

Sheep Production, Management and Marketing

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Region: WEST **Circle which primary base program it addresses -** ANR

Section 1. Relevance

Sources where issue surfaced: **Method Selected**

Texas Community Futures Forum

County Committees

Commodity / Industry / Special Interest Groups

What is the issue/problem?

There has been a decline in sheep numbers due to market risk during the past decade, drought conditions, and lack of labor which negatively effects profitability and producer interest.

Problem size and scope? (How many people does it affect? How wide spread?)

Central and West Texas

Problem severity? (How serious is this issue?)

High

Description:

Target Audience? (Who does the problem impact and how many?)

Commercial producers, breeding stock and show animal producers, Hair sheep producers, and small acreage landowners.

What are some general characteristics of the audience this program targets? How will you market this program to others?

Current sheep producers and small landowners. County/regional programs, mass media, individual

Section 2. Response

State the goal of the program.

Participants will increase their knowledge of sheep production, alternative breeds, management and marketing issues that will increase profitability.

State the outcome objectives.

Client Change	At the end of this program, will....
<i>Knowledge</i>	increase knowledge on.... <ul style="list-style-type: none"> - predator control - use of alternative breeds - Health management - nutrition - marketing - selection
<i>Skills</i>	develop skills.... <ul style="list-style-type: none"> - Production management practices - selection - health management practices; - wool preparation, etc.)
<i>Attitude</i>	change their attitudes pertaining to... <ul style="list-style-type: none"> - new alternative breeds - new alternative marketing strategies
<i>Behavior Change</i>	adopt.... <ul style="list-style-type: none"> - production management strategies
<i>New Technology</i>	adopt.... <ul style="list-style-type: none"> - of new issues such as cool, - animal I.D. programs, - ewe lamb retention program, - and scrapie program.
<i>Best Practice</i>	adopt <ul style="list-style-type: none"> - Best production management strategies

Program Design.

Topic (Subject Matter)	Strategy to Deliver Content (Method)	Existing Resource(s)	Contact Person(s) (Includes CEA's Specialists, Commodity Reps)

Use of Alternative Breeds	Field days, seminars, newsletters, news articles, radio/tv, demonstrations, web site	Extension publications, Industry, website/internet, PowerPoint	Frank Craddock, Kyle Eckert, Rich Machen, Texas Hair Sheep Assoc., Industry leaders, CEA's, Agribusiness rep.
Predator Control	Field days, seminars, newsletters, news articles, radio/tv, demonstrations, web site	Extension publications, Industry, website/internet, PowerPoint	Frank Craddock, Kyle Eckert, Rick Machen, TWSP, Industry leaders, CEA's, Agribusiness rep.,
Health Management	Field days, seminars, newsletters, news articles, radio/tv, demonstrations, web site	Extension publications, Industry, website/internet, PowerPoint	Frank Craddock, Kyle Eckert, Rick Machen, Industry leaders, CEA's, Agribusiness reps., Buddy Faries- TCE Vet. Med.
Nutrition	Field days, seminars, newsletters, news articles, radio/tv, demonstrations, web site	Extension publications, Industry, website/internet, PowerPoint	Frank Craddock, Kyle Eckert, Rick Machen, Industry leaders, CEA's, Agribusiness reps., Buddy Faries- TCE Vet. Med.
Marketing	Field days, seminars, newsletters, news articles, radio/tv, demonstrations, web site	Extension publications, Industry, website/internet, PowerPoint	Frank Craddock, Kyle Eckert, Rick Machen, Industry leaders, CEA's, Agribusiness reps., Buddy Faries- TCE Vet. Med., Wade Polk, Jason Johnson
Selection	Field days, seminars, newsletters, news articles, radio/tv, demonstrations, web site	Extension publications, Industry, website/internet, PowerPoint	Frank Craddock, Kyle Eckert, Rick Machen, Industry leaders, CEA's, Agribusiness reps., Buddy Faries, Wade Polk, Jason Johnson

Section 3. Results

The last section deals with evaluation of this program. The evaluation content should mirror the objectives that are outlined in section two. Please try and list some specific questions that should be asked to the target audience to determine if the intended change took place. List as many potential questions as possible. The goal here is to create a question bank for each client change level so that the educator can review these questions to see if any of them are relevant to their program. If they are, then they can use them to measure change in their program. Remember, not all evaluation strategies have to be written questionnaires. They may also be interviews, direct observation, or focus groups. Please describe your method in this section where appropriate.

Client Change Level	Sample Questions (Review the objectives section to help place questions or statements in the space below)
<i>Knowledge</i>	Do you feel that your knowledge about: effective predator control, use of alternative breeds, health management, nutrition, marketing, selection has improved due to this program?
<i>Skills</i>	Do you feel that your ability to adopt production management practices: effective predator control, use of alternative breeds, health management, nutrition, marketing, selection has improved due to this program?
<i>Attitude</i>	Do you feel that you better understand sheep production management practices after attending this program.
<i>Behavior Change</i>	As a result of this program, will you adopt a new attitude concerning alternative sheep breeds?
<i>New Technology</i>	Did you adopt knowledge of new issues such as cool, animal I.D. program, ewe lamb retention program, and scrapie program?
<i>Best Practice</i>	Did you adopt best production management strategies?

Economic Indicators. *Are there economic indicators that can be measured concerning this issue?*

YES

Please list them below.

- Increase in sheep numbers.
- Increase in sheep producers.

Interpretation. The last step in the process is interpreting the results to our stakeholders. List internal and external stakeholders that would be interested in the results of this educational program. Do not forget to think about other state agencies and groups that would be interested in these outcomes.

