



2008 Goat Milk Processor Survey

Cooperating with Wisconsin Department of Agriculture, Trade and Consumer Protection

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Survey Methodology

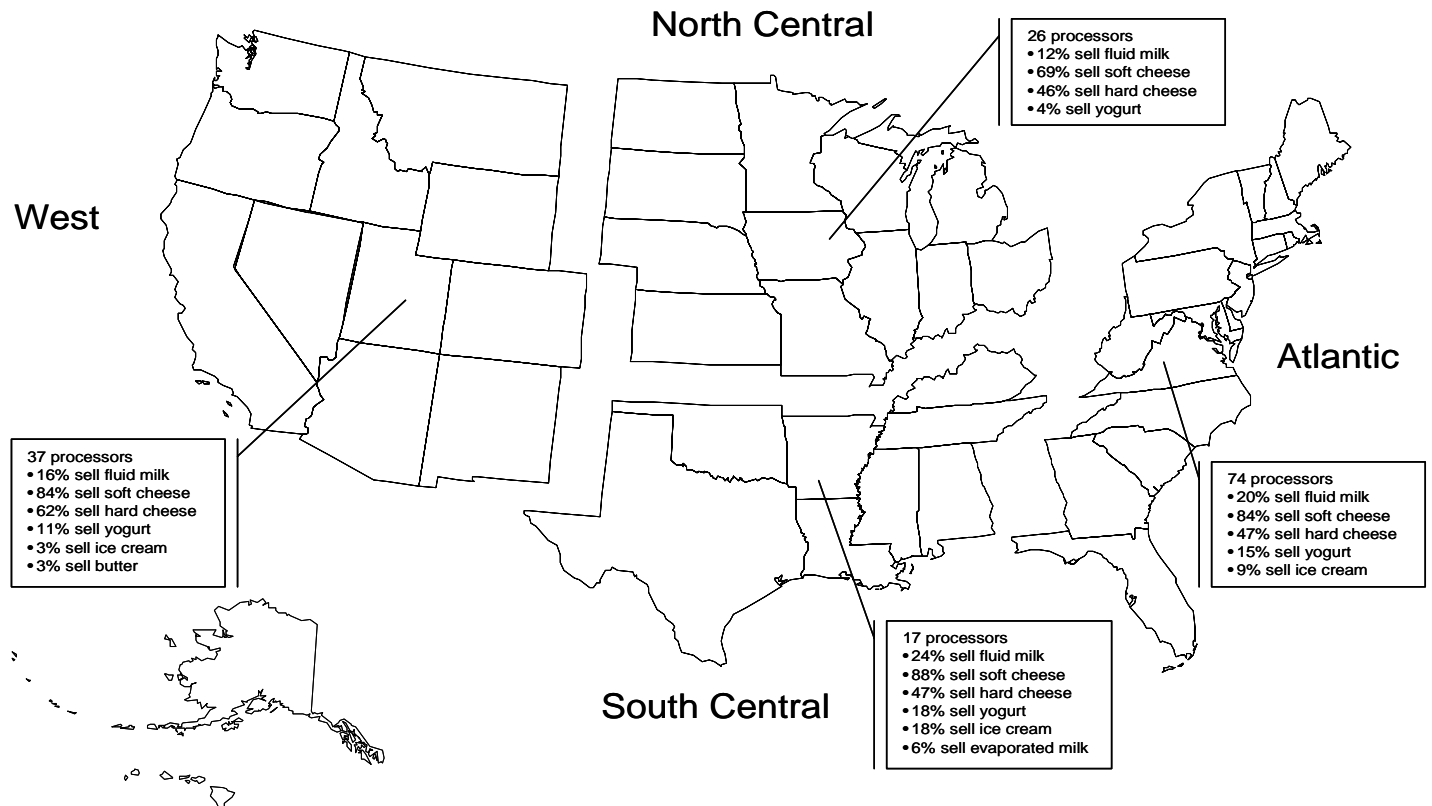
In June and July 2008, goat milk processors across the United States provided information about their processing operations. The departments of agriculture in all fifty states were contacted to obtain a list of licensed goat milk processors in each state. Surveys were mailed to 242 processors in 43 states. After two mailings and phone follow-up, information was gathered from 64 percent of the processors. Due to lack of information on non-responding plants, the data has not been expanded to account for all goat milk products made in the U.S.

