



2009 Wisconsin Dairy Goat Industry Overview

Cooperating with Wisconsin Department of Agriculture, Trade and Consumer Protection
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Survey Methodology

In September 2009, goat milk producers in Wisconsin provided information about their operations. All licensed goat milk producers were contacted. After two mailings and phone follow-up, information was gathered from 68 percent of operations. Basic data for incomplete reports was estimated using information from previous surveys and averages based on the good responses.

Production and Price

Wisconsin's dairy goat industry continues to grow. The state's 180 milking herds produced 35.1 million pounds of milk in the last year. Milk sold at an average price of \$30.25 per hundredweight (cwt.), with total receipts of \$10.5 million. Just over 70 percent of producers received quality payments based on fat and protein content, while about one-third received payments for low somatic cell and standard plate counts.

Number of Herds and Range of Annual Milk Production: By Size Groups, Wisconsin 2009

Milking herd size	Number of herds	Annual milk production per doe		
		1-999 lbs.	1,000-1,499 lbs.	1,500+ lbs.
	Number	Percent		
1-100	79	33	50	17
101-200	66	25	58	17
201+	35	30	40	30
Total	180	29	51	20

Milk Price, Amount of Milk Sold, and Total Dollars Received: Wisconsin 2009

Year	Price	Milk sold	Receipts
	Dollars per cwt.	Cwt.	Dollars
2009	\$30.25	347,440	10,510,000

Number of Herds, Number of Milking Does, Annual Production, and Production per Doe: By Size Groups, Wisconsin 2009

Milking herd size	Number of herds	Number of milking does	Annual production	Production per doe
	Number	Lbs.		
1-100	79	4,876	5,584,000	1,145
101-200	66	9,525	13,230,000	1,389
201+	35	11,454	16,335,000	1,426
Total	180	25,855	35,149,000	1,359

Percent of Operators Receiving Payments for Milk Quality for 6 or More of Last 12 Months: By Size Groups, Wisconsin 2009

Milking herd size	Fat content	Protein content	Low somatic cell count	Low standard plate count
	Percent			
1-100	65	63	43	43
101-200	72	72	25	32
201+	80	80	37	47
Total	72	71	33	39

Demographics

Women are the primary operators of one-sixth of the dairy goat operations, one-third are men, and about one-half are jointly operated. One-quarter of the primary operators are under age 35, while only 3 percent are over age 65. Most of the primary operators were involved in either a milk cow dairy or non-farm occupation prior to beginning their goat milk operation. Overall, 22 percent of producers used hired, non-family labor to help on their operations.

Gender of Primary Operator: By Size Groups, Wisconsin 2009

Milking herd size	Female	Male	Joint Female/Male
	Percent		
1-100	26	10	64
101-200	15	40	45
201+	7	47	46
Total	16	32	52

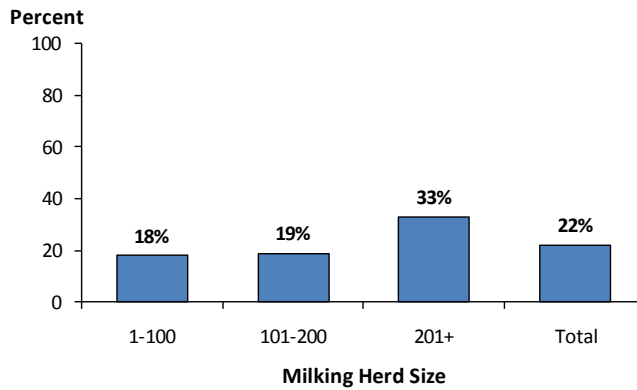
Former Occupation of Primary Operator: By Size Groups, Wisconsin 2009

Milking herd size	Milk cow dairy	Other livestock operation	Cropping operation	Non-farm occupation	Have always been a goat milk operation
	Percent				
1-100	28	13	5	54	0
101-200	38	7	4	47	4
201+	43	17	0	40	0
Total	36	11	3	48	2