Internal to Extension Stakeholders	External Stakeholders
Specialists Regional Program Director Department Heads County Committees Participants District Extension Administrators	TSGRA Texas Hair Sheep Association ASI Farm Bureau

Additional Resources. What additional resources are needed to address this issue? In other words, what is needed to design innovative programs that will impact our audiences? Use the space below or the back if needed.

Example #1 - A field day evaluation Kendall County Meat Goat Field Day

Your input is very valuable to the planning committee for this field day. Please take a brief moment of your time to help us make our programs more effective for you. Thanks!

Please check the box for the statement that best describes you as a direct result of today's field day.

STATEMENTS	Agree / Disagree Statements			
	Strongly Disagree	Disagree	Agree	Strongly Agree
I have a better understanding of animal health and animal care.				
I understand different strategies to market my goats.				

I understand the basic principles of goat selection.				
I understand new information regarding animal identification.				
I understand the differences in selection criteria for males and females.				
I now better understand how to manage my goat operation as a result of this program.				

Please check the box for the statement that best describes your thoughts concerning today's field day.

STATEMENTS	Strongly Disagree	Disagree	Agree	Strongly Agree
The subject matter was timely for me.				
The speakers were effective.				
The information was practical to my cattle operation.				
I can go home and use the information I learned today in my operation.				
Overall, this was a very educational program.				

From the program today, which practice(s) will you take home and do/implement?

What other meat goat topics would you like further information about? Are there meat goat topics not covered in today's program that Texas Cooperative Extension should discuss in future field days and programs?

Please tell us about your operation!

What type of goat producer are you? _____ Part-Time Producer _____ Full-Time Producer

How many breeding females do you run? _____ Number of Breeding Females

Please provide any additional comments in the space below!

***Example #2 - Goat Evaluation of a Three Day Goat Field Day
"A Gathering of Goat Producers"***

First, we would like your perceptions of the overall program. Please circle one number for each statement that best describes your thoughts.

	Excellent	Good	Average	Fair	Poor	N/A
Conference location was:	5	4	3	2	1	0
Subject matter covered was:	5	4	3	2	1	0
Content as suitable for my background and experience was:	5	4	3	2	1	0
Program pacing, within the allotted time was:	5	4	3	2	1	0
Materials provided were:	5	4	3	2	1	0
Audio visuals were:	5	4	3	2	1	0
General sessions were:	5	4	3	2	1	0
In meeting my individual objectives, the program was:	5	4	3	2	1	0
My overall rating of the						

conference was:

5

4

3

2

1

0

The next set of questions solicits your recommendations. Please do not leave a question blank. If you believe improvements should be made, please say so.

What other subjects should have been included in this conference?

What subjects in the conference should:

(A) Be given more time?

(B) Be given less time?

The most important question is what will you take home that is worth while.

Please state at least one management practice or idea presented at this conference that you plan to implement and why it is worth implementing.

Program Results: Please answer the following questions about the information presented at this conference.

Did this conference enhance your knowledge of meat goat selection and live animal evaluation?

Yes

No

Did this conference enhance your knowledge of carcass characteristics as it relates to the meat goat industry?

Yes

No

Did this conference enhance your knowledge of meat goat marketing strategies?

Yes

No

Do you intend to adopt any of the meat goat best management practices discussed in this conference?

Yes

No

Did you attend the Goat Conference in 2002?

Yes

No

Have you changed and/or modified your selection/evaluation program based on skills acquired during the 2002 conference?

Yes

No

I did not attend the 2002 conference

Have you developed and/or modified your health program based on the information presented during the 2002 conference?

Yes

No

I did not attend the 2002 conference

Have you developed and/or modified your nutritional program based on the information presented during the 2002 conference?

Yes

No

I did not attend the 2002 conference

Have you developed and/or modified your marketing plan based on the information presented during the 2002 conference?

Yes

No

I did not attend the 2002 conference

Monday, July 21,2003: *Please rate the sessions you attended. Space for written comments is provided for each session.*

	Excellent	Good	Average	Fair	Poor	N/A
Elements Essential For Success Comments:	5	4	3	2	1	0
The Future of the Jr. Market Goat Program Comments:	5	4	3	2	1	0

Live Animal Evaluation Comments:	5	4	3	2	1	0
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Caprine Cuisine Comments:	5	4	3	2	1	0
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Tuesday, July 22, 2003: *Please rate the sessions you attended. Space for written comments is provided for each session.*

	Excellent	Good	Average	Fair	Poor	N/A
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Breakout Sessions: Health Comments:	5	4	3	2	1	0
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Nutrition Comments:	5	4	3	2	1	0
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Predator Management Comments:	5	4	3	2	1	0
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Reproduction Comments:	5	4	3	2	1	0
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	Excellent	Good	Average	Fair	Poor	N/A
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Environmental Stewardship Comments:	5	4	3	2	1	0
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Facilities & Fencing Comments:	5	4	3	2	1	0
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Management Demonstrations	5	4	3	2	1	0
Comments:						

Wednesday, July 23, 2003: *Please rate the sessions you attended. Space for written comments is provided for each session.*

	Excellent	Good	Average	Fair	Poor	N/A
Marketing Goat Meat	5	4	3	2	1	0
Comments:						

Selling Live Goats	5	4	3	2	1	0
Comments:						

Using The Internet	5	4	3	2	1	0
Comments:						

Selling a Processed Product	5	4	3	2	1	0
Comments:						

A Texas Retailer's Prospective	5	4	3	2	1	0
Comments:						

The East Coast Market	5	4	3	2	1	0
Comments:						