

The American Goat Federation is a newly created national organization designed specifically to represent, unify, improve and advance the American goat industry and assist producers to achieve maximum success.

The American Goat Federation (AGF) seeks to actively represent the interests of more than 100 organizations and thousands of producers engaged in the sustainable production and marketing of goat milk, meat, fiber and grazing services across the United States.



The American Goat Federation  
[www.americangoatfederation.org](http://www.americangoatfederation.org)  
 801.376.4685 or 502.352.2434

# AMERICAN GOAT FEDERATION



Dairy | Meat | Fiber

A unified voice for all elements of the goat industry in public policy, education, research and marketing of goat products.

## MARKETING AND PROMOTION

The AGF is focused on a two-phase approach to enhancing the marketing and promotion of goat products. In the first or development stage, AGF's focus centers on the creation of a database summarizing the production capabilities of the industry and a measurement of current images of goat products among potential consumer groups. The database and informational library is then used to create and measure the effectiveness of on-going marketing efforts. Based on the collection and analysis of this crucial information, AGF will provide materials and consultation services to member organizations for the creation of promotional efforts to raise awareness and demand for goat-related products and to impact any weak points in the perceptions of goat products. The AGF serves as a clearinghouse to bring together both promotional efforts and the reports of best practices as members develop and enhance marketing channels for their products. In addition to efforts with the mainstream consumers, the Federation views the emerging ethnic markets along with specialty and natural-food stores as prime prospects for many goat products. AGF is on the forefront in developing relationships with these segments of consumers in offering marketing and merchandising assistance as members seek to expand the presence of goat products.



AGF brings together the many segments of the goat industry to build and strengthen the future of the American goat industry.

## RESEARCH AND EDUCATION

The research and education function of the American Goat Federation (AGF) is designed to undergird the positions and policy of the Federation through science and technology and an educated awareness of social and economic issues that affect the care and management of live animals and the safety of animal products being offered to the public. The Federation endeavors to make recommendations and influence the research agenda of land grant universities, USDA agricultural research service and other institutions or agencies to focus on biological, economic and social issues that impact on efficient production and profitable marketing of goat milk, meat, fiber and vegetation control services.

The AGF organizes and supports forums that provide interpretive reviews of updated information from research, demonstration and educational endeavors of its own making or that of partners. From these research and education efforts, the AGF membership will get more clarity in animal and enterprise management practices and product marketing options which will make optimum use for natural resources and support sustainable enterprises which operate at a profit.



AGF provides leading-edge information on programs that can enhance profitability and improve production.

AGF policy development enables the goat industry to be at the table with federal agencies when rules and regulations are developed. Similarly, when programs are established to support livestock production, the Federation's policy helps leaders relay the unique needs of goat producers. A unified, national voice for the goat industry is invaluable when interacting with U.S. Department of Agriculture (USDA) agencies - from market collection and national statistics information to ensuring that goats are eligible to participate in new programs and animal protection initiatives. Additionally, there are opportunities to be created with USDA agencies for grazing improvements, wildlife conflict management and water development of livestock. Membership in AGF gives goat producers a voice in the development of public policy and direct input to federal USDA agencies and the U.S. Congress.

As with all livestock industries, animal identification, animal health, promotion and marketing, land management and ownership, export opportunities and import protocols are all high-priority topics for policy. The AGF fills the serious need of a national trade association for goat producers. By taking input from its member organizations, AGF jointly develops policy on the industry's top issues which are then voted on by an industry-wide board. The policies with broad support among producers allow leaders and lobbyists to speak to federal policy makers with one unified voice for the goat industry.