Age of Primary Operator: By Size Groups, Wisconsin 2009

Milking herd size	<35	35-44	45-54	55-64	65+
	Percent				
1-100	30	32	25	8	5
101-200	23	47	17	11	2
201+	24	28	31	14	3
Total	25	38	23	11	3

Percent of Operations Using Hired, Non-family Labor: By Size Groups



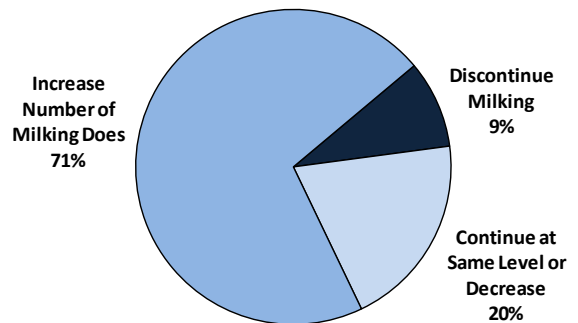
Future Plans

Many producers are new to the industry, with 41 percent milking for fewer than 3 years. Almost one-fifth, however, have been milking for more than 10 years. Growth in the industry is likely to continue, as 71 percent of operations plan on increasing the size of their milking herds in the next 5 years.

Number of Years Selling Goat Milk: By Size Groups, Wisconsin 2009

Milking herd size	0-2 years	3-5 years	6-9 years	10+ years
	Percent			
1-100	47	35	10	8
101-200	51	17	15	17
201+	13	27	23	37
Total	41	25	15	19

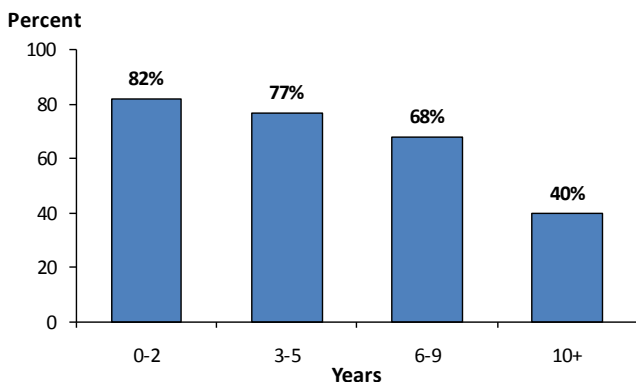
Plans for Next Five Years



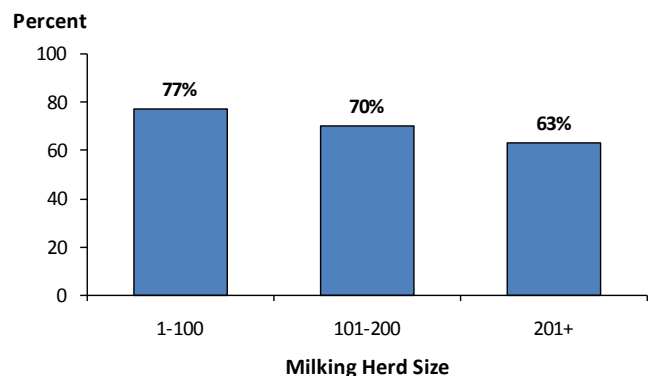
Future Plans: By Number of Years Selling Goat Milk and Size Groups, Wisconsin, 2009

Plans for next five years	Discontinue production	Downsize	Continue at the same level	Increase in number of milking does		
				Less than 10%	10-50%	Greater than 50%
	Percent					
Number of years selling goat milk						
0-2	2	2	14	0	27	55
3-5	10	0	13	0	22	55
6-9	16	0	16	10	10	48
10+	17	17	26	0	18	22
Milking herd size						
1-100	10	0	13	0	17	60
101-200	7	4	19	0	25	45
201+	10	10	17	7	20	36
State total	9	4	16	2	21	48

Percent Planning to Increase Number of Milking Does: By Number of Years Selling Goat Milk



Percent Planning to Increase Number of Milking Does: By Size Groups



Thank You

We would like to thank the farmers who took the time to respond to this survey. Producer input is crucial in maintaining the strength of Wisconsin's dairy goat industry.