, member education and industry promotion for the membership and by partnering in research and market expansion.

Vision

A long term profitable Canadian meat goat industry where dairy, fibre and meat interests work together locally, provincially and nationally for the growth and development of the meat goat industry.

Purpose

The primary purpose of the Association is the establishment of breeding standards, the keeping of pedigree records and the registration of Boer goats in Canada.

Further purposes of the Association shall be:

- ◆ to promote Boer goats as a long term, stable source of income in a diversified farming and ranching economy
- ◆ to improve Boer goat genetics by identifying superior performance
- ◆ to encourage the improvement of meat goats in general
- ◆ to enhance consumer demand for chevon (goat meat) at the retail level



Minister
of Agriculture and
Agri-Food



Ministre
de l'Agriculture et de
l'Agroalimentaire

Ottawa, Canada K1A 0C5

Message from the Minister

On behalf of the Government of Canada, it is my pleasure to welcome you all to the Canadian Meat Goat Association's 2016 Annual General Meeting and Producer Education Day. Along with a great day of networking, I understand this year's events will include presentations on hot topics like marketing through social media, along with the fourth edition of the "Share Your Herd Sale", featuring some of the top genetics from across the country. It's thanks to innovative producers like you that Canada is on the map when it comes to goat genetics.

The goat industry is one of the fastest growing sectors in Canadian agriculture. Canada's growing multicultural population and consumer interest in healthy food choices are boosting demand for delicious, high quality goat meat. You are working hard to meet consumer demands by developing the national identification and traceability system, which the Government is proud to support under Growing Forward 2. Your industry shares a number of key priorities with the Government, including trade and innovation, to open up new markets for producers, and keep them on the cutting edge.

I am keen to work with you to build a strong and prosperous future for the sector. I wish you all the best for 2016. Enjoy the day!

Lawrence MacAulay

Minister of Agriculture and Agri-Food



Canada

**Ministry of Agriculture,
Food and Rural Affairs**

Office of the Minister

77 Grenville Street, 11th Floor
Toronto, Ontario M7A 1B3
Tel: 416-326-3074
Fax: 416-326-3083

**Ministère de l'Agriculture, de
l'Alimentation et des Affaires rurales**

Bureau du ministre

77, rue Grenville, 11^e étage
Toronto (Ontario) M7A 1B3
Tél.: 416-326-3074
Télééc.: 416-326-3083



A Message from the Honourable Jeff Leal

On behalf of the Government of Ontario, I am pleased to welcome you to the Canadian Meat Goat Association's Annual General Meeting and Producer Education Day. I want to especially welcome those who have travelled from outside the province for this event. I trust you will enjoy all that Ontario has to offer during your stay.

Ontario's government recognizes the vital importance of the agri-food sector to Ontario's economy — contributing over \$35 billion each year to the province's economy and supporting more than 781,000 jobs. That is why our government remains committed to supporting an agri-food sector that is prosperous and innovative.

I would like to take this opportunity to acknowledge the Canadian Meat Goat Association for its leadership and hard work on behalf of the producers you represent. I also want to congratulate you for joining the Livestock Alliance Partnership. This move will help your association pool resources, partner with like-minded organizations and focus on providing the best possible service to your membership.

At the Ontario Ministry of Agriculture, Food and Rural Affairs, we are excited about the potential growth opportunities for the Ontario goat industry. I can assure you that we are dedicated to working collaboratively with the goat industry to further its development.

To support the sector's need for information and technical support, the ministry has hired a new Small Ruminant Specialist, Jillian Craig, who is based out of the ministry's Lindsay office. She brings a wealth of experience to the position. Her focus is on meat sheep and meat goat production, and on raising and feeding dairy buck kids for the marketplace.

I wish you a successful and informative Annual General Meeting and Producer Education Day.

Sincerely,


Jeff Leal
Minister of Agriculture, Food and Rural Affairs



Good Things Grow in Ontario
A bonne terre/ bons produits

Ministry Headquarters: 1 Stone Road West, Guelph, Ontario N1G 4Y2
Bureau principal du ministère: 1 Stone Road West, Guelph (Ontario) N1G 4Y2

About the Speakers

Laura Beveridge— IMPACT Program Manager of Farm and Food Care Ontario will share with the group some of the resources available to producers through the Innovative Management and Practical Animal Care Training (IMPACT) Program. The program delivers practical training in order to foster improved skills and confidence in animal handling. IMPACT aims to build on the good work and resources already established in Canada, while expanding into a more complete multi-species training program.

Delma Kennedy— Sheep specialist with the Ontario Ministry of Agriculture, Food and Rural Affairs. Delma has a special interest in sheep genetics and reproduction. Her presentation will give an overview of how EPDs have been implemented successfully in other livestock sectors and how performance test results can be utilized to make breed improvements over time.

Jamie Waldron— Professional butcher and owner of J. Waldron Quality Local Meats. Jamie grew up in Harrow, Ontario where his interest in butchery began as a teenager when he started working at a small, local butcher shop. Jamie has dedicated 15 years of his life to mastering the art and skills of a butcher, working, learning, researching, and teaching an age old craft that has fallen out of step in current methods of purchasing and preparing food. Jamie also offers classes in butchery and is the author of the “Home Butchering Handbook.” Jamie will be doing a goat carcass cutting demonstration while leading a discussion about what the butcher is looking for in a quality carcass.

Peter and Amy Vingerhoeds— The couple, together with their four daughters, operate a commercial Boer-cross meat goat operation of 70-90 does at their farm in Hensall, Ontario. Peter also works as a nutritionist at their livestock premix business, BSC Nutrition, in St. Mary’s, Ontario. They will be sharing with the group their experiences of growing their commercial operation over the years into a financially viable agricultural enterprise.

Andrew Campbell— Farmer with a passion for agricultural advocacy, social media, and new technology. On his farm, Bellson Farms, Jamie and his family milk Holsteins and grow corn, soybeans, wheat, and hay in Middlesex County. With his communications company, Fresh Air Media, he speaks and works with companies and organizations interested in harnessing the power of today’s communication tools to inform consumers about agriculture, farming, and food practices. You can find him on RealAgriculture.com, DinnerStartsHere.ca, and taking a picture a day from his farm in 2015 on Twitter and Instagram as @FreshAirFarmer.

Jennifer Haley and Kendra Keels — Kendra and Jennifer from Ontario Goat will discuss the findings of the Processor Surveys and ethnic consumer research conducted and will review the key ways that goat producers can increase their returns on market animal sales for the future based on the research results.





*Proudly representing Ontario's dairy, meat, and fibre goat farmers
with a united voice*

Congratulations to CMGA on another successful year!

Current OG projects include:

- Developing educational producer resources on animal welfare and profitability
- Facilitating research on scrapie control and eradication through genotyping
- Promoting a positive image of Ontario's goat industry

Recent OG publications include:

- *The Goat Gazette: A free monthly e-newsletter on goat management*
- *Goat meat marketing and holiday calendar*
- *Goat meat nutrition factsheet*
- *Kid management for commercial goat production*
- *"So you want to be a meat goat farmer?"*

**Sign up for the *Goat Gazette* or become a member to stay informed
about Ontario Goat's projects and publications.**

www.ontariogoat.ca

Tel: 1-866-311-6422 or Email: info@livestockalliance.ca





IMPACT
Innovative Management and Practical Animal Care Training

Dr Laura Beveridge
IMPACT Program Manager
Canadian Meat Goat Association AGM
April 9th 2016




IMPACT Background

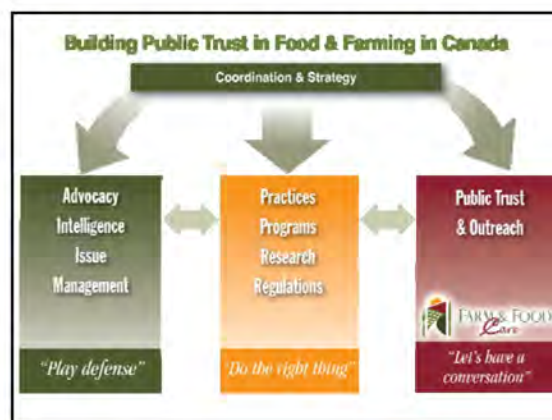
- The IMPACT Program is a **\$2M initiative** funded by OMAFRA to provide a coordinated approach to animal welfare training
- **2 year program** – running until Spring 2016
- Part of a **broad emphasis** on **animal welfare**
- Administered by Farm & Food Care

Who is Farm & Food Care Ontario?

- First coalition of its kind, whole sector approach – all types of farmers and associated businesses working together.
- Funded by members, sponsors, projects.
- Common goal – building public trust in food and farming





IMPACT Program

"Innovative Management & Practical Animal Care Training"



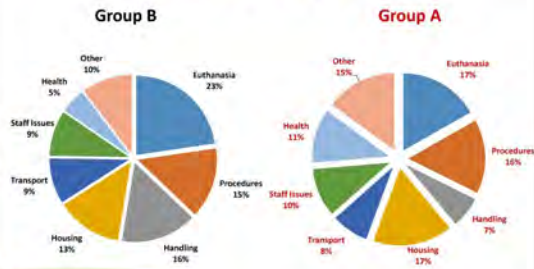
Program Focus: to provide the people who work with farm animals new skills and confidence in handling animals and their everyday chores.

Program Goal: to develop and provide practical training and resources, through a variety of delivery methods, to the people who work with farm animals every day.





Identifying the Issues – Resource Scan and GAP Analysis



Summary: Top Animal Care & Welfare Issues

Species	Issue 1	Issue 2	Issue 3	Other Issues
Swine	Euthanasia	Housing	Staff*	Procedures
Poultry	Euthanasia	Handling	Staff*	
Dairy/Veal	Housing	Handling	Procedures	Euthanasia
Beef	Procedures	Handling	Transport	
Sheep	Staff*	Handling	Euthanasia	
Goats	Staff*	Procedures	Euthanasia	Transport & Handling
Rabbits	Euthanasia	Staff*	Housing	Transport & Handling

*staff issues usually around training staff

Resource Plans

- Swine
- Cattle
- Poultry
- Sheep & Goats
- Rabbits
- Multi-species
- Mink & Fox Codes



Goat Resources

- Interactive how-to procedure videos
 - Goat: Disbudding, injection techniques
- Behavior & handling whiteboards
- Euthanasia Resources



Disbudding Goats



Goat Handling





Notes:



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Justin Vuignier
FCC Relationship Manager



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EPD Basics and How to Use Performance Results



Delma Kennedy



What is genetics?

- Genetics is the science of how traits or characteristics are inherited from one generation to the next whether this be plants, animals or humans.



Genetics is the framework that everything else rests on.....



