

A brochure serves as the take-home version of the facts about goat meat and how it is produced. It needs to be concise, truthful, easy-to-read, and attractive to the eye. It has to do several things well, including:

- Say what the product is
- Say why it is different or better
- Back up what is being claimed with factual data
- Tell the customer where to get it

This does not require many words, but rather the right words, and if possible, an illustration or photo. It doesn't have to be expensive if it is printed on both sides in one color ink on 8 1/2" by 11" colored paper. Focus on clearly stating what distinguishes goat meat from the meat of other species. Say that it is farm-raised, fresh not frozen, lower in total fat -- whatever qualities set it apart. You must be able to substantiate nutritional claims; information about the nutritional characteristics of goat meat can be found in *USDA Handbook 8*, available through the U.S. Government Printing Office. When comparing goat meat with other meats, it is important to compare the same retail cut or serving size.

Recipes to be included should be written with clear directions and previously tested. When introducing a new product such as chevon, it is important to assist the customer with information about how to handle and serve it. Even professional chefs will appreciate these suggestions. Recipes should be limited to two per brochure. The method of cooking is especially important, because lean meats such as chevon are easily overcooked and will dry out.

A good example of the type of recipe to include appears below. This one appeared in a feature article on goat meat in *The Tampa Tribune* (Scourtes, 1990):

Roast Leg of Chevon

1 leg of chevon (about 5 pounds)
 2 clove of garlic
 1 teaspoon ginger
 Salt and pepper to taste

Wipe meat with a damp cloth. Do not remove fell (the paper-like covering over the meat). With a sharp knife, make 4 gashes in the roast. Cut garlic

into 4 slivers and insert a piece into each gash. Rub meat with ginger, season with salt and pepper. Place in a roaster, fat side up and roast, uncovered, in slow oven (300 degrees) until tender. Allow 30 to 35 minutes per pound roasting time. When meat thermometer registers 180, chevon is done. Remove garlic before serving. Allow 1/2 to 3/4 pounds per person.

Background information about "who" is raising the meat goats can enhance product sales. Customers appreciate this information and the indication of personal involvement in delivering a quality product. Third party endorsements, such as quotes from a favorable newspaper article, are also helpful. These can be drawn from a product information file -- this means a clipping file compiled from newspaper and magazine articles that generally and specifically endorse goat meat. An excellent example appeared in a *Kiplinger Agricultural Letter* which reported on a, "Coming low-fat food trend...chevon, gourmet's name for goat meat. Roasted or broiled, it's 50-60% leaner than beef, 42-59% less than lamb. Similar taste, but drier than beef" (Kiplinger, 1992).

Articles from professional journals can also be helpful. The area county extension agent can access current meat goat research results that may be helpful. All of this information will contribute to establishing a prospectus that will not only support goat meat, but attract future producers.

PLANNING MAKES THE DIFFERENCE IN MARKETING, SO SET SOME GOALS

Author Robert Deegan has additional good advice for producers. He proposes that the key to marketing success is planning, and that in order to plan effectively, the producer must learn to set goals and objectives (Deegan, 1991). He outlines four major stages of goal setting that have been adapted here for a meat goat enterprise:

- Develop a mission statement. What do you want to accomplish in the next year? In five years?
 - Example: My farm will profitably provide the highest quality meat goats in Florida.
- Consider the objectives that will support your overall goal; then, write them down.
 - Example: This year my farm will market _____ number of goats 80 to 90 pounds and