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develop programs and strategies, targeted interviews of people internal and external to these industries were conducted. Questions focused on attributes of investment decision making (financial, compatibility, marketing, information, perception). Analysis differentiated the views of small and large-scale farmers and farmers external to these industries. The results showed: 1. Profitability was the primary financial motive for running cashmere or mohair enterprises followed by financial security. Job satisfaction and job variety were the major non-financial motivators. 2. People unrelated to the industry rated feasibility and comparative advantage as highly important. They perceived finding financial and marketing information more difficult than people in the industry and they had less trust in the people's opinions. People thought there was a lack of experienced and qualified people to give them reliable advice. 3. Assessing the suitability of a farm for mohair and cashmere is not easy and comprehensive enough to ensure people make a fast and considered decision. 4. Large-scale farmers have a higher demand for credible and detailed information that has been proven correct over time. They respect credible consultants, local Department of Agriculture, Associations and commercial farmers but not breed societies and small breeders. We found that information is available but not accessible or is inappropriate to make fast and effective decisions. 5. People will invest if they can be convinced they will be better off. Benefit statements alone are not enough. Proof (net gain) is needed. Suggested strategies included: use of commercial producers as information generators; improve the quality of information provided; articulate features, advantages and benefits; manage objections of enterprises to change perceptions; gather credible information; establish financial feasibility model with benchmarking and financial data; control more steps of the investment decision-making process to reduce 'search, thinking and time obsolescence costs'. Large-scale farmers will judge these enterprises on profitability, appealing to other motives will fail.

#### 54. Milk-fed kid (cabrito) preferences

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The main purpose of this work is the characterization of consumers' preferences for *Transmontana* Milk-fed kid meat, which is a Protected Origin Designation (POD) product. The effects of sex and carcass weight were studied. Parameters of taste, texture, juiciness and overall acceptability were evaluated on sixty males and females allocated to 3 carcass weight groups: 4, 6 and 8 kg. Animals were grouped by sex and carcass weight in 6 different groups: 4 kg females, 4 kg males, 6 kg females, 6 kg males, 8 kg females and 8 kg males. Sensory quality of meat was evaluated by a consumer's panel in a total of 1360 answers, in ten sessions. Meat was previously cooked in a conventional oven. Then it was cut in sample pieces and given to the panel members to be evaluated following a standard methodology. *Cabrito Transmontano* POD includes animals from 4 to 9 kg carcass weight. Even so, differences among them can be important, since both taste panel and consumer's panel found differences between animals from different weights. Meat from lighter carcasses was considered by the taste panel as more tender, with less flavour and odour intensity than heavier animals. Consumers from the panel preferred lighter carcasses, in all sensory parameters studied. The results indicate to Breed Association to sell young animals to produce light carcasses according to consumer preferences in a better way to reduce costs with a higher market price and not competing with the milk production fundamental to produce a cheese also with protected origin designation. In fact, this may conduct to higher profitability since lighter animals have higher market price.

#### 55. Meat goat demographics and niche marketing

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Six focus groups were conducted with each having ten people who attend different Islamic Centers in Ohio. The objective of the focus groups was to understand Halal meat purchase patterns and consumption patterns of the Moslem population with special attention to goat. The Ohio State University Extension personnel are utilizing these results to work with meat goat producers to understand and meet the requirements of the Halal meat market. Participants discussed the Zabiha approach to slaughtering animals as the most merciful by causing the least pain. Many participants noted they had no way of knowing where the animal came from and this held tremendous concerns relative to the feeding of animal by-products,