Final report

Goat Smallgoods PoC Study

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Abstract

The main aim of this project was to understand the regulatory requirements for goatmeat salami and goatmeat smallgoods products to be sold in Australia. A desktop market analysis identified that the target market segments of current salami-consumers and current goatmeat-consumers do not have a high degree of market convergence due to a range of disparate cultural barriers. It was recognised that development of a pork-free product was paramount for broad appeal. Safety concerns were successfully addressed by using only farmed goatmeat, coupled with careful processing and prompt freezing of the raw goatmeat input. This was proved by thorough testing prior to and at multiple points throughout the salami production process. Furthermore, it was demonstrated that quality farmed goatmeat had sufficient fat for salami production without the need for fat supplementation from external sources.

Approval from the NSW Food Authority to produce a pork-free goatmeat salami was achieved, a key goal of this research project. This benefits industry by proving a new, valued-added range of goatmeat products can be safely developed. Given that goatmeat is consumed globally with few religious or cultural taboos against its consumption, the potential scope and reach of the market for goatmeat smallgoods is significant.

1 Executive summary

Background

The purpose of this research was to:

- Discover the regulatory requirements needed to be achieved for goatmeat smallgoods to be sold in Australia. To date, the NSW Food Authority has no standard protocol for using goatmeat in Uncooked Comminuted Fermented Meat (UCFM) products.
- The main target market would be consumers who already eat both goatmeat and salami and are willing to expand their tastes. However, goatmeat is likely to be a novel protein for many regular salami consumers. In addition, a significant proportion of people who regularly consume goatmeat are bound by cultural food restrictions. To appeal across a broad a market as possible, the offering had to be pork-free.
- The results of this research will be used to provide high level commentary on any salami processing nuisances goatmeat presented compared to pork or beef (considering goat is typically leaner and richer in unsaturated fat levels). Salami typically requires speckles of fat for appearance and mouthfeel; and noting that oxidative rancidity in salami occurs when fats, particularly unsaturated fats, react with oxygen and can lead to undesirable changes in flavour, aroma and potentially colour.
- The project will result in the development of branding propositions and assets, ingredient declarations and a nutrition information panel (NIP) to support the new range of Goat Salami product.

Objectives

- Investigate the compliance guidelines of similar products and frame key assumptions on supply and value proposition for a new goat salami product and compelling market fit: **this was achieved**
- Discover the regulatory requirements for goat salami and goat smallgoods products to be sold in Australia: **this was achieved**
- Validate the best goat raw input and investigate technical feasibility to determine compliance with Food Standards Australia New Zealand (FSANZ) and NSW Food Authority for the safe manufacturing and sale of a goat salami product: **this was achieved**
- Development of branding propositions and assets for new goat salami products and provide high level commentary on any salami processing nuisances goatmeat presented: **this was achieved**

Methodology

- Desktop Market Analysis

- Literature search combined with interpretation of the FSANZ Food Standards Code and NSW Food Authority documentation regarding UCFM manufacture.

- Trial batch manufacturing using farmed, frozen goatmeat and thorough testing for undesirable organisms throughout the process, with an application for approval for the trial salami to be lodged with The NSW Food Authority

Results/Key Findings

The target market for goatmeat salami is bifurcated, with little overlap between current goatmeat consumers and current salami consumers, hence the need for a pork-free product to appeal across both groups.

Goatmeat salami can be safely manufactured, and the process and recipe has been approved by the NSW Food Authority. Farmed goatmeat has sufficient intrinsic fat to produce quality salami and the steps required to ensure a safe product are well within economic viability for manufacturers.

Benefits to industry

This research has shown that goatmeat smallgoods production in Australia is a viable prospect.

Goatmeat smallgoods are a new, value-added market opportunity for farmed goatmeat producers and smallgoods manufacturers in Australia.

This work can benefit the members of MLA and the Australian Meat Industry Council (AMIC) as this new information may be considered for inclusion in subsequent updates of "Guidelines for the safe manufacture of Smallgoods' publication (1st and 2nd editions previously developed by MLA, with an updated edition currently being developed by AMIC) to benefit all members.