Mendelian Genetics

YY x gg



Yg

Yg x Yg



YY, Yg, gY, gg

Green and Yellow Peas

Fainting goat

- Genetic mutation G - C
- Simple inheritance

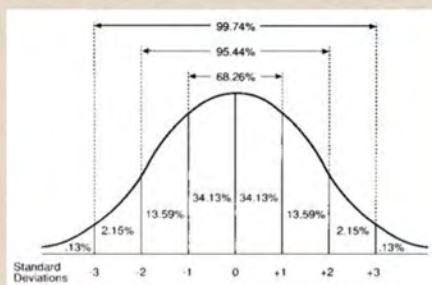


<http://thegoatguide.com/breeds-of-goats/f/myotonic-fainting-goats/>

Quantitative genetics

- Branch of population genetics
- This is used to describe traits that are not simple and can't be explained by simple dominant and recessive theories
- traits like growth, fertility, prolificacy, mortality and lean meat yield are expressed as a range – have a continuous scale

Bell Curve



Environment + Genetics = Performance
(and the interaction of G and E)



$$P = G + E$$

- The environment includes things like feed, water, temperature, air quality etc.
- Genetics is why animals in the same environment don't all look the same and grow at the same speed.



Genetics

- Variable
- Heritable
- Unknown
- Can Estimate



Breeding Value

- Breeding value is the true genetic merit of an animal
- At this point in time we cannot measure the true genetic merit directly
- Must use phenotypic information to estimate the genetic merit of the animal

Measuring Genetic Merit Directly

- Gene tests – individual marker or gene
 - Works well for simple inheritance
- Sequencing the sheep genome
- SNP panels
 - 5K, 50K, HD (600,000)
 - Test very accurate for presence of SNP
 - What does it mean?



EPD - What is it?

- An estimate of the genetic merit of an animal
- EBV – Estimated Breeding Value
- EPD – Estimated Progeny Difference
- EPD = $\frac{1}{2}$ EBV

Heritability

- Heritability is how well traits from the parents are expressed in the offspring

Reproductive	Low
Growth	Medium
Carcass	High



Heritability is important for genetic change

- easier to make change in medium to highly heritable traits – less affected by environment
- more information increases the accuracy of selection for lowly heritable traits

Management Groups

Kids:

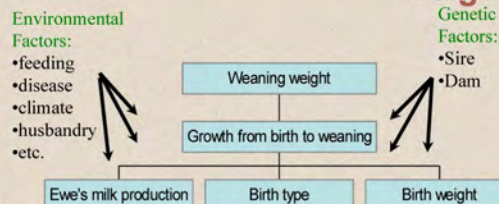
- born within 30 days of each other
- located in the same place
- receiving the same feed, care and management
- Does
 - Same production system



How can we compare the weights of kids?



Factors affecting weaning weight



Adjusted Weights

- Weights are adjusted for:
 - Age of Doe
 - Type of birth
 - How raised
 - Age of kid
 - Male, female or castrated



How can we compare the weights of kids?



Estimate G

Information on:

- the animal
- the management group
- all management groups
- all relatives

What is an EPD?

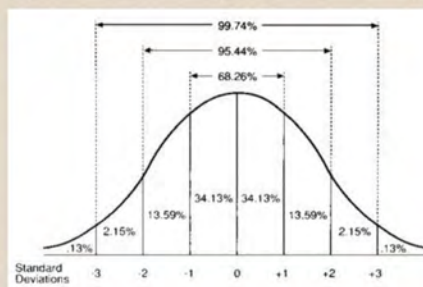
Estimated Progeny Difference

- It is an estimate of the genetic merit of an animal.
 - uses all available information, own performance and performance of relatives
 - expressed in the same unit as the trait
 - an estimation of the average of the genetics that will be passed on to progeny
 - ranks animals within breed and across herds

- An EPD indicates how you expect the progeny of that animal **ON AVERAGE** to perform. Individual kids will perform very differently but on average the kids can be expected to perform as indicated by the EPD.



Bell Curve



Why are EPDs better than weights or ave calculations?

- More accurate evaluation
 - relatives taken into account
- More traits evaluated
 - possible to evaluate lowly heritable traits
- Across herd comparisons
 - difficult to make genetic progress within herd - buyer may be able to compare between herds

Performance Test Results Can be Used to:

- Assess herd performance
- Monitor change
 - Management
 - Genetics
- Select Animals
 - Replacements
 - Culling
- Sell Breeding Stock



Assessment and Planning

- What is your goal?
- Have to know what you need to change
- I can't tell you that



Determining What to Change

- Step 1 – Keep Records
- Step 2 – Analyze the records
- Step 3 – What change(s) would make your operation more profitable?



Tools to make change

Performance = Genetics + Environment

- 1) Environment / Management
- 2) Addition of new or different genetics
- 3) Genetic Selection within herd

1) Environment / Management

- Changes rewarding - immediate results
- Less heritable traits are more easily affected by environment or management
- Management or environmental improvements must be maintained.

2) The addition of new genetics

- Selecting within herd is slow.
- May be able to buy genetic improvement from a breeder who has been selecting for the traits you are interested in
- May want to use another breed to improve a particular trait



3) Genetic selection within herd

Genetic gain is affected by:

- Accuracy of Prediction** - how accurate is the measurement?
- Selection Intensity** - how good are the replacements?
- Additive genetic standard deviation** - magnitude of genetic difference
- Generation Interval** - what percentage of the herd is replaced each year?

Monitoring Change Management

- Average weights
- ADG
- Ave # kids/doe
- % mortality
- Performance by age of doe

Monitoring Change Genetics

- Need EPDs/EBVs
- Need to estimate environmental differences between groups and years.

Selecting Animals

3 Main Considerations:

- Conformation
- Health
- Performance



Kentucky Program

Table 1a. Kid performance data for all kids in the data set (Canadian herds only)

Trait	N	Mean	SD
Birth Weight	1942	7.71	1.80
Weaning Age	1997	87.59	23.91
Weaning Weight	1945	38.83	11.27
ADG	1611	0.35	0.13
WDA	1945	0.44	0.14
90 Day Weight	1945	39.68	11.85
Adjusted Weaning Weight	1945	44.66	12.52

Table 2a. Dam productivity for all dams in the data set (Canadian herds only)

Trait	N	Mean	SD
# Born	1249	1.98	0.70
Birth Weight	998	14.85	5.45
# Weaned	1249	1.63	0.76
Weaning Weight	1145	67.91	29.78
90 Day Weight	1145	67.84	27.90
Adjusted Weaning Weight	1145	76.52	34.68
Doe Weight	724	114.87	21.75
Efficiency Ratio	694	58.56	19.96

- Basic data collection and reporting
- Free

BIO Program

Selecting Animals Practical Advice

1. Choose twice as many animals as you need on paper
2. Go to the barn – from the animals chosen on paper choose the best 50% based on conformation.

What does keeping the top ½ mean?

- Genetics
 - Weight, survival, interval, # weaned,
 - Temperament, mothering ability, milk
- Conformation

Replacement Does

- 40 Does
- 1.5 kids marketable per doe bred
- Keep top 50% of doelings
 - $40 \text{ does} \times 1.5/2 = 30$
 - $30/2 = 15$ if keep the top ½
- Need 6 just for 15% replacement rate

Selecting Bucks

- Avoid Inbreeding
- Be more selective
 - Genetics
 - Conformation
- No animal is perfect

The buck drives genetic improvement for the flock



Culling Does

- Ave Performance



Selling Breeding Stock

- Keeping performance records allows you to give information to your buyers with confidence
- Performance will be repeatable
- Buyers may not be interested in your numbers

Bottom Line

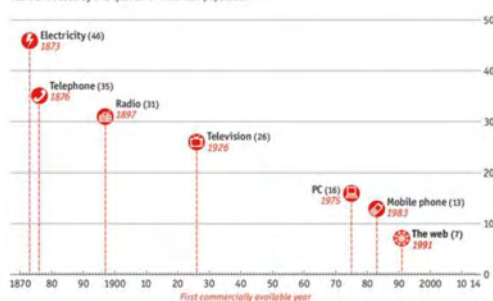
1. If you select using EPDs, the trait will change over time
2. You must know what you need to change
3. No magic bullet, genetic change takes time

Doing nothing does not mean that nothing will change!

- That is nice we had a review of basic genetics and what you could do in recording...
- Why do you care????

Technology adoption

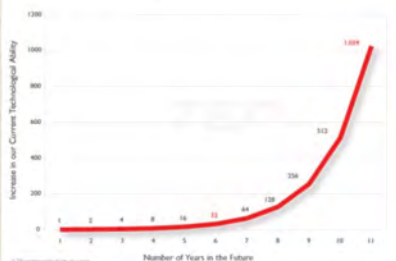
Years until used by one-quarter of American population



Source: Singularity.com
Economist.com/graphicdata

Human Intuitive Perspective of Technological Advancement in Ten Years

A Thousand Times More Advanced



<http://theemergingfuture.com/speed-technological-advancement.htm>

Other Livestock Industries

Feed conversion rate evolution of broilers from 1965 to 2025

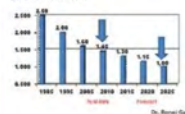


Figure 4: Turkey carcasses at 196 days of age from the randombred RBC2 strain established in 1966 and maintained at Ohio State University and a modern turkey hatched in 2003 (Source: Havenstein et al., 2004a,b; 2007)

RBC2 2003 Turkey



Conclusions

- The “right” genetics
 - Genetic technology is advancing at exponential rates
- Control over the details
 - It is crucial to know what is changing on your farm



Thank you



Notes:



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2015 ANNUAL GENERAL MEETING MINUTES

FEBRUARY 7, 2015 • 2:00 PM
REGINA, SASKATCHEWAN

Present:

Board:

Laurie Fries, Stuart Chutter, Catherine Michaud, Kerry O'Donnell, Karen Kolkman (*ex officio*)

Members & Guests:

Charman Callaghan, Ian Clark, Barbara Clark, Jared Clarke, Virginia Clarke, Sherri Dobbs, Alison Halvorson, David Hill, Cory Janiten, Liezel Kennedy, Lawrence Kennedy, Rachel Klassen, Lorne Klein, Cindy Lischka, Kim Mason, Tammy Mason, Terry McNeely, Cindy Patterson, Ed Powell, Ken Robinson, Michael Rosher, Arlette Seib, Rick Sens, Lee Sexton, Laura Smith, Landon Spokowski, Dawn Sutton, Lynn Tait, Sherry Weber-Powell

Votes: 14 CMGA members and proxies present

1. Call to Order

At 2:06 p.m. by C. Michaud.

2. Introduction of Directors and General Manager

3. Adoption of Agenda

MOTION: To adopt the 2015 AGM agenda as presented. *J. Clarke / I. Clark.*
CARRIED.