Goat Milk Products

Goat milk products are being made all across the United States. For those processors who responded to the survey, soft and semi-soft cheeses will account for 69 percent of the production in 2008, followed by fluid milk, at 24 percent. In addition to the major products listed below, processors also reported making soap and fudge out of goat milk. For all major categories of goat milk products, processors are anticipating increasing their production from 2007 to 2008.

- The 154 reporting plants plan on utilizing 110 million pounds of goat milk in 2008.
- 73 percent of reporting plants were farmstead operations, defined as only utilizing milk from their own herd.
- 55 plants processed less than 20,000 pounds of goat milk, 56 processed between 20,000 and 99,999 pounds, and 43 processed 100,000 pounds or more.

2008 Goat Milk Processors



**Number of Processors and Change in Production,
by Product, 2007 and Estimated 2008**

Product	Number of Processors		Change in production from 2007-2008
	2007	2008	Percent
Milk	29	27	+4
Soft/semi-soft cheese	127	126	+24
Hard/semi-hard cheese	74	78	+5
Yogurt	15	19	+7
Ice cream	8	11	+23

Utilization of Milk, by Product, 2007 and Estimated 2008

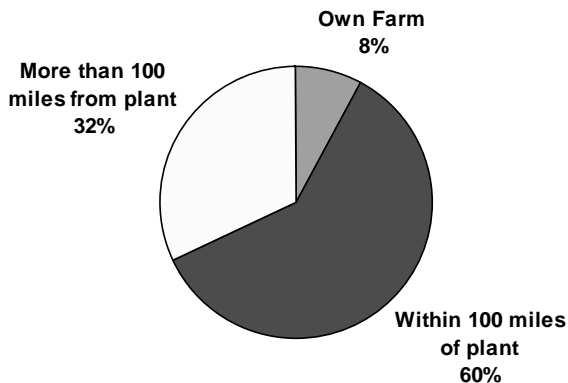


Over half of the goat milk used to make dairy products was obtained from sources less than 100 miles from the plant. Some large plants also purchase frozen curd, both from within the U.S. and from other countries. For those plants that purchase goat milk, the average price per hundredweight (cwt.) did not appear to vary much by the size of the plant. A little more than one-tenth of the plants surveyed made products from blended milk (e.g., cow and goat milk blended together).

**Price Paid to Farmers for Goat Milk in Last 6 months,
by Size of Plant, 2008**

Amount of milk processed	\$/cwt.
<20,000 lbs.	34.24
20,000 – 99,999 lbs.	36.05
100,000 + lbs.	35.75
Average	35.56

Source of Goat Milk, by Percent of Milk, 2008



**Percent of Processors Making Blended Milk Products,
by Size of Plant, 2008 1/**

Amount of milk processed	Percent
<20,000 lbs.	9
20,000 – 99,999 lbs.	15
100,000 + lbs.	10
Average	12

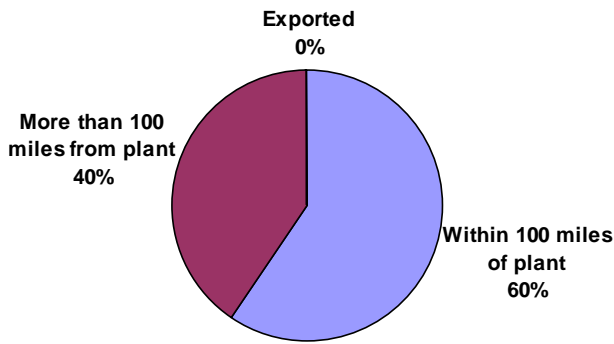
1/Blended milk consists of milk from more than one type of animal (e.g., cow and goat milk blended together).

Marketing and Distribution

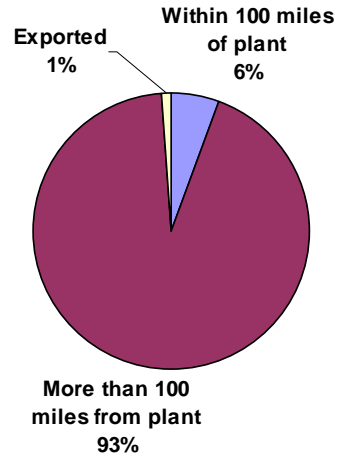
Almost 90 percent of goat milk products are distributed at least 100 miles from the processing plant. Very little production is exported. Farmstead operations had a higher percent of products distributed within 100 miles of their plants than non-farmstead operations.