Future research and recommendations

This research has demonstrated the viability of safely manufacturing quality goatmeat smallgoods from farmed goatmeat in Australia. The challenge will be in promoting products to a bifurcated target market, with both segments requiring the introduction of a novel product (goatmeat to one group and salami to the other). Success in promoting this new product could be leveraged to access domestic and international markets for goatmeat smallgoods.

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1. Background

The overall aim of this project was to understand the regulatory requirements for the safe production and sale of goatmeat smallgoods in Australia. Australia is the largest exporter of goatmeat in the world (Meat & Livestock Australia, 2025), with over 90% of production sold abroad, much of it to markets in the United States, South Korea and China. Domestic consumption of goatmeat is growing, albeit from a low base. Goatmeat is mostly consumed here as an unprocessed product with ethnic communities from Sub-Saharan Africa, North Africa and South Asia accounting for the greatest number of meals per week.

A concurrent exploration of the potential market for goatmeat smallgoods discovered two, mutually exclusive target markets: consumers that currently eat goatmeat and consumers that currently eat salami. The potential size of both the domestic and international markets for goatmeat smallgoods reinforces the case for taking this product to market.

For this project to continue, proof was required that a safe goatmeat salami product could be manufactured. This was achieved, and a trial batch of salami has been approved by the NSW Food Authority. This enabled this continuation of this project; developing branding propositions and assets to support the new goatmeat salami product. In the meantime, taste and texture profiling and assessment improved on the original test product.

This project is unique in several ways. Firstly, goatmeat smallgoods production in Australia has not previously been investigated and hence there are no standard protocols using this red meat protein. A bridge for the two main target markets stated above was identified by offering a pork-free product.

The most important aim, approval from the NSW Food Authority for the manufacture of a goatmeat salami, was achieved and the goat salami recipe is continually being refined. The knowledge gleaned from this project may be included in the next update of the MLA publication “Guidelines for the safe manufacture of Smallgoods” for the benefit of all farmed goatmeat producers and smallgoods manufacturers (Meat and Livestock Australia, 2015).

2. Objectives

The primary objective of this project was to determine the regulatory requirements for goatmeat salami and goatmeat smallgoods to be sold in Australia. Underpinning this objective was the investigation of the compliance guidelines of similar products. **This objective was successfully met.**

Another objective was to investigate the potential market for such products and if supply to that market is feasible. This was bolstered by developing a value proposition for the new goatmeat salami product and compelling product market fit. Part of this market analysis included identifying the barriers to entry for a goatmeat salami product. **This objective was successfully met.**

The third objective was to ascertain the technical feasibility to achieve compliance with Food Standards Australia New Zealand (FSANZ) and the NSW Food Authority for the safe manufacturing and sale of a goat salami product. **This objective was successfully met.**

The final objective was to develop branding propositions and assets for new goat salami products and provide high level commentary on any salami processing nuisances goatmeat presented. **This objective was successfully met.**

3. Methodology

3.1 Determining Regulatory Requirements for Goatmeat smallgoods to be sold in Australia

This determination was successfully achieved via a literature search of the FSANZ legislation (Food Standards Australia New Zealand, 2025) and NSW Food Authority guidelines (NSW Food Authority, 2025), (NSW Food Authority, 2020), Meat and Livestock Australia guidelines (Meat and Livestock Australia, 2015), and analysis thereof.

3.2 Desktop Market Analysis

The desktop market analysis was performed successfully using extensive internet searches as a part of milestone 1. Completion of the desktop market analysis revealed that when this project commenced, there was no smallgoods manufacturing protocol with the NSW Food Authority for goatmeat, although working with alternative meats is encouraged. Results of this analysis are detailed further in section 4.2.

3.3 Technical Feasibility of Achieving Compliance for Goatmeat smallgoods to be sold in Australia

This investigation was achieved in collaboration with Papandrea Fine Foods via small batch trials. As an experienced producer of artisan smallgoods, the company is well-positioned to trial the production of goatmeat salami. An on-site facility inspection by Jo and Craig Stewart of the Gourmet Goat Lady, Sienna Doolan of Meat and Livestock Australia and Melanie Christie as the author of these reports was undertaken. This was to become familiar with the protocols in place necessary for manufacturing smallgoods and to see if the facilities would allow for a pork-free product to be safely manufactured.