4. Review of 2014 AGM Minutes

5. Committee Reports:

Treasurer – see report

MOTION: To adopt the Treasurer's Report and 2015 budget as presented.
K. Robinson / J. Clarke. CARRIED.

MOTION: To appoint Collins-Barrow of Yorkton, Saskatchewan to perform CMGA's audit of the 2015 year. *K. O'Donnell / I. Clark. CARRIED.*

Breed Standards – see report

CNGF – see report

Production Committee – see report

Show Committee – see report

Membership Committee – see report

Youth Committee – see report

Translation Committee – see report

Ad & Promo Committee – see report

General Manager – see report

Constitution Committee – see report

6. Old and New Business - none

7. Items from the floor

Discussion re: Scrapie in Ontario

8. Announcement of new directors

Stuart Chutter, Gull Lake, SK – 3 years

Catherine Michaud, St-Gervais, QC – 3 years

Joshawa Barter, Bury, QC – 3 years

9. Adjournment – Motion to adjourn at 3:00 pm by J. Clarke.

Minutes: K. Kolkman, CMGA GM

A. Treasurer's Report

As of March 1, 2016, balances in the CMGA accounts were as follows:

CIBC: \$31,822.58

St Gregor Credit Union: \$51,217.43

St Gregor Credit Union Term Deposit #1: \$5304.90

St Gregor Credit Union Term Deposit #2: \$5493.89

PayPal: \$15.04

The audited statements for the 2015 year are attached for review by membership.

2016 Budget

The 2016 budget was passed by the Board of Directors on December 7, 2015.

In the latter part of 2015, CMGA received news from CLRC that we would be seeing a fairly significant increase in our costs for the services they provide us. We also received word from our long time General Manager that she was resigning from her position.

While the Association had seen modest price increases from CLRC in the past, the Board of Directors chose to leave the costs for services to members such as membership fees, animal registration, etc. unchanged by decreasing costs in other areas of the budget. This year, with the cost of moving the office and engaging new staff, and the large cost increases from CLRC, the Board was in a position where increases to members services were necessary in order to achieve a more balanced budget.

As of January 1, 2016, member services increased in the areas of membership fees, animal registrations, animal transfers, new membership packages, international subscriptions fees as well in some of the other services received via CLRC.

2016 Budget Highlights

Income:

Advertising— This item line typically captures income received from advertising in the Meat Goat Journal. Our former General Manager was also contracted to coordinate all aspects of the magazine, and with her resignation as GM, she is also no longer producing the MGJ for the Association. As the office only recently moved to Ontario at the end of January of this year, discussion and plans are still underway regarding if, and what form the former Meat Goat Journal might take in the future.

AGM— As in previous years, the AGM is expected to be at little to no cost for the Association, with income and expenses for the event balancing one another out.

Type Evaluation— The program was not run in 2015. This item remains in the 2016 budget as the Association is working towards offering the program in 2016. The intent from the start of this program has been to offer the program on a cost recovery basis to the Association.

Registrations— Total animal registrations and transfers declined in 2015 resulting in income in this category being below budget in 2015.

Youth Project— This is a new item line. A Tee Spring project was run last year to raise funds for the Youth Project Program. Funds raised from that campaign have been specifically dedicated to Youth projects

Expenses:

Advertising and Promotion— In 2015, the Association sponsored meat goat and Youth shows at different venues across the country, as well as a fitting and showmanship clinic. Considering declining animal registration numbers in 2015 and costs associated with moving the office in early 2016, this item is budgeted at 0 for 2016, and will be reevaluated for the 2017 budget.

Board Expenses— The Board has typically kept a very tight budget in regards to meeting (teleconference) and travel expenses. For 2016, 0 has been budgeted for travel in order to reduce overall costs. Teleconference costs has been budgeted higher due to the higher number of telephone calls needed to facilitate the hiring of new office management and the transition to a new office.

CMGA Show Expenses — In 2015, a three year supply of show ribbons was purchased by the Association (ordering a 3 year supply

as opposed to a 1 or 2 year supply results in a substantial cost saving and has been standard practice).

Type Evaluation Program– As noted above in the income line for this item, this program is designed to be run in a break even scenario.

GM Salary– 2015 saw the Association in a position where we were below budget on this item as we were without a General Manager from October 1st – December 31st. The 2016 budget shows an increase in GM salary by \$4000.00. With the move to the new office, certain items that we previously paid for separately such as office supplies and equipment (eg. photocopiers, fax machines, toner, paper, etc), and telephone and internet service, are now inclusive of the GM salary.

Meat Goat Journal – As noted above, the form that the Meat Goat Journal will take in the future is currently under discussion.

Membership Expenses– CLRC levies represent the monies paid by CMGA to CLRC for animal registrations, processing memberships, animal transfers, etc. This item has been budgeted higher for 2016 due to the fee increases we received from CLRC.

Grant Writing Fee– This is a new item line in the budget for 2016. The development of an EPD program has been identified in the Association's strategic plan as a priority, and these funds would be utilized to engage the services of one of the staff members at our new office location to complete this task for us.

	2015 BUDGET	2015 ACTUAL	PROPOSED 2016 BUDGET
Income / Revenu			
YOUTH PROJECT / PROJET JEUNESSE			
ADVERTISING / PUBLICITÉ	5,000.00	4,734.00	3,000.00
AGM Income / Revenu de l'AGA	5,300.00	7,513.00	7,425.00
CMGA Type Evaluation Program / Programme de classification	5,000.00	0.00	5,000.00
MEMBERSHIPS / COTISATIONS	15,000.00	13,960.00	14,200.00
OFFICE COST REIMBURSEMENT / REMBOURSEMENT FRAIS DE BUREAU	150.00	134.70	0.00
SHOW FEES / FRAIS D'EXPOSITIONS	1,000.00	900.00	1,000.00
PAID TO CMGA / PAYÉ À L'ACCB	0.00	0.00	0.00
REGISTRATIONS / ENREGISTREMENTS	48,000.00	42,221.68	41,000.00
SALES / VENTES	150.00	334.06	100.00
INTEREST / INTÉRÊTS	150.00	126.72	125.00
CREDITS WRITTEN OFF / CRÉDITS RADIÉS	0.00	0.00	0.00
YOUTH PROJECT / PROJET JEUNESSE		604.96	500.00
Total Income / Revenu total	79,750.00	70,529.12	72,350.00
Expense / Dépenses			
ACCOUNTS WRITTEN OFF / COMPTES RADIÉS	0.00	0.00	60.00
ADVERTISING AND PROMOTION / PUBLICITÉ ET PROMOTION	500.00	1,626.81	0.00
Total ADVERTISING AND PROMOTION / PUBLICITÉ ET PROMOTION	500.00	1,626.81	0.00
AGM / AGA	5,300.00	6,527.84	7,425.00
CMGA Board Expenses / Dépenses du CA	500.00	562.00	650.00
	500.00	0.00	0.00
Total CMGA Board Expenses / Dépenses du CA	1,000.00	562.00	650.00
CMGA SHOWS / EXPOS DE L'ACCB	2,000.00	2,599.37	0.00
	0.00	0.00	0.00
Total CMGA SHOWS / EXPOS DE L'ACCB	2,000.00	2,599.37	0.00
CMGA Type Evaluation Program / Programme de classification	5,000.00	0.00	5,000.00
	0.00	0.00	0.00
Total CMGA Type Evaluation Program / Programme de classification	5,000.00	0.00	5,000.00
GENERAL MANAGER / DIRECTRICE GÉNÉRALE	22,000.00	18,130.00	26,000.00
	0.00	328.13	0.00
Total GENERAL MANAGER / DIRECTRICE GÉNÉRALE	22,000.00	18,458.13	26,000.00
MEAT GOAT JOURNAL / REVUE			

Continued on next page

	800.00	682.00	0.00
	1,400.00	1,400.00	0.00
	1,000.00	902.79	350.00
	4,000.00	3,991.71	1,300.00
	350.00	339.90	150.00
	1,000.00	1,000.00	800.00
			250.00
Total MEAT GOAT JOURNAL / REVUE	8,550.00	8,316.40	2,850.00
MEMBERSHIP EXPENSES / DÉPENSES LIÉES À LA COTISATION			
	20,000.00	19,548.07	21,500.00
	0.00	0.00	0.00
	700.00	1,885.81	600.00
	900.00	695.46	900.00
	4,000.00	3,868.00	3,400.00
Total MEMBERSHIP EXPENSES / DÉPENSES LIÉES À LA COTISATION	25,600.00	25,997.34	26,400.00
OFFICE EXPENSES / BUREAU			
	3,000.00	3,123.75	3,300.00
	950.00	764.62	0.00
	1,200.00	538.37	1,000.00
	1,300.00	1,478.53	0.00
	600.00	130.52	800.00
			1,500.00
Total OFFICE EXPENSES / BUREAU	7,050.00	6,035.79	6,600.00
REGISTRATION EXPENSES / DÉPENSES LIÉES AUX ENREGISTREMENTS			
	2,000.00	2,016.48	2,000.00
Total REGISTRATION EXPENSES / DÉPENSES LIÉES AUX ENREGISTREMENTS	2,000.00	2,016.48	2,000.00
UNCATEGORIZED EXPENSES / DÉPENSES DIVERSES			
	50.00	43.50	100.00
	50.00	0.00	100.00
	500.00	0.00	0.00
	0.00	0.00	0.00
	50.00	16.38	50.00
	0.00	0.00	3,000.00
Total UNCATEGORIZED EXPENSES / DÉPENSES DIVERSES	650.00	59.88	3,250.00
YOUTH PROJECT / PROJET JEUNESSE			
	50.00	0.00	1,105.00
	100.00	0.00	0.00
Total YOUTH PROJECT / PROJET JEUNESSE	150.00	0.00	1,105.00
Total Expense / Dépenses	79,800.00	72,200.04	81,280.00
	(50.00)	(1,670.92)	(8,930.00)



B. Breed Standards

There has been no changes or additions to breed standards of either Boer nor Kiko goats this year.

One year after the first Canadian Kiko Herdbook was established, in 2014, 31 Kiko goats were registered and 16 were transferred in 2015.

Canadian Kiko breeders have to remember that they have now the chance to have their goats registered in Canada according to Canadian Breed Standards. Also remember that all DNA tests are now owned by the breeder which was not (and still is not) the case when DNA tests were done through foreign registries.

