

final report

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Prepared by: Angela Schuster
Schuster Consulting Group Pty Ltd

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Goat industry publications

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Abstract

Meat & Livestock Australia undertook a number of research projects 2016-2019 for the goat industry. Outcomes from these research projects were developed into various publications for goat producers including factsheets and new or updated, modules for the *Going into Goats: Profitable producers' best practice guide* (GiG guide).

Executive summary

Meat & Livestock Australia undertook a number of research projects 2016-2019 for the goat industry. Under project B.GOA.0124, outcomes from these separate research projects were developed into various publications for goat producers including factsheets and new or updated, modules for the *Going into Goats: Profitable producers' best practice guide* (GiG guide).

The following publications were developed under B.GOA.0124 for goat producers:

- GiG Guide: Module 7 – Nutrition
- GiG Guide: Module 9 – Parasite control
- GiG Guide: Module 11 – Goat depots
- Factsheet 1: Profitability in goat production
- Factsheet 2: Marketing goats
- Factsheet 3: Understanding dressing percentage when marketing goats
- Factsheet 4: Understanding goat behaviour and handling
- Factsheet 5: Infrastructure for goats
- Factsheet 6: Managing livestock numbers
- Factsheet 7: Production from a breeding doe
- Factsheet 8: Grow out options to meet market specifications
- A guide to visual assessment of goats

In addition, a scope was provided for the development of a GiG Guide 'hub'.

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1 Background

A variety of best practice content was developed to assist goat producers through several MLA funded programs over the course of 2016-2019. Project B.GOA.0124 was focused on delivery of the final producer ready versions of that content.

Through this project, publication ready versions of the parasite management, depot management and nutrition management modules from the *Going into Goats: Profitable producers' best practice guide* (GiG Guide) were required in order to provide updated best practice recommendations.

In addition, this project was to deliver a visual assessment guide for goats and a series of factsheets which would form part of a 'management package' for the successful integration of goats into sheep and/or cattle enterprises.

2 Project objectives

1. Production of final versions of the parasite management, depot management and nutrition management modules for the GiG Guide and provision to MLA for publication and promotion to industry.
2. Scoping for the development of a GiG Guide 'hub' to house all modules from the publication including integration of existing content from www.rangelandgoats.com.au
3. Production of final versions of eight factsheets and provision to MLA for publishing and promotion to industry.
4. Development of a visual assessment guide for goats and provision to MLA for publishing and promotion to industry.

3 Methodology

The project was undertaken as a series of tasks:

1. **Production of final versions of the parasite management, depot management and nutrition management modules for the GiG Guide and provision to MLA for promotion to industry.**

Draft content for these modules was developed through separate MLA funded projects. B.GOA.0124 focused on editing, desktop publishing and desktop sourcing of some images to finalise these modules. Specifically, the modules developed were:

- GiG Guide: Module 7 – Nutrition
- GiG Guide: Module 9 – Parasite control
- GiG Guide: Module 11 – Goat depots

The final product was a downloadable PDF for each module which could be housed on the MLA website. Print ready versions of the PDFs were also supplied to MLA along with all source files. Some liaison with the developers of the depot management and nutrition management modules were required to ensure factual correctness of the content.

2. Scoping of the development of a GiG Guide ‘hub’ to house all modules from the publication including integration of existing content from www.rangelangoats.com.au

This included a high-level scope outlining the key information architecture of the site. It was understood during the course of B.GOA.0124 that the development of this hub would be undertaken by MLA and therefore the scope was limited in terms of design.

3. Production of final versions of eight factsheets and provision to MLA for publishing and promotion to industry

Draft content for these factsheets were developed through a separate MLA funded project. This project required the review of these factsheets and rewriting, editing, desktop publishing and sourcing of images, as necessary, to complete the factsheets. This included the incorporation of linkages to other resources (i.e. MLA cost of production calculator and annual management plan templates). The factsheets developed were:

- Factsheet 1: Profitability in goat production
- Factsheet 2: Marketing goats
- Factsheet 3: Understanding dressing percentage when marketing goats
- Factsheet 4: Understanding goat behaviour and handling
- Factsheet 5: Infrastructure for goats
- Factsheet 6: Managing livestock numbers
- Factsheet 7: Production from a breeding doe
- Factsheet 8: Grow out options to meet market specifications

The factsheets were educational and informational in format and structure. The final output was a series of downloadable PDFs. Print ready versions of the PDFs were also supplied to MLA along with source files.

Factsheets 1, 2, 4, 5 and 8 involved reviewing, rewriting, editing, consideration of marked up comments/changes and cross referencing to relevant resources. Factsheets 3, 6 and 7 involved verifying references, consideration of marked up comments/changes, reorganisation and cross referencing to relevant resources, desktop research to verify contentious facts/assumptions, removal of items where information is not able to be sourced.

4. Development of *A guide to visual assessment of goats* and provision to MLA for final publishing and promotion to industry

Draft content for this document was developed through a separate MLA funded project. This project required a review of the draft content provided and rewriting, editing, preliminary desktop publishing and sourcing of images, as necessary, to complete the guide.

Within this document visual guides were included for: Jaw and Teeth, Head and horns, Shoulders and Back, Legs and Feet, Hocks, Udder and Teats and Testicles.

A photo shoot was undertaken in order to obtain images for the visual guide. The final product was used by MLA to create a downloadable PDF and a print ready DL flip chart.

4 Results

The following publications were developed under B.GOA.0124 for goat producers:

- GiG Guide: Module 7 – Nutrition
- GiG Guide: Module 9 – Parasite control
- GiG Guide: Module 11 – Goat depots
- Factsheet 1: Profitability in goat production
- Factsheet 2: Marketing goats
- Factsheet 3: Understanding dressing percentage when marketing goats
- Factsheet 4: Understanding goat behaviour and handling
- Factsheet 5: Infrastructure for goats
- Factsheet 6: Managing livestock numbers
- Factsheet 7: Production from a breeding doe
- Factsheet 8: Grow out options to meet market specifications
- A guide to visual assessment of goats

In addition, a scope was provided for the development of a GiG Guide ‘hub’.