The NSW Food Authority provided directives for the consideration of goatmeat salami for approval by their team. Following these directives (listed in Section 4.3) did not guarantee approval of any product, only the ability to apply for approval of the product.

The facility inspection was an efficient and effective way of determining the capabilities of the chosen smallgoods producer. The directives from the NSW Food Authority were clear and unproblematic to implement.

3.4 Development of branding propositions and assets for Goatmeat smallgoods to be sold in Australia

The digital marketing company “Freckle”, based in Darlinghurst, Sydney, was engaged to assist in developing the branding for the goatmeat salami offering.

Engaging an external marketing company was a cost-effective use of time and brought in the necessary expertise for this part of the project.

3.5 Commentary on Goatmeat Salami processing nuisances

Commentary was provided by Papandrea Fine Foods after working with The Gourmet Goat Lady's farmed goatmeat for several trial batches. Papandrea Fine Foods produces smallgoods using several other meats as well as the traditional pork. Other protein sources include beef, chicken, duck, wild boar and venison (Papandreastore, 2025).

This broad experience working with different protein sources means Papandrea Fine Foods is well-placed to provide expert commentary on the performance of farmed goatmeat during and after UCFM processing.

4. Results

4.1 Determining Regulatory Requirements for Goatmeat smallgoods to be sold in Australia

The NSW Food Authority is responsible for ensuring food safety across the food industry through regulation, measurement and implementation of food safety advice (NSW Food Authority, 2025). Legislative instruments that the NSW food industry is subject to includes the Australia and New Zealand Food Standards Code (Food Standards Australia New Zealand, 2025), Food Regulation 2015 (NSW Government, 2024) and Food Act 2003 (NSW Goverment, 2024).

Other laws relating to the promotion and packaging of food include those from the Competition and Consumer Act 2010 (Cwlth) (Australian Government, 2025), Fair Trading Act 1987 (NSW Government, 2024) and the National Measurement Institute (Australian Goverment Department of Industry, Science and Resources, 2025), (Australian Government Department of Industry, Science and Resources, 2019). These are enforced by the Australian Competition and Consumer Commission, NSW Fair Trading and the National Measurement Institute respectively.

It was discovered that the use of non-traditional and niche proteins was encouraged (NSW Food Authority, 2025), so long as a safe product was manufactured.

Directives from the NSW Food Authority for consideration (not approval) of goatmeat salami specified the following (Binks, 2025):

1) Only farm-reared goatmeat could be used. No rangeland animals were permitted.
2) Goatmeat was to be frozen after processing and delivered to the manufacturer as a frozen input.
3) All batches of raw goatmeat were to be tested for undesirable organisms prior to use.
4) Extra testing of the batter mixture and of the final product was stipulated.
5) Any change to the recipe would require the lodgement of a new application for approval to the NSW Food Authority.

4.2 Desktop Market Analysis

Goatmeat is widely eaten across many countries and has few religious or cultural taboos associated with its consumption. The bulk of Australia's goatmeat is produced from harvested rangeland animals. The population of rangeland animals is strongly dependent on weather conditions, with

quality and carcass weights varying accordingly. Since the low point in production in 2020 due to the previous drought years, more favourable weather and increased processing capacity have combined to create a surge in production of approximately 250% as of 2024 (Meat & Livestock Australia, 2025).

The increase in the amount of goatmeat produced from farmed goats assures consistency of supply and quality that is critical to the supply chain for the production of goat salami into the future. A stable source of input goatmeat with reliable characteristics enables the manufacture of high-quality valued-added product.

Goatmeat consumption within Australia is quite low, with historically less than 10% of production remaining in the country (Meat & Livestock Australia, 2025). The largest domestic consumers of goatmeat are ethnic populations from South Asia, Africa and the Middle East, where goatmeat is a staple. There are also small populations of Australian families who consume some goatmeat. These families may be younger with less need to comply with prevailing cultural norms, or those with an interest in different foods along with the time and disposable income to seek out niche products.