C. Industry Advocacy

Canadian National Goat Federation (CNGF) Withdrawal—As you should be aware, the Board of Directors of the Canadian Meat Goat Association (CMGA) made the decision not to renew the CMGA's membership with the CNGF for 2015. This decision was not made lightly and the CMGA Board of Directors believes in the importance of an effective and unified national voice for the goat industry. However, after an exhaustive effort and discussion the Board felt the structure and financial plan of the CNGF limits its ability to adequately represent our industry. A full explanation of this decision was published in the Meat Goat Journal. The CMGA Board of Directors simultaneously made a commitment to our membership to proactively participate in Phase 2 of government consultation on traceability regulation, as well as to represent our membership on larger industry issues outside of the CNGF framework.

Canadian Food Inspection Agency (CFIA) Traceability Consultation Participation—The CMGA submitted comments to Phase 2 of CFIA Traceability Consultation with an overarching theme that costs associated with traceability regulation need to provide a real net benefit to industry and any investment by the goat industry in traceability needs to reflect the real return for the goat industry.

The CMGA commented that to target 2016 for full traceability in the goat industry seems unreasonable. The CMGA recommended to first focus on a cost-effective national animal identification program implemented in 2016, followed by traceability and movement reporting implementation several years thereafter.

The CMGA is not in favour of the high level of precision in the proposed regulation and the related costs it imposes on producers. CMGA supported the use of lower cost herd marks and lower cost lot movement reporting as options for all classes of goats throughout the entire production chain. The CMGA realizes that lower cost herd marks and lot movement reporting do not 100% address all of the gaps in traceability; however they adequately manage disease risk and do provide a reasonable tool to track the movement of goats. CMGA commented that for the goat industry and due to cost, traceability needs to be based on reasonableness and risk management, as opposed to total precision and risk elimination. A full version of the CMGA's submission to CFIA can be found in the Winter 2016 issue of the *Meat Goat Journal*.

CFIA Import Protocol Review Participation—The CMGA did submit commentary to CFIA regarding changes to import requirements for goats. The CMGA encouraged the development of a 'limited contact protocol' for buck imports in order to balance the needs of disease management and scrapie eradication with access to genetics. This was highlighted for goats do to unavailability of scrapie genotyping in goats and limited US breeders on United State Department Agriculture (USDA) scrapie monitoring program.

The final regulation proposed by CFIA did address the suggestions of the CMGA submission and the Board felt the new regulations do reasonably balance disease management with genetic access.

Industry Advocacy Plans and Funding Model—Industry Advocacy does remain a priority for the CMGA Board and will require increased attention, time and resources given we are no longer CNGF members. At the time of writing this report, the CMGA Board is looking to formalize an Industry Advocacy Plan as a clear strategy to ensure that we continue to participate in industry discussions as the respected voice of the Canadian meat goat industry.

D. Production

GHIP – Goat Herd Improvement Program

At the 2011 AGM, the CMGA Board of Directors developed a strategic plan for the Association based on feedback from membership and industry stakeholders. One of the strategic objectives from the plan was the development of a genetic evaluation program for meat goats.

In keeping in line with that objective, CMGA began discussions with Dr. Ken Andries from Kentucky State University in early 2012 in order to offer a performance based program for meat goats. As a result of those discussions, CMGA was able to provide the opportunity for all Canadian goat producers to participate in the Kentucky State Goat Herd Improvement Program (GHIP) beginning in the summer of 2012.

GHIP is a on farm herd performance data program. This program is free of charge and offers participants valuable information in regards to the productivity of the animals making up their herd. By submitting some simple data, such as kid date of birth, litter size, birth weights and weaning weights and dates, the GHIP program is capable of providing producers with standardized production records which can be used to select higher quality animals for replacements based on productivity.

The program is open to all breeders, regardless of breeds kept or herd size. Information submitted to the program is anonymous. CMGA does not receive back the individual results from herds that enroll in the program. Rather, at the end of each year, CMGA receives a summary of the data that helps us to begin to build a data base to create benchmarks for important production traits such as number of kids born, birth weights, average weaning weights, etc.

In 2015 there were 603 kid records reported, 353 dam records reported, and 32 different sires reported used. Below is a summary of the data collected for 2015 and previous years.

Kid Data for 2015

Data set	Count	Birth Wt.	Weaning Wt.	ADG	WDA	90D Wt.	ADJ WNWT
Overall	3091	7.74	39.08	0.35	0.44	39.64	44.54
2015	603	7.81	43.33	0.35	0.34	39.46	44.06
2014	754	7.64	38.20	0.36	0.45	39.85	44.78
2013	1067	7.82	39.86	0.36	0.46	40.73	45.92
2012	422	7.17	29.69	0.41	0.45	40.27	44.76

Dam Data for 2015

Data Set	Count	AOD	NBORN	BWT	NWEAN	WNWT	90D Wt.	ADJ WNWT	Dam Wt.	ERATIO
Overall	1602	3.5	1.96	14.77	1.65	69.27	68.10	76.74	113	63.57
2015	353	3.56	1.91	14.53	1.73	74.32	69.05	77.57	107.83	78.05
2014	382	3.60	1.98	14.75	1.71	67.52	70.44	79.17	118.02	61.91
2013	550	3.45	1.98	15.15	1.62	71.58	71.10	80.62	112.02	59.97
2012	195	3.52	1.88	11.79	1.49	55.03	55.04	60.78	105.68	45.22

CMGA would like to thank the following producers for participating in the program during 2015:

Brian & Katie Payne - Keri Rose

Kerry O'Donnell – Kae Ronne Goats

Michael Walder - Mahna Farms

Shannon Thurston - Staveley Farms

Lise Brais - Deur Brais Farm

Evelyne La Roche & Nancy McNeil - Chevrerie Du Biquet

Anna Haupt & Mark McCutcheon - Springvalley Boers

Helle Fisher - Rockfield Boers

Stuart Chutter - Grassland

Christine & Trevor Myles - Kidding Around Ranch

Type Evaluation Program

The Type Evaluation Program has been run as a service to membership since 2008 and since that time over 1300 animals have been evaluated under the program!

For those new to CMGA, Type Evaluation is a program that evaluates an individual animal, (and its parts) against the “ideal” Canadian Boer Goat. Animals are evaluated on a number of areas such as Size and Development, Structure (frame), Structure (feet and legs), Structure (rump), Volume and Capacity, Breed and Sex Character, and Soundness and Reproductive System. Weighting is focused on economically and functionally important traits, and based on how they compare with the “ideal” animal, they are given an overall score. Type Evaluation can be a valuable tool for breeders to improve their herds over time.

While the numbers of breeders who take part in the program on a yearly basis represents a fraction of our membership, interestingly enough, a recent membership survey indicated that a majority of respondents to the survey found the program a useful tool when making their purchasing decision.

For that reason, the Type Evaluation Program, (and it's improvement), was incorporated into the CMGA's strategic plan. During the summer of 2014, an extensive review of the program was conducted and as a result of a review of the data collected over that time and the experiences of both the Evaluators and feedback from the participants, a number of positive changes were made to the program.

Unfortunately, CMGA was not able to offer the program to members in 2015, due to organizational challenges.

For the future, we are hopeful in regards to training and employing more Type Evaluators (particularly in Eastern Canada), and seeing continued support of the program by our membership.

E. Show

2016 was another great opportunity for breeders across Canada to present their best in the show ring. A total of 9 sanctioned shows were held across the country in Quebec, Ontario, Saskatchewan, and Alberta:

	Purebred Does	Purebred Bucks	Percentage	Commercial	Market Kids	Total animals shown
Expo St- Anselme	26	0	0	0	0	26
Westener Red Deer	0	0	0	34	0	34
Expo St Hyacinthe	39	13	0	0	0	52
Expo Montmagny	27	9	0	0	0	36
Brome Fair	24	8	0	0	0	32
Ituna Fall Fair	9	1	14	7	0	31
Markham Fair	20	4	5	0	0	29
Royal Winter Fair	31	12	5	3	5	56
Canadian Western Agribition	28	8	19	10	6	71
TOTALS	204	55	43	54	11	367

Showing is a great way for individual breeders to showcase their individual herds and an opportunity to promote the meat goat industry as a whole. CMGA would like to thank everyone who took the time and effort to get their animals into the show ring in 2015 and we hope to see you back again in 2016!

For anyone interested in planning a show for the 2016 season, the CMGA office is available 5 days a week to answer any questions you might have and assist you with the process. The CMGA website is also a great resource for show committees as all of the forms needed (eg. Show sanctioning forms, health check forms, etc.) can be found there. A handy show committee checklist and a document outlining how to go about organizing a show can also be found on the website.

New CMGA Permanent Champion

2016 also saw the addition of a new Permanent Champion. Twelve Acre 141X, a purebred doe bred by Len and Shelley Howse, and owned, (at the time) by Ken & Cindy Lishka of Steelman, Saskatchewan fulfilled the requirements to be considered a CMGA permanent champion by being named Grand Champion Purebred Doe at the following shows; Canadian Western Agribition 2013, Yorkton Boer & Meat Goat Showcase (Calder) 2014, and Canadian Western Agribition 2014. Congratulations to both the breeders and owners of this doe. Twelve Acre 141X was sold to SLF Ranch (Laurie and Shay Fries) of Edgerton Alberta in early 2015.

2015 CMGA Show Champions

After tabulating the points from the 2015 show season, CMGA would like to congratulate the following breeders, animals, and owners on achieving the status of 2015 CMGA Show Champions:

2015 Canadian Show Champion Purebred Doe

DU BIQUET PRIVILEGE – Breeder/Owner : Chevrerie du Biquet - Nancy McNeil & Evelyne LaRoche

2015 Canadian Show Champion Purebred Buck

DU BIQUET TECHNO - Breeder/Owner : Chevrerie du Biquet - Nancy McNeil & Evelyne LaRoche

2015 Canadian Show Champion Percentage Doe

PRYME PAINTED LADY – Breeder : Pryme Farms - Ryan & Christie Prins. Owner : Springvalley Boers - Anna Haupt

2015 Canadian Show Champion Commercial Doe

Calico Creek Shasta 32C – Breeder/Owner: Calico Creek Goats – Landon Spokowski

F. Youth

In 2015, the youth committee continued to highlight the participation and accomplishments of youth in our industry through the Spotlight On Youth columns in the Meat Goat Journal. We hope that membership has enjoyed reading these columns and that they have drawn some awareness of all the kids that are in one way or another diligently involved in our association and in the meat goat industry in general. We encourage all members to share stories and pictures of youth that you know in our industry, for us to share in this column.

This past year saw the introduction of a new initiative to help encourage youth participation at shows. The show ring is often the initial point of contact and introduction for new members to the industry. It also acts as an effective medium to promote our industry to the general public. The Youth Show Point Chase was developed to recognize youth efforts in the show ring. Points collected through participation at sanctioned shows were automatically tallied, however, youth were also encouraged to send in their results from any non sanctioned shows that they participated in with their meat goat projects. We ended up with show point results for 32 kids across the country! This year's Youth Show Point Chase Champion goes to Mikaela Kornblum from Ontario who participated in 3 shows and accumulated a total of 215 points!!! Runner Up went to Heidi Kristufek, also from Ontario who participated in 2 shows and had a total of 110 points. Honourable Mention went to Ty Betham from Saskatchewan who participated in the Agribition Young Producer Show and had a total of 100 points! Congratulations to the winners and all of the kids who worked hard showing their animals in 2015!

