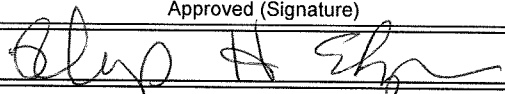


Annual

U.S. Department of Agriculture Accomplishments Report AD-421 U.S. Dept. of Agriculture, State Agricultural Experiment Stations and Other Institutions			Date (Month, Day, Year) 03/22/2012
1. Accession 0220608	Agency Identification No. 2. NIFA 3. LA.B	5. Work Unit/Project No. LAB04017	6. Status Annual Report
7. Title Enhanced Economic Benefits for Meat Goat Producers through Production, Meat Yield and Palatability, and Consumer Information			
12. Investigator Name(s) (Last Name and Initials) McMillin, K. W.; Gillespie, J. W.; Harrison, R. W.; Malekian, F.; Pinkerton, F.; Gager, J. V.; Gebrelul, S.; Braden, K. W.; Kannan, G.; Solaiman, S. G.			
20. Termination Date 01/31/2013		40. Period Covered (mo/da/year): 02/01/2010 TO 01/31/2011	
Outputs: Progress on meeting the project objectives has been given at the annual meeting of NIFA Prosperity of Small and Medium-Sized Farms and Rural Communities grant project directors. Information was published in conference proceedings and a book chapter and presented at scientific and project meetings.			
Outcomes/Impacts: Three groups of goats (total 95) were purchased and sacrificed after recording live weights and linear measurements. The kid and mature goats represented known ages and breed types from meat goat producers and goats purchased at auction. The live conformation was estimated by experienced goat evaluators when live weight and body dimensions of length, width, height, and circumference were measured. Carcass data and standardized goat cuts were collected to determine lean goat meat yields. Sensory panel, shear force, and compositional analyses of semimembranosus samples are in progress. The consumer survey on household food consumption and purchase of representative U.S. households is being finalized for sending to an internet market information company. The survey will have questions and pictorial depictions of consumer choices on cuts, prices, and meat color. The choice-based conjoint experimental design for goat meat attributes and demographic/socio-economic characteristics will generate data that will indicate consumer preferences and consumption behavior for goat meat with estimates of frequency, sources, amounts, and prices paid. Local producers were solicited to answer preliminary questions about production, management, and marketing practices on numbers and kinds of goats produced; net margins; expansion or profitability; and meat goat industry opinions. Their responses and critique of the producer survey are being used to finalize a random mail survey that is being readied for mailing. Mailing lists are being collated from lists of goat meat associations and internet addresses. The surveys are being developed in a deliberate and progressive manner to provide maximal information from meat goat producers and goat meat consumers with the provided project funding. Information on desired consumer goat meat traits will allow production, processing, and marketing strategies to improve producer productivity and profitability. The procurement, harvest, and evaluation of live goats, carcasses, and meat has indicated that the availability of goats is seasonal; prices for live goats and goat meat has increased even during the short time of the project; and interest in participation has been generated among additional scientists. Research on yields and/or palatability of goat meat and data on consumer purchasing habits and desires will relate price sensitivity to goat meat and goat meat traits. Survey results on production practice and profitability research information will provide useful recommendations to goat producers.			
Publications: McMillin, K., Webb, E.C., Donkin, E.F. and Pinkerton, F. 2011. Goat meat production systems. Chapter 2 in Goat Meat Production and Quality, O. Mahgoub, I.T. Kadim, and E. Webb (Ed.), CABI, Oxfordshire, UK, pp. 15-32. McMillin, K.W., Gillespie, J.W., Harrison, R.W., Malekian, F., Pinkerton, F., Gager, J.V., Gebrelul, S., Braden, K.W., Kannan, G. and Solaiman, S. 2011. Enhanced economic benefits for meat goat producers through production, meat yield and palatability, and consumer information. USDA National Institute of Food and Agriculture Prosperity for Small and Medium-Sized Farms and Rural Communities Program Project Director Meeting, Miami, Florida. (Abstr.). McMillin, K.W., Tangkham, W., Preiss, D., Cope, R. and Braden, K. 2011. Live and carcass traits and cut yields from crossbred and purebred Boer wether kid goats. Proc. Intl. Congr. Meat Sci Technol 57:P026. 4 p.			

Participants:		
K.W. McMillin (PI), J.W. Gillespie, R.W. Harrison, LSU AgCenter; F. Malekian, J. Gager, and S. Gebrelul, Southern University; G. Kannan, Fort Valley State University; K. W. Braden, Angelo State University; F. Pinkerton, retired from Langston University; and S. Solaiman, Tuskegee University.		
Target Audiences:		
Target audiences for the current results were other scientists interested in projects to benefit small and underserved farmers and ranchers and other segments of the livestock and food industries seeking additional knowledge about meat goats and meat goat production.		
Project Modifications:		
Nothing significant to report during this reporting period.		
Approved (Signature)	Title	Date
		3-23-12