under one year of age, and receive $____ per pound as the farmgate price.

- Consider the tactics and strategy you need to make the objectives happen.
  - Example: Breed to have kids available for the cabrito market that exists from October through March; or, contact ten more retail outlets about buying goat meat.
- Anticipate obstacles to your progress; then determine how you will solve them.
  - Example: Delivery of animals to the slaughter facility on my own will not be cost effective. How can I coordinate this part of the operation with other producers? Should I leave this problem to another producer to solve, or solve it myself? Do I have the time to take on this responsibility for myself and others in the producer group?

Dr. Deegan has a few more suggestions for setting goals:

- Write down the goal - this makes it real and forces you to put it in concrete terms.
- Make it a goal that you want - not one which someone else has determined for you.
- Make it specific. Set a date by which you want to achieve it.
- State the goal in positive terms: I will plant protein banks in one pasture to supplement browse, or I will try strip grazing to improve pasture use.
- Make the goal realistic and believable.
- Make the goal measurable: I will get a return of $____ per pound on my cabrito kid crop this year.
- Set both short-term and long-term goals. Short-term goals are those which can be attained in 90 days and up to one year; long term goals relate to what you want to happen in your business in the next five or ten years.
- Build flexibility into your goals. Be prepared to change as your enterprise changes.

Think about your meat goat enterprise in the future tense. The natural extension of initial planning means thinking in terms of where you want to be in five or ten years. If you have already been in business for a year or more, this track record will provide valuable information about where you want to go. You will be able to identify seasonal trends, compare actual with anticipated costs, and identify areas where you did not anticipate a problem and it occurred, at an additional cost to you. Remember that a primary goal is to increase revenues with a minimum increase in expenses.

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