Consumers brought up in Australia with a British or European background are more likely to already eat salami and other smallgoods but be less familiar with the concept of eating goatmeat. On the other hand, consumers whose cultural traditions include goatmeat often possess embedded culinary knowledge regarding its preparation. Many of these populations have religious and cultural taboos around certain foods, particularly pork, and the smallgoods market is saturated with pork products.

The need to introduce a novel food or protein to two very different market segments highlights the main challenge for any future marketing activities, as shown in Figure 1 below.

Figure 1: There is currently little to no overlap between salami and goatmeat eaters in Australia

There is a perception amongst the general Australian population (broadly labelled here as “Salami Eaters”) that goatmeat will smell and taste unpleasant or “like the cheese”, if goat cheese is disliked. Another common term is “Goaty”, along with “tough”, “only good for curries” and “gamey” (Christie, 2024). These views have little opportunity to be challenged as goatmeat is not seen in major supermarkets and is a rare offering on restaurant menus. Furthermore, it is more expensive than the common meats, thus creating additional barriers to the impulse purchases that would lead to experimentation at home.

Consumers in Australia who do regularly eat goatmeat (broadly labelled here as “Goatmeat Eaters”) have their own cultural traditions informing them how to prepare and serve it. Salamis, whilst present, are usually beef and tend not to be widespread or diverse. Association of goatmeat salami

with smallgoods as they are generally sold in Australia may be negative, due to the dominance of pork products in this space.

4.2.1 Overcoming Marketing Challenges

For those who regularly purchase salami: Marketing activities must raise awareness about its taste and where to access the product, followed by its nutritional benefits and versatility. This is critical to expanding the market. The introduction of a novel protein to an unexplored segment is a major marketing challenge. It is noted that MLA has already begun this process with a marketing campaign, namely "Sydney's Goat Trail" initiative in 2024 which has continued in 2025 (Meat & Livestock Australia, 2025). This marketing campaign centred around the use of goatmeat in Sydney (2024) and Melbourne (2025) restaurants.

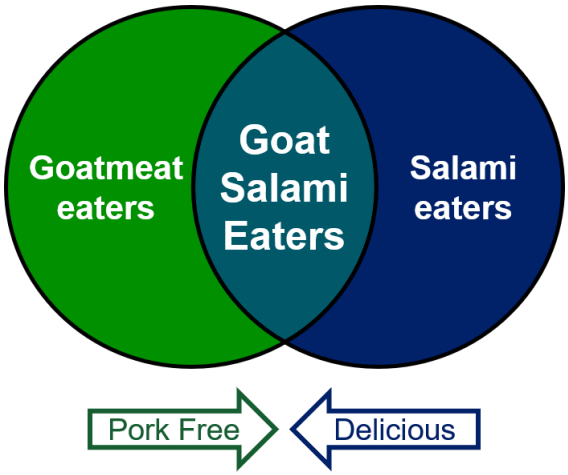
For those who have cultural traditions of eating goatmeat: The offering of a pork free salami is paramount. The introduction of a new food to a population with established eating patterns is also a significant marketing challenge. This offering must be coupled with information about how to enjoy salami, tailored to consumers who may use it quite differently. Taste and texture profiling will need to align with the flavour preferences of the culture to whom it is being offered. Dissemination of information in several key languages may assist to break down barriers and support future marketing efforts.

Both market segments may be susceptible to messages about the health benefits of goatmeat when compared to other, more commonly consumed meats. Goatmeat is lower in fat and cholesterol than beef or pork (FitAudit, 2024) with a distinct vitamin profile (FitAudit, 2024). Additionally, promoting goatmeat salami as a gourmet or artisanal product could appeal to food enthusiasts looking for something unique. Sustainability benefits, where goatmeat production is seen as "greener" than that of more regularly consumed meats may also entice consumers.

These two distinct market segments would benefit from regular opportunities for exposure to goatmeat smallgoods, be it seeing them next to other, more familiar products in supermarkets, promoted by chefs or people of standing in the community and/or provided with the opportunities for tastings.

The successful introduction of goatmeat smallgoods, as highlighted in Figure 2 below would be of great benefit to Australian goatmeat producers, as the potential market for such products is very large. Whilst food neophobia is a common