

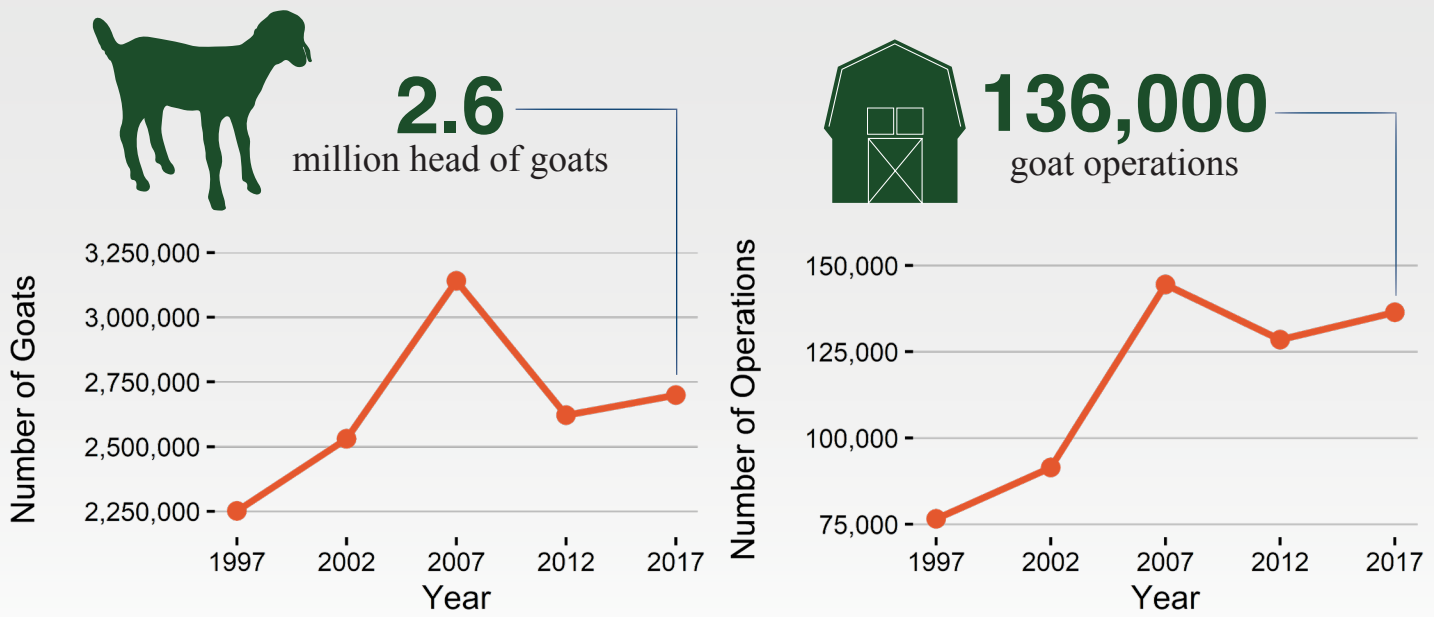
How is the U.S. Goat Industry Growing?

NAHMS Goat Study 2019

June 2020

THE GOAT INDUSTRY IS GROWING

The number of operations is growing faster than the number of goats.

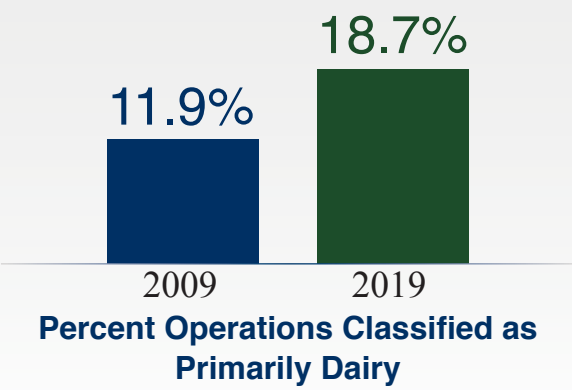


USDA-NASS, Census of Agriculture, 1997, 2002, 2007, 2012, 2017

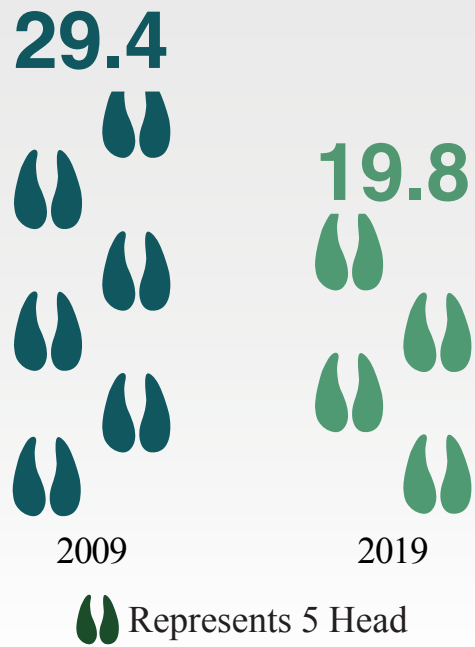
DAIRY AND SMALL OPERATIONS ARE DRIVING GROWTH

Average operation size (number of goats) was lower in 2019 compared with 2009.

57% Since 2009 the goat industry has experienced a **57% increase in dairy operations.**



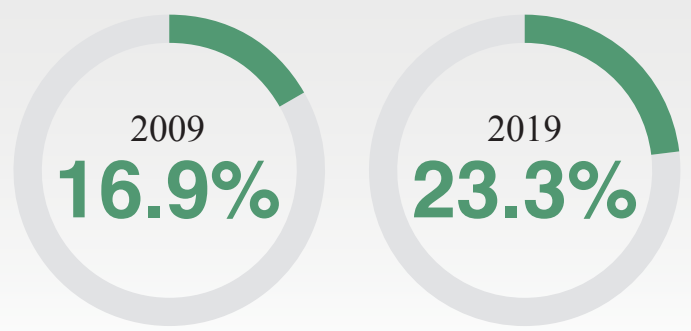
Average Herd Size (by head)



GOAT OPERATIONS ARE DIVERSIFYING

The percentage of producers who owned goats for more than one primary reason has increased.

Growth is broadening across industry sectors, rather than centralizing like many other agricultural commodities.

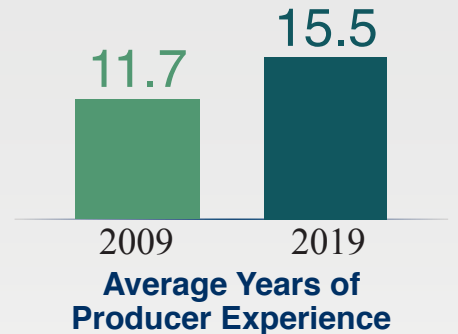


PRODUCERS ARE BECOMING MORE EXPERIENCED

Average Years of Experience by Herd Size



80% of producers said they will have the same number or more goats in 5 years.



Herd size (number of goats and kids): small (5-19 head), medium (20-99 head), large (100 or more head)

Dairy refers to operations that primarily produce milk.

Meat refers to operations that primarily raised goats marketed for consumption.

Other refers to operations that primarily raised goats for other reasons.