A main focus for the youth committee throughout 2015 was to work on raising funds in order to introduce and support new youth programs and help to draw youth to the industry and to the CMGA in the upcoming years. In October the Youth and Promotions

Committees worked together to organize the TeeSpring fundraiser which offered members the chance to purchase a CMGA hoodie with all funds raised going towards supporting current, and developing future youth initiatives. Thank you to all the members who supported this campaign. Together you raised over \$600!!! When you spot someone out and about sporting their CMGA branded hoodie, make sure to thank them for supporting the future of our industry!

The Canadian Meat Goat Association was proud to sponsor the SGBA's 2015 Young Producers show held in conjunction with the goat show at The Canadian Western Agribition. A total of 11 enthusiastic kids participated in the show in which they were required to exhibit their goat management and handling skills. Great to see the provincial organizations supporting youth related programs as well! There were also youth classes offered in conjunction with CMGA sanctioned shows at The Westerner Show in Alberta and at the Royal Winter Fair in Toronto. Thank you to all show committees who decided to offer youth classes as part of their show and to all sponsors of these classes as well.

A big shout out also to Greta Prins of Treeline Boers who graciously donated a doeling to be sold by Dutch Auction at the “Share Your Herd” Sale. All proceeds from the Dutch auction of this beautiful doeling are going towards youth programming as well. Having some funds available will allow the CMGA to further develop programs that will encourage and develop youth in our industry. We welcome member input into ideas for projects that will do just that. We look forward to a really fabulous year for the youth committee in 2016!

G. Translation

2015 brought another year of translation challenge for CMGA communications! The Translation Committee has been busy mostly with the translation of the Canadian Meat Goat Journal.

The translation of CMGA official communications is always a challenge because the team doesn't have a lot of members! Fortunately, this year again, I still had a lot of help from Karen, our former General Manager. I'm hoping that the transfer of our administrative activities to the Alliance will positively favour our communications in French, especially with the arrival of the Canadian Goat Society which also has translation needs in both languages. Hopefully we can recruit a bilingual resource to help us.

If you have skills in English to French translation, help is always most welcome!

H. Advertising and Promotion

With much conversation with the board of directors, our committee felt a strong need to raise funds for our youth in our industry. This led to the very successful TeeSpring fundraising campaign (See “Youth” above). Our committee will be starting to brainstorm new ideas for another upcoming fundraiser for 2016. If you have any ideas that could help raise some extra money for the organization or have any suggestions, please do not hesitate to get in contact with the office.



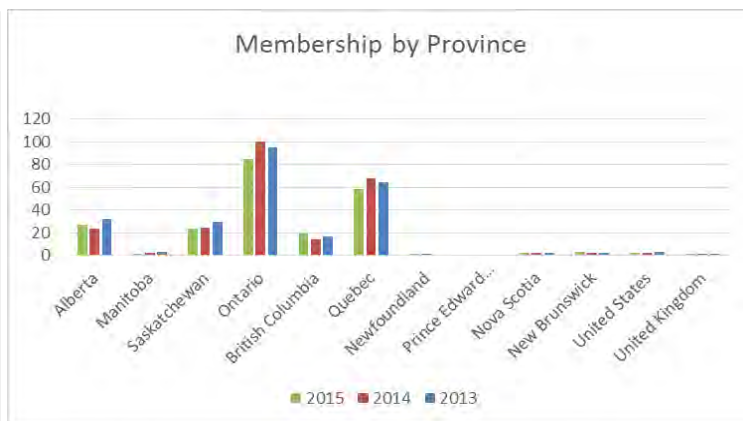
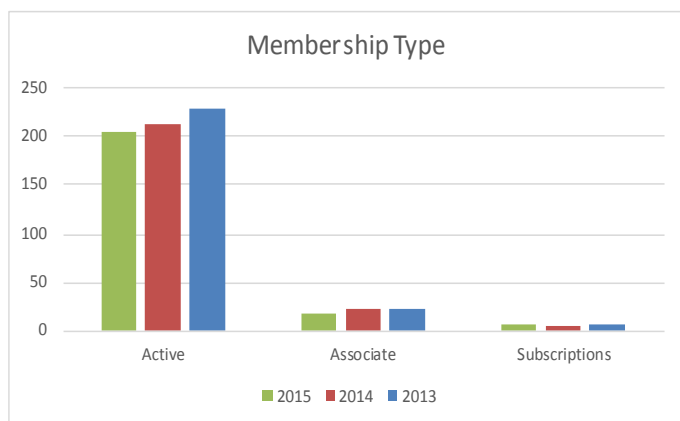
I. General Manager

On September 30th the long time General Manager Karen Kolkman retired from the Canadian Meat Goat Association (CMGA). As a result, the CMGA entered into a partnership agreement with the Livestock Alliance starting in January 2016 to provide organizational management services.

The Livestock Alliance was formed in 2009 with a partnership between Veal Farmers of Ontario (VFO) and Ontario Goat (OG). The partnership was formed in an effort reduce expenses by sharing office space, resources and staff. Recognizing that each organization operates on a very limited budget, this was a way to help reduce common expenses associated with running an organization, while at the same time providing funding for each organization to leverage for important industry initiatives. The model has proven successful with the founding partners and now, with the addition of both the CMGA and the Canadian Goat Society (CGS), bringing an unprecedented level of collaboration and cooperation to the Canadian goat industry!

In January 2016, the CMGA office transition to the Livestock Alliance took place. The partnership with the Livestock Alliance provides many benefits to CMGA members and the organization. The governance, decision making and finances remain completely separate for each partner in the Livestock Alliance. With the limited resources and budget the CMGA has at its disposal, this partnership will give the CMGA access to a team of progressive and dedicated group of staff who will serve the CMGA well, both now and into the future as we strategically address the priorities of our industry. The Livestock Alliance team is very excited to be a part of the CMGA.

Memberships and Subscriptions



As in 2015, the annual list of CMGA members will be included in the summer issue of the Canadian Meat Goat Journal. Only those members who renew prior to May 15 can be published in the membership listing. The most current list of CMGA members is continually updated on the CMGA website.

2015 Memberships

Active (includes Junior)-**204**

Associate -**17**

Subscriptions - **6**

Registrations

Registrations figures for Boer and Kiko goats for 2015, 2014 and 2013 are shown below. The Kiko registry opened on January 1, 2014. With the declining registrations and increased costs from the CLRC the CMGA increased registration and membership fees for 2016.

Breed	2015	2014	2013
Purebred Boer registrations (TR, R, CR, RCR)	845	977	975
Percentage Boer registrations (GR)	226	356	310
Purebred Kiko registrations (NZPK, DPK)	31	96	-
Crossbred Kiko registrations (CBK)	-	2	-
Transfers of Boers and Kikos	1040	967	1143

J. Constitution

In accordance with Article XII of the CMGA by-laws,

“This constitution may be amended by a resolution at any Annual or Special Meeting of the Association by the affirmative vote of two-thirds of the members present voting in person or by proxy as stipulated in ARTICLE IV (1) (b). Notice of all proposed amendments shall be given to the President and/or General Manager in writing ninety (90) days in advance of a General Meeting. All proposed amendments will then be subject to a by-law review process by the Constitution Committee which shall include, but shall not be limited to, consultations with Agriculture Canada. The Constitution Committee shall provide the Board with a report containing the results of its review and a copy of such report shall be sent to each of the said proposing members. Once reviewed and approved by the Board, in accordance with previously-established policy and procedures, amendments shall be included in the notice calling the General Meeting, otherwise the meeting shall have no power to deal with same. “

No amendments to the CMGA by-laws were received for the 2016 AGM.






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- Raised 50 to 75 market kids per year
- Full Time Animal Nutrition Business & Part Time Farmers



Started raising goats in 2002 FAMILY HOBBY



OLD BARNS....

- Cold, drafty, dark in winter
- LABOUR INTENSIVE
- Pen set up not easy for moving and shipping
- Production could be higher



New Barn Construction 2012



GOAT BARN TOUR



HERD EXPANSION GOALS

1.LABOUR EFFICIENCY

2. Eliminate feed wastage
3. Better barn environment
4. Improve production performance
5. Gradually increase herd to 100 - 150 with own stock while improving herd

Natural Ventilation

- Temperature sensors control automatic solid window panels
- Air is fresh, barn is bright, no condensation
- Winter temperatures 5-7 degrees C



Single Entry



- Heated room for water, utilities
- Change barn boots & clothes
- Cabinet for medications & supplies
- Designated place for record keeping

View from Front of Barn

- Gates laid out on 14 x 14 grid
- Six 14 x 28 foot pens on each side of 12 foot centre feed alley
- Swing Gates allow for flexible pen configuration & stocking



Current Livestock System:

- 70 – 90 high percentage Boer does raise 200 – 250 kids per year
- Specialize in Non-Traditional Colours and Paints
- 7-8 month breeding cycle, breed continuously
- Full Confinement - keep similar stage goats together in same social groupings
- 3+ hours of chores a day split between 2 people

Feeding Hay



- Bring hay in once a week
- Feed 150-200 lb am & pm
- *less labour/time
- *less equipment
- *less wasted hay
- *cleaner floors

No Feed Wasted

- Floor feed hay twice daily, and grain ration twice daily
- Free access to hay for most of day
- SWEEP OFTEN, redistribute hay until eaten
- Tombstone gates reduce feed waste to almost 0%



Sweep hay back before feeding grain.

Hand feed each pen exactly what they require

*no heavy slugging
no machinery
no breakdowns/repairs*



Cover Feed Carts

- Rolling carts carry 2 to 3 days dry feed
- Plywood covers prevent feed contamination
- Also use as portable table for odd jobs in barn



Raised Bulk Pellet Bin



•Open slide and dump directly into feed cart

- Fast
- No bags
- No augers or equipment
- Bulk pricing advantage
- Less hay to handle

CUSTOM PELLET RATION

•Balanced with mineral, coccidiostat and various fibre sources

•Allows us to feed less hay when forage is expensive

•Use for does and creep feed



Bulk Storage for Grain Ration

•Grind dry grain ration every 2-3 weeks

•Store in bulk tote



GRAIN RATION

•Canola meal, corn & vitamin mineral premix, coarse grind

•ALWAYS feed grain after goats have had 1-2 hours to eat hay and rumen is working.

