

Evaluating strategies to promote the goat meat industry in Tennessee

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Evaluating strategies to promote the goat meat industry in Tennessee

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
502	New and Improved Food Products				10%
604	Marketing and Distribution Practices				90%
	Total				100%

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2008	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	0.0	0.0	2.6
Actual	0.0	0.0	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

The intended activities for this program are presented below. However, due to loss of personnel for this project, none of these activities were performed. This program is being eliminated from our Plan of Work.

Case studies with representative goat producers to conduct economic analysis of various marketing channels in use. Focus group meetings with local retail businesses to assess the potential to make goat meat available at mainstream local retail markets. Primary survey of non-traditional consumers to evaluate the extent of goat meat acceptance. Primary survey of traditional goat consumers to identify issues and problems faced in local goat meat markets and their willingness to pay for desired quality and preferences. Meetings with goat producers, association and other related groups to promote goat industry.

2. Brief description of the target audience

Goat producers, traditional consumers (individuals who eat goat meat), non-traditional consumers (individuals who have never eaten goat meat before), goat producers and marketing associations, local restaurants and food businesses, policy makers.

V(E). Planned Program (Outputs)

1. Standard output measures

Target for the number of persons (contacts) reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	0	0	0	0
2008	0	0	0	0

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year	Target
Plan:	0
2008:	0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan	0	2	
2008	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

Scientific publications concerning strategies to promote the goat meat industry in Tennessee

Not reporting on this Output in this Annual Report

V(G). State Defined Outcomes

O No.	Outcome Name
1	Increase in number of goat producers with knowledge of efficient marketing techniques
2	Increase in number of local restaurants and businesses with knowledge of potential goat meat demand by consumers.
3	Increase in number of goat producers educated in specific consumer preferences
4	Increase in demand for goat meat in Tennessee by non-traditional new consumers in Tennessee.
5	Percent increase in goat meat production in Tennessee

Outcome #1

1. Outcome Measures

Not reporting on this Outcome for this Annual Report

2. Associated Institution Types

3a. Outcome Type:

3b. Quantitative Outcome

Year	Quantitative Target	Actual
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3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
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V(H). Planned Program (External Factors)

External factors which affected outcomes

Natural Disasters (drought, weather extremes, etc.)

Government Regulations

Populations changes (immigration, new cultural groupings, etc.)

Other (Personnel changes.)

Brief Explanation

This program had one Principal Investigator associated with it to conduct the bulk of the research. This PI has taken a leave of absence from the university, preventing the completion of the stated goals. This program will be removed from our Plan of Work.

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

Retrospective (post program)

During (during program)

Evaluation Results

{No Data Entered}

Key Items of Evaluation

{No Data Entered}