Distribution of Goat Milk Products, by Percent of Milk, 2008

Farmstead Operations



Non-farmstead Operations



The vast majority of goat milk products made in the U.S. are sold through retailers or wholesalers rather than through farmers' markets, farmstead sales, or plant-owned retail stores.

Where Goat Milk Products are Sold, by Percent of Milk, 2008

Farmstead Operations



Non-farmstead Operations



Future

About two-thirds of goat milk processors plan on increasing their plant capacity in the next five years. Very few plants plan on either going out of business completely or discontinuing production of goat milk products.

Future Plans, by Region and Size of Plant, 2008

Plans in next five years	No longer in business	No longer making goat milk products	Remaining at current capacity	Increasing plant capacity 1-49%	Increasing plant capacity by 50% or more
Region					
Atlantic	6	0	26	44	24
North Central	0	4	20	36	40
South Central	19	0	25	31	25
West	3	0	39	47	11
Amount of milk processed					
<20,000 lbs.	6	0	34	34	26
20,000 – 99,999 lbs.	9	0	33	38	20
100,000 + lbs.	0	2	15	59	24
Total	5	1	28	42	24

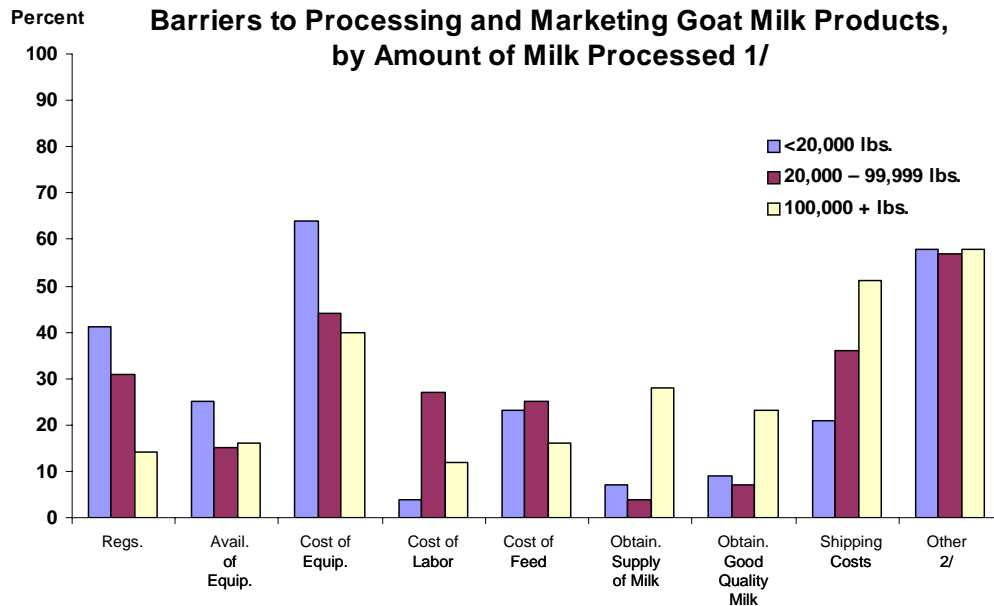
Barriers

Processors were asked to select from a list the 3 greatest barriers to processing and marketing their goat milk products. The cost of equipment and shipping costs were the most frequently chosen barriers, although regulations gathered the most 1st place votes. Low demand, competition from other countries, and finding a distributor were not chosen as frequently as the other options. The cost of labor and the cost of feed were not on the list of choices. However, a number of people wrote them in and said they were their top choices.

Barriers to Processing and Marketing Goat Milk Products, by Size of Plant 1/

Amount of milk processed	Regulations	Avail. of equip.	Cost of equip.	Cost of labor	Cost of feed	Obtaining a supply of milk	Obtaining good quality milk	Shipping costs	Other 2/
	Percent								
<20,000 lbs.	41	25	64	4	23	7	9	21	58
20,000 – 99,999 lbs.	31	15	44	27	25	4	7	36	57
100,000 + lbs.	14	16	40	12	16	28	23	51	58
Total	30	19	50	14	22	12	12	35	58

1/ Each respondent chose up to 3 factors. 2/ Includes competition from other countries, low demand, finding a distributor, and any other concerns.



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