•Use one ration, but manipulate amounts according to stage of lactation / gestation



Benefits of good feeding program

1. Maintain excellent body condition
2. Does able to nurse 2 or 3 kids through first half of gestation.
3. Top half of does achieve 3 to 3.5 kiddings in 2 years

FEED FOR PRODUCTION - LET GOATS SHOW GENETIC POTENTIAL

Managing Feed Costs

BUYING DRY HAY IS OUR BIGGEST COST:

- Feeding high fibre custom pellet reduces hay fed, reducing labour & handling, storage costs
- Feed best quality hay to late gestation does and nursing does, and growing kids
- Feed less expensive, coarser hay to dry goats with lower nutritional requirements. Feed clean straw.

MIX OWN FEED RATIONS on farm

KEEP MORE \$\$\$ GROWING OWN FEED & FORAGE

Clean out manure pack every 4 - 8 wks



Manure is composted





**Still use old barn for
isolation & hay storage**

PRODUCE MARKET KIDS

- *milk fed on doe
- *wean at sale
- *well muscled
- *short, smooth, shiny hair
- *vigorous & strong
- *70-80 lb, 100 – 130 days
- *average ADG .50lb/day



WHAT WE DO as Commercial Goat Meat Producers

Kid continuously, all year



COLOSTRUM is CRITICAL

- tested for CAE
- LOW RISK of disease transferral

GET IN WITH DOE

- make sure kids are nursing well in first few hours
- HOLD TEAT for kid
- HOLD KID to teat



WELL MUSCLED KIDS

Birth weight
Average – 9 - 9.5 lb

Above 10.5 lb = better
ADG

Higher ADG = LOWER
FEED COST



PHOTO: less than 1
week old



Kids have access to a creep area in each pen, groups of 30 to 40

PROGRAM:

BayCox at 10 days
Pellet with Deccox introduced at 3-4 weeks

Creep Feed Kids in Shipping Alley



•Alley is swept
often to keep
pellets fresh

•Start pellet at
3-4 weeks and
gradually
increase up to
1 lb / day



By the time market kids are 45-75 lb, they are eating a significant amount of pellets (1 lb/day) and hay while still nursing on does.

We calculate 2.2 lb pellet are consumed per pound of gain (cost \$.32/lb gained).

SCALE is MOST USEFUL TOOL



TARGET WEIGHT
70 – 80 lb

Weigh 4x –
birth, 50d, 100d, sale time

- Assemble tighter weight group – get more \$ per goat
- PREDICT when goats will reach target weight
- SATISFACTION of knowing ADG

March 7, 2016 – Pen #6 almost ready



LAST PEN SHIPPED: March 8, 2016

Ear Tag	Features	Sex	ISSUES	dam	sire	Birth wt.	Birth Date	30d day wt.	DAYS OLD	100-day ADG	SALES wt.	Days OLD	TOTAL ADG
684	black face	Male		508	Caprine	9	21-Oct-15	40	101	0.50	82	136	0.54
686	red face	Male		14	Arnie	9	21-Oct-15	45	101	0.36	65	136	0.41
687	red face	Male	2nd lactation	14	Arnie	9	21-Oct-15	32	101	0.44	72	136	0.47
693	red face	Male		105	Caprine	10	28-Oct-15	44	97	0.45	70	132	0.45
693	red face	Male		5	Arnie	11.5	28-Oct-15	44	93	0.37	68	128	0.46
694	red face	Male		3	Arnie	11.5	28-Oct-15	46	93	0.37	68	128	0.44
696	red face	Male	2nd lactation	85	Arnie	11.5	28-Oct-15	47	92	0.41	64	127	0.45
698	red face	Male	2nd lactation	17	Arnie	10	21-Oct-15	46	91	0.40	67	126	0.45
700	red face	Male		815	Arnie	12.5	21-Oct-15	46	91	0.52	74	126	0.49
703	red face	Male	2nd lactation	71	Arnie	11	21-Oct-15	46	91	0.54	76	126	0.52
704	red face	Male		71	Arnie	10	21-Oct-15	55	91	0.89	75	126	0.52
705	red face	Male	2nd lactation	116	Caprine	16.5	14-Nov-15	40	88	0.56	85	123	0.41
707	red face	Male		15	Arnie	10	7-Nov-15	57	84	0.56	74	119	0.54
708	red face	Male		15	Arnie	13.5	7-Nov-15	45	84	0.61	86	119	0.61
709	red face	Male		15	Arnie	10.5	7-Nov-15	52	84	0.49	74	119	0.53
713	red face	Male		74	Caprine	12.5	8-Nov-15	58	81	0.56	78	118	0.56
710	red face	Male	2nd lactation	108	Caprine	11.5	8-Nov-15	56	83	0.54	78	118	0.56
720	red face	Male		75	Arnie	10	14-Nov-15	70	100	0.56	70	100	0.56
Averages						10.5	21st	51	92	0.49	75	125	0.52

BREEDING PROGRAM:



Purchase
Purebred
Boer Sires

X

High % Boer
does raised
on farm

WHAT WE NEED from our DOES:

- 1) Good feet and legs
(complete for feed)
- 2) Well attached, balanced udders that hold up
- 3) Good mothering capability
(nurse kids immediately, give kids high immunity, good ADG)
- 4) Longevity and Production Performance
(TARGET 15 kids raised by 5 years)



TOP DOE Lavender

Born 2009

Photo taken at 3 years age
(2012)
4th lactation
raised 7 kids



Photo taken at 5 years age
(2014)
8th pregnancy



Lavender's udder & milk production rivals any dairy goat.

Meat traits are highly heritable

We want your buck to sire kids with:

- Heavier birth weight
- Larger frame
- More muscle in loin
- More muscle in legs
- Heavier Carcass weight

Kg Milk/lactation	0.27
Kg Protein/lactation	0.30
Kg Fat/lactation	0.29
General Appearance	0.26
Body Capacity	0.29
Dairy Character	0.34
Feet and Legs	0.30
Suspensory Ligament	0.26
Fore Udder	0.37
Rear Udder	0.45
Teats	0.36

Udder traits are also highly heritable.

Source: EastGen, Dairy Goat Heritability

First Parity Does 2015

well attached, well balanced udders



GOAL: Increase DOE Profitability

CORRECT TEATS

can mean easier nursing, earlier bonding

HIGHER MILK PRODUCTION

increases kid growth and kid health

LONG LASTING UDDERS

increases overall # kids produced / doe

Selecting Doelings



Average Daily Gain (ADG)

.4 or less tells us:

- Kid is growing **SLOW**
- may not have received enough colostrum / milk
- Poor mothering
- Lower immunity
- Scours, pneumonia, etc

.5 or more tells us:

- Kid is growing **WELL**
- GOOD MOTHERING ABILITY
- GOOD MILK PRODUCTION FROM DOE
- Higher immunity

WANT GOOD MOTHERS THAT CAN RAISE TRIPLETS

- Select above average ADG kids
- Select from deep dams

WANT DOES WITH GOOD UDDER ATTACHMENTS

- Select from dams with well formed udders
- Select from high producing dams

WANT DOELINGS WITH GOOD STRUCTURE

- Stand wide and square
- Deep capacity
- Powerful hind end

March 2015 Doelings

Bred at 10 months, 90-100 lb (photo at 1 year, 120+ lb)
Will kid in June 2016



Culled replacements sold for meat



WE DON'T KEEP IF:

- pneumonia or scours or other disease
- raised as bottle baby
- slow growing (under .45 lb gain/day)
- came from weaker family lines, does with structural faults

Late culled replacements at 80 to 120 lbs
can still be worth \$2 - \$3 /lb, or \$200 - \$300

Production & Profitability per DOE

Feed Costs per Doe / year (75% cost is forage)	\$ 260 - \$290	
Vet & meds, supplies	\$20 - \$25	
TOTAL Direct Cost per doe/yr (not including housing, equipment, labour, interest)	\$280-315	2 kids/yr 3 kids/yr
KIDS MARKETING, 60-70 lb x \$3/lb @ \$200	400	600
At 5 years, total kid production	10	15
TOTAL LIFETIME SALES REVENUE	\$2000	\$3000
Direct Cost (5 years x \$300)	-1500	-1500
NET PROFIT	\$500	\$1500
Net Gain per doe per year	\$100	\$300

2 WAYS TO BE MORE PROFITABLE

LOWER COSTS

- Grow own good quality forages
- Don't waste feed
- Higher ADG = lower feed cost per animal
- Use limited equipment for many purposes
- Don't keep unproductive animals
- Prevent disease
- Raise more kids/doe/year

HIGHER REVENUE

- Grow a heavier market kid
- Sell a premium product for a premium price
- Market strategically during the year
- Raise more kids/doe/year

**NEED A LOT OF
GOATS TO
MAKE A LIVING !**

What have we learned...

Getting kids off to a good start is critical

- Early Colostrum = better immunity
- Good Bonding = better growth, better health
- No early disease = better ability to breed

What have we learned...

Recognize Symptoms earlier

- ☐ Treat earlier
- ☐ More successful outcome more often
- ☐ Each kid saved = more kids/doe/year

Our biggest regret...

BUYING STOCK with C.L.

- ☐ It is production limiting (udders, organs)
- ☐ Spreads too easily
- ☐ Not pleasant to clean up cysts

START with CL – free stock
PREVENTION is easier than TREATMENT

Eat your own farm produce.
Enjoy it. Share it. Promote it.



Amy's Roast Goat Loin in the Crock Pot

Loin, 3-4 lbs, bone in or out	PLACE ON BOTTOM OF CROCK POT
RUB Oregano, Thyme, Celery Salt, Pepper	SPRINKLE GENEROUSLY ON ROAST
Kraft Greek Feta salad dressing, ¼ cup	DRIZZLE OVER DRY HERBS
2 cloves of garlic	CHOP FINE & PLACE ON ROAST
2 branches of fresh Rosemary	PLACE ON ROAST
1 Lemon, sliced in 5-8 slices	PLACE ON TOP OF REST
White wine or white grape juice – 1 cup -	POUR ON BOTTOM OF CROCK COOK FOR 8-10 hours on low

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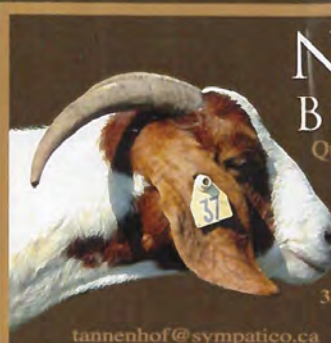
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Gluten free celery, anyone? Image credit: @wllw on Twitter





January 1, 2015



January 3, 2015



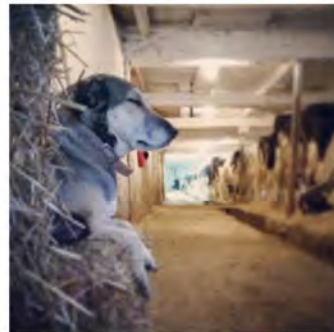
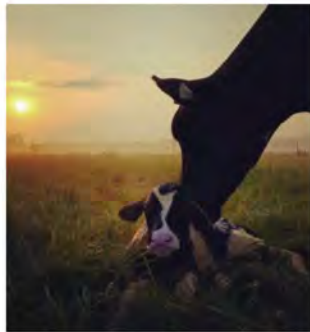
**"I can't do a Google search for answers
about farming practices
without being bombarded by
organisations with an agenda."**

**To the consumer,
our side of the story doesn't exist
unless we tell it.**





“ I've been buying beef and eating butter under a cloud of guilt for too long. ”





Following Up On Subway...

