

Issue: Meat Goat Management

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Region: EAST Circle which primary base program it addresses - ANR

Section 1. Relevance

Where did this issue surface?

Texas Community Futures Forum

County Committees

Commodity / Industry / Special Interest Groups

What is the issue/problem?

Increase educational/resources and increase in goat producers. Goat production is rapidly growing in Texas.

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

Big issue in most counties.

Problem severity? (How serious is this issue?) *High*

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

Small and New Producers

Section 2. Response

Response refers to how Extension intends to address the issue by developing an educational program.

State the goal of the program.

To increase profits for goat producers.

State the outcome objectives.

Client Change	At the end of this program, will....
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<i>Knowledge</i>	increase knowledge on.... Fencing needs, Predator control, Health management, Nutrition, Marketing, Selection
<i>Skills</i>	develop skills.... Goat selection, Health management practices
<i>Attitude</i>	change their attitudes pertaining to... Shift to the attitude of raising a food product, not an animal
<i>Behavior Change</i>	adopt.... Management strategies
<i>New Technology</i>	adopt.... Data management (software); scrapie requirement program
<i>Best Practice</i>	adopt
	Best management strategies

Program Design.

Topic (Subject Matter)	Strategy to Deliver Content (Method)	Existing Resource(s)	Contact Person(s) (Includes CEA's Specialists, Commodity Reps)
Selection	Field days, seminars, newsletters, news articles, radio/tv, demonstration, website, internet	Extension publications, Industry, website/internet, PowerPoint	Frank Craddock, Kyle Eckert, Jason Cleere, Industry Leader, CEAs, Agribusiness Reps, Preston Farris
Health Management	Field days, seminars, newsletters, news articles, radio/tv, demonstration, website, internet	Extension publications, Industry, website/internet, PowerPoint	Frank Craddock, Kyle Eckert, Jason Cleere, Industry Leader, CEAs, Agribusiness Reps, Preston Farris

Nutrition	Field days, seminars, newsletters, news articles, radio/tv, demonstration, website, internet	Extension publications, Industry, website/internet, PowerPoint	Frank Craddock, Kyle Eckert, Jason Cleere, Industry Leader, CEAs, Agribusiness Reps, Preston Farris
Marketing	Field days, seminars, newsletters, news articles, radio/tv, demonstration, website, internet	Extension publications, Industry, website/internet, PowerPoint	Frank Craddock, Kyle Eckert, Jason Cleere, Industry Leader, CEAs, Agribusiness Reps, Preston Farris
Fencing	Field days, seminars, newsletters, news articles, radio/tv, demonstration, website, internet	Extension publications, Industry, website/internet, PowerPoint	Frank Craddock, Kyle Eckert, Jason Cleere, Industry Leader, CEAs, Agribusiness Reps, Preston Farris
Predator Control	Field days, seminars, newsletters, news articles, radio/tv, demonstration, website, internet	Extension publications, Industry, website/internet, PowerPoint	Frank Craddock, Kyle Eckert, Jason Cleere, Industry Leader, CEAs, Agribusiness Reps, Preston Farris

Section 3. Results

Client Change Level	Sample Questions (Review the objectives section to help place questions or statements in the space below)
<i>Knowledge</i>	Refer to Beef & Cattle Management Plan * Do you feel that your knowledge about effective predator control has improved due to this seminar? * Do you feel that your knowledge about internal parasite management has improved due to this program?
<i>Skills</i>	Do you feel that your ability to effectively select goats has improved due to this program?
<i>Attitude</i>	Do you feel that you better understand the goat industry after attending this program?

Here are some example goat producer questionnaires.

Example #1

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

YES

Please list them below.

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

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"

July 21 -23, 2003



Thank you from the District 10 Meat Goat Steering Committee for participating in this conference. We know you have choices and hope you are satisfied with your decision to attend this conference. The committee tried to design this conference to meet your needs. Your responses to the following questions will help us know which needs were met and why. Together, we can help ensure that future conferences meet the expectations of our audiences.

Thank you.

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

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:						

Thank you. We appreciate the time you have taken in answering our questions.