I am a cattle farmer who blogs. This combination leads to an interesting life, but yesterday's blog experience surpasses anything that I could have imagined. There are times when I wonder if anyone reads what I write - I did not have to wonder yesterday as my email box filled with hundreds of messages as I did my normal "cough!" chorus.



The huge outpouring of comments and the just short of 500,000 reads renews my faith that *Americans* are willing to engage with a farmer to learn about where food comes from.





Farmfoodcare.org



Tomatoesfromcanada.blogspot.com

"I used to wonder why
somebody didn't do something.

Then I realized
I am somebody."

-Unknown





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ONTARIO MEAT GOAT INDUSTRY

CMGA
April 9, 2016



ONTARIO GOAT

- **Who is Ontario Goat?**
- Ontario Goat (OG) is a united producer organization proudly representing Ontario's dairy, meat and fibre sectors. OG is dedicated to enhancing the goat industry through education, collaboration, innovation and strategic alliances.



ONTARIO GOAT

- OG is governed by a Board of Directors of nine elected producers and works to advance the goat industry through lobbying and government relations, research and industry development, consumer marketing and promotions, communications, and organizational development.



WHY THE GROWTH IN THE GOAT INDUSTRY

- Shining star in livestock agriculture
- Demand
- Excitement and optimism for the future growth of the Ontario goat industry!



HOW MANY GOATS IN CANADA?

- 225,461 goats in Canada
- 116,260 in Ontario
- Ontario represents 52% of goats in Canada



HOW MANY GOAT FARMS IN CANADA?

- 5,949 goat farms in Canada
- 2,152 in Ontario
- Ontario represents **36%** of all goat farms in Canada



MEAT GOAT SECTOR IN ONTARIO

- Goat slaughter continues to grow
- Processors want consistent supply with matched quality
- Packers are dependent on everything that comes to the market but would like to see quality improve
- We are not producing to meet demand



PACKER SURVEY



PACKER WISH LIST

- Packers would like to see the quality of kids improved
- Heavier carcasses
- Year round supply
- The dairy cull doe and buck market bigger than realized



DRESSING PERCENTAGE

- Inconsistent on what the dressing percentage is
 - Kids 40-60%-majority 47%
 - Does 43-65% majority 50%
 - Bucks 45-55%
 - Boers 2-65%



GRADING

- No plants are grading
- No plans to grade
- No perceived value at this time by consumer



CHEVON

- Only one packer knew the term



CANADIAN SLAUGHTER NUMBERS



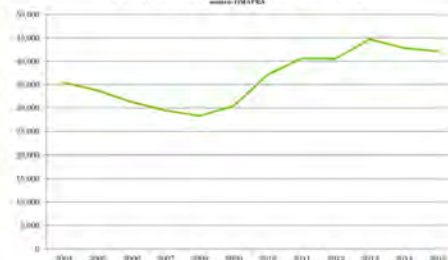
GOAT SUPPLY AT A GLANCE-CANADA



Ontario Monthly Slaughter Numbers for Goats



Ontario Yearly Slaughter Numbers



NEW: SCRAPIE RESISTANCE TESTING

- Joint pilot project with Trent University and the COE will:
 - Assess the susceptibility of the Ontario goat population by genotyping the prion gene in 1500 Ontario goats
 - Establish the frequency of scrapie-resistant and susceptible genotypes in breeds and herds across the province
- The susceptible genotype can then be eliminated through implementing breeding strategies
 - No treatment or vaccine available, and all goats are currently destroyed on farms where scrapie is detected



NEW: SCRAPIE RESISTANCE TESTING

- The key to success of the program will be ensuring proper record-keeping and traceability exists, so that desirable production traits can be maintained while disease susceptibility is being reduced
- With few closed herds in the industry, good management and enhanced biosecurity protocols on-farm may make it possible to eliminate the susceptible genotype in a few generations, leading to the development of a scrapie status program for goats and ultimately establishing a scrapie-resistant status in Ontario



INDUSTRY COMMUNICATIONS



AVAILABLE RESOURCES

- So You Want to Be a Goat Farmer?
 - Commercial Meat Goat Farming
 - Buying Goats
 - Selling Goats
- Kidding Due Date Calculation Chart
- Goat Meat Marketing & Holiday Calendar
- Goat Meat Nutrition Factsheet
- Goat Gazette



WEBSITE

www.ontariogoat.ca

- Resources
- Information



THANK YOU

- Questions, comments, suggestions please feel free to contact me:

Tel: 519-824-2942

Email: kkeels@livestockalliance.ca

Notes:

"UNDERSTANDING THE ETHNIC MARKET OPPORTUNITIES FOR ONTARIO GOAT"

Ethnic Meat Market Study Report



OUTLINE

- Composition of the market
 - The current ethnic market
 - The future of the ethnic market
- The Demand for goat meat
 - Consumption trends
 - Purchasing decisions
 - Price, freshness, quality and trust
- Opportunities and Challenges
 - Year-round demand
 - Growing ethnic population
 - Exposure in ethnic restaurants
- Ontario Goat's next steps
 - Where do we go from here?



COMPOSITION OF THE MARKET

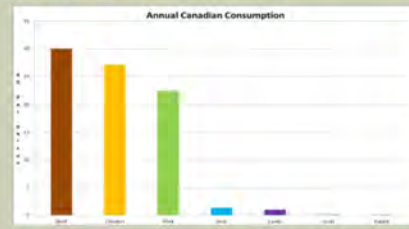
THE CURRENT AND FUTURE STATE OF THE ETHNIC MARKET IN THE GTA

Ethnic Meat Market Study Report



CANADIAN GOAT MEAT CONSUMPTION

FIGURE 1. Annual consumption by Canadians of beef, chicken and pork versus ethnic meats

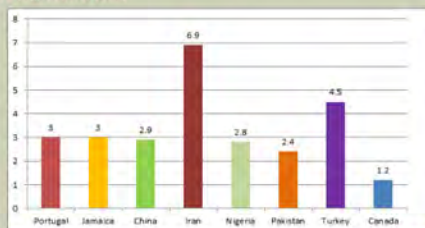


Source: Statistics Canada, Table 010-0001 and 010-0012, Consumption data by AASC/NL, National Information System



GLOBAL GOAT MEAT CONSUMPTION

FIGURE 2. Goat and mutton consumption in selected countries compared to Canada (kg/capita/year)



Source: FAO (2010) Consumption, <http://www.fao.org/countryprofiles/>, Apr. 2012 (country data)



THE CURRENT ETHNIC MARKET

MAP 1. Where new immigrants have settled in GTA



THE FUTURE OF THE ETHNIC MARKET

- Predict that 63% of the GTA's population will be "visible minorities" by 2031
 - A 43% increase from 2006
- The largest ethnic groups known as "Ethnic Big 3" – Chinese, South Asian and Filipino are projected to make up 7.3 million of Canada's total population in 2031
 - Up from 3.5 million today

Source: Statistics Canada, Census of Canada, 2006, Demographic, Ethnicity, Nationality, and Religion, Table 95-10, 2006, 2011, 2016, 2021, 2026, 2031.

THE FUTURE OF THE ETHNIC MARKET

TABLE 1. Projected ethnic population growth of GTA from 2011 to 2031

Ethnicity	Year				
	2011	2016	2021	2026	2031
Caribbean and Bermuda	184,125	205,299	228,909	255,233	284,585
East Asia	651,055	787,777	953,210	1,153,394	1,395,594
East European	196,875	199,671	200,469	201,271	202,076
Middle Eastern	182,860	230,404	290,309	365,789	460,894
North America	76,945	77,253	77,562	77,872	78,184
Northern Africa	27,635	34,820	43,873	55,280	69,653
Northern Europe	127,740	128,254	128,764	129,279	129,796
South America	139,440	160,356	184,409	212,071	243,881
Western Europe	50,860	51,063	51,268	51,473	51,679
Oceania	7,040	7,068	7,096	7,125	7,153
Southeast Asia	498,255	553,107	613,949	681,484	756,447
Southern Europe	283,120	284,252	285,389	286,531	287,677
Africa	108,620	121,111	135,039	150,569	167,884
Non Ethnic Canadians	3,422,390	3,436,080	3,449,824	3,463,623	3,477,478
Total	5,959,000	6,276,512	6,650,070	7,090,983	7,612,981

* Projected ethnic population in the GTA ~4.2 million by 2031



SURVEYED GROUPS

1. **African** (represented, in part, by new Canadians from Eritrea, Algeria, Morocco, Nigeria, Somalia, Ethiopia, and Cameroon).
2. **Middle Eastern** (included new Canadians from Iran, Syria, Egypt, Turkey, Armenia, and Afghanistan).
3. **South Asian** (this community encompasses Bangladeshi, Bengali, East Indian, Guj, Gujarati, Ismailia, Kashmiri, Nepali, Pakistani, Punjabi, Sinhalese, and Sri Lankan immigrants).
4. **South East Asian** (Chinese, Japanese, Korean, Vietnamese, Cambodian, Malaysian, and Filipino).
5. **Caribbean** (included new Canadians from Jamaica, Trinidad and Tobago, Barbados, Grenada, St. Vincent, Cuba, Saint Lucia, Dominican Republic and Haiti), and
6. **European** (Scottish, English, Irish, Welsh, Russian, Ukrainian, French, Italian, Portuguese, German, Greek, Polish, Swiss etc.).



SURVEYED GROUPS

Each of the ethnic groups were surveyed based on the following:

- Household demographics
 - Income, employment status, number in household, education level, marital status, halal preference
- Frequency of consumption
 - At home, restaurant, at family and friends
- Important factors in meat purchases and consumption
 - Price, trust, quality & freshness, etc.



THE DEMAND FOR GOAT MEAT

CONSUMPTION TRENDS AND PURCHASING DECISIONS

Ethnic Meat Market Study Report



THE DEMAND FOR GOAT MEAT CONSUMPTION TRENDS

Consumption Trends

- Consumption frequency
 - Year-round versus holidays and special occasions
 - At home
 - At a restaurant
 - With family and friends
- Consumption quantity
 - Current and future demand
 - Canada/Ontario's supply versus demand for goat meat



THE DEMAND FOR GOAT MEAT CONSUMPTION TRENDS

- Ethnic groups would like to eat substantially more goat meat
- Already consume 6 to 10 times the amount consumed by average Canadians

TABLE 2. Yearly goat consumption (kg/person) by surveyed ethnic group

Origine	Goat kg/Person
African	9.3
Caribbean	7.7
European	5.8
Middle Eastern	10.3
South East Asian	5.4
South Asian	8.7
Canadian	1.2



THE DEMAND FOR GOAT MEAT CONSUMPTION TRENDS

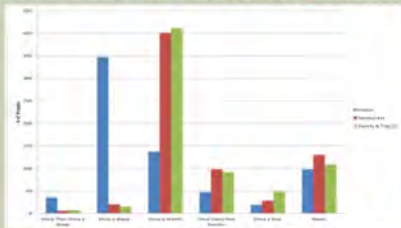
TABLE 3. Percentage of ethnic meat (goat, veal, lamb & rabbit) consumed on holidays and occasions

Ethnic Group	Beginning of Ramadan	Christmas	Eid al-Fitr	Halloween	Ethel-Jah	Wakings	Pasover	Acemashale	Easter	No event or special occasions
African	16	4	20	13	82	48	2	20	2	3
Caribbean	5	12	3	24	9	74	2	45	8	11
European	1	17	0	27	2	95	6	30	13	28
Middle Eastern	26	5	37	16	83	54	3	23	3	9
South Asian	14	3	24	20	56	36	4	17	3	26
South East Asian	1	6	1	12	6	43	5	16	2	42



THE DEMAND FOR GOAT MEAT CONSUMPTION TRENDS

FIGURE 3. Goat consumption frequency by surveyed groups (combined)



THE DEMAND FOR GOAT MEAT CONSUMPTION TRENDS

- Goat was not as readily available as veal or lamb
- Would expect greater consumption if made more available in supermarkets

Considering...

- Total domestic production of goat meat = 920,955 kg
- Total imported goat meat = 1,328,145 kg

2,249,100 kg per year / 33,000,000 people in Canada
= 0.068 kg per Canadian



THE DEMAND FOR GOAT MEAT CONSUMPTION TRENDS

Example: Middle Eastern Group

Origine	Goat kg/Person
Middle Eastern	10.3

- Middle Eastern population in 2011 in GTA = 182,860
- Total consumption of goat meat is 1,883,458 kg/year

→ ~ 900,000 kg/year (adjusting for children as smaller meat eaters)



THE DEMAND FOR GOAT MEAT CONSUMPTION TRENDS

Consumption Trends - Summary

- The second most consumed meat by surveyed groups was goat
 - Middle Eastern and Africans would eat goat almost as frequently as veal
 - South Asians would consume more frequently than veal
- Ethnic groups would like to eat substantially more goat meat
 - Goat can truly compete with mainstream meats in ethnic markets
- Goat was not as present as veal or lamb
 - Would expect greater consumption if made more available in supermarkets



THE DEMAND FOR GOAT MEAT

PURCHASING DECISIONS

Purchasing Decisions

- Leading factors amongst ethnic groups when making goat meat purchases

- Price
- Quality and Freshness
- Trust



THE DEMAND FOR GOAT MEAT

PURCHASING DECISIONS

Price

- Goat is generally seen as a "high ticket" item

However...

- Lower Income households not generally related to less consumption
 - Ethnic households have a higher proportion of wage earners than other groups
 - Accustomed to paying more of their discretionary income for food
 - Regularly featured as holiday fare, and cost is less of a concern

- Goat meat demand is price inelastic

i.e. a decrease in the price of goat meat does not necessarily lead to the purchase of more goats.

Similarly, an increase in price does not result in a significant decrease in goat meat demanded and purchased



THE DEMAND FOR GOAT MEAT

PURCHASING DECISIONS

- Ethnic people may expend great effort to keep their identification from being merged into dominant society
 - The consumption of goat meat is interwoven into this fabric of tradition and religious observation

Example:

The quantity taken and prices of goat meat rises dramatically each year at Christmas, Easter and Ramadan

- Persistence in maintaining...
 - Ethnic practices, habit, tradition or religious beliefs

Demand for goat meat is relatively inelastic



THE DEMAND FOR GOAT MEAT

PURCHASING DECISIONS

- Income can be associated with price sensitivity

- Ethnic consumers can be categorized into two groups:

- New immigrants (less than 10 years in Canada)
 - Generally lower average income, younger, price sensitive
- Established immigrants (more than 10 years in Canada)
 - Higher income households, older, spouse and children, not as price sensitive - seek convenience and healthier options

- After 10 years they are mostly settled

- Starting to shop for quality and value rather than the lowest price



THE DEMAND FOR GOAT MEAT

PURCHASING DECISIONS

Quality and Freshness

- Freshness and quality continually ranked among the top factors in goat meat purchases

TABLE 4. Important qualities for goat meat (%) of preferred store

Ethnic Group	African	Caribbean	European	Western European	South Asian	South East Asian
Freshness	85	72	57	78	59	88
Good quality, Better cuts	39	41	33	29	27	40
Good price	27	23	21	32	36	55
Western butcher	38	14	11	32	34	51
Trusted store	56	23	20	60	46	69



THE DEMAND FOR GOAT MEAT

PURCHASING DECISIONS

- The availability of fresh meat was number one factor cited by all ethnic groups, when choosing where to purchase
 - Meat is a primary source of protein for most families, thus the ability to enjoy meat that is desirable in smell and colour are key determinants

- Quality associated with income and education

- Typically groups with higher education tend to earn more than those who are less educated
- Study found that ethnic population in GTA are largely settled and well educated
 - Consumers may place greater importance on quality characteristics, production processes, and Canadian quality standards



THE DEMAND FOR GOAT MEAT

PURCHASING DECISIONS

Trust

- Trust was consistently ranked high when making purchasing decisions
- Several factors indicated the importance of trust when selecting meat:
 - Religious requirements
 - Sanitation and regulatory agencies in homeland



THE DEMAND FOR GOAT MEAT

PURCHASING DECISIONS

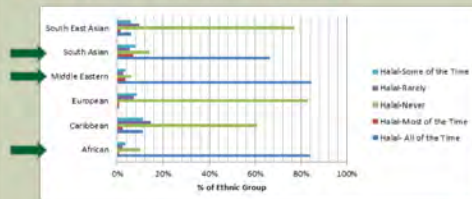
- Trust is mainly a concern for those of the Muslim faith who eat halal
 - Significant Muslim purchasing power in Ontario – half of which reside in the GTA (212,000)
 - Current halal meat market in GTA worth \$350 million
- Study reinforced the importance of halal to the majority of Africans, Middle Eastern and South Asians.
 - Large portion of these individuals would only consume halal products – guiding their choice in:
 - Shopping venues
 - Restaurants
 - Meat preferences



THE DEMAND FOR GOAT MEAT

PURCHASING DECISIONS

FIGURE 4. Adherence (%) of Halal Meat Teachings



THE DEMAND FOR GOAT MEAT

PURCHASING DECISIONS

Purchasing Decisions - Summary

- Price**
 - Goat meat is relatively price inelastic
 - After 10 years, mostly settled and found to be less price sensitive
- Quality and Freshness**
 - Freshness ranked first for all ethnic groups when choosing which store to purchase meat
 - Lack of available fresh goat meat has an impact on purchases
- Trust**
 - The Muslim faith, who follow halal consumption make up a large portion of the goat meat market in Ontario

ONTARIO GOAT'S NEXT STEPS

OPPORTUNITIES AND CHALLENGES

Ethnic Meat Market Study Report



ONTARIO GOAT'S NEXT STEPS

OPPORTUNITIES AND CHALLENGES

- Year-round demand**
 - A booming market exists in the GTA and can be established into a mainstream meat market
 - Everyday consumption
 - Results from study suggest ethnic groups high demand for goat meat and is being consumed more frequently
 - Need to make high quality Ontario goat meat more readily available in supermarkets – Fresh rather than frozen
 - Enhanced demand for holidays and special occasions
 - Price is less of a factor, but emphasis on quality, freshness and trust
 - Imperative to have a full understanding of the demand during these holiday times
 - Account for weight, age and religious requirements



ONTARIO GOAT'S NEXT STEPS OPPORTUNITIES AND CHALLENGES

Next Steps...

- Increase **availability and accessibility** of fresh Ontario goat meat in mainstream grocery chains
 - Target those situated in highly dense ethnic areas of the GTA
 - Ensure that halal meat be properly labelled and appropriately situated in stores
- Develop 5 year **Producer Planner** for ethnic holidays
 - Calendar of ethnic holidays where goat is often consumed
 - Include the favoured specifications (goat age, weight, etc.) for specific holidays and religions



ONTARIO GOAT'S NEXT STEPS OPPORTUNITIES AND CHALLENGES

■ Continued population growth

- Will lead to greater overall demand for goat meat
- Two emerging markets that must be targeted:
 - New immigrants
 - accustomed to eating goat regularly (at home and in restaurant)
 - Established demand for goat and willing to pay
 - Second and third generation ethnic Canadians
 - more adept to western culture/palate
 - Familiar with consuming goat meat, but less knowledgeable of and, willing to prepare



ONTARIO GOAT'S NEXT STEPS OPPORTUNITIES AND CHALLENGES

Next Steps...

- Market to the next wave of goat meat consumers
 - Encourage the consumption of Ontario Goat meat
 - Make consumers aware of the availability
 - Promoting quality and freshness
 - Produce literature for goat meat preparation
 - Include recipes for different ethnicities, occasions, etc.
 - "Bring tradition home, to Ontario"
 - "Celebrate with fresh Ontario goat meat"



ONTARIO GOAT'S NEXT STEPS OPPORTUNITIES AND CHALLENGES

■ Exposure in ethnic restaurants

- Increasing number of goat dishes being featured
 - Meet demands of ethnic groups accustomed to goat on menu
- Opportunity to increase traditional Canadians' familiarity with, and acceptance of goat as an alternative meat
 - Consumers are more willing to try goat meat if served in an ethnic restaurant



ONTARIO GOAT'S NEXT STEPS OPPORTUNITIES AND CHALLENGES

Next Steps...

- Work with chefs in ethnic restaurants in the GTA
 - Featured dishes using Ontario goat meat
 - Appeal to ethnic consumers familiar with goat meat
 - Encourage the evolving western palate to try goat meat



THANK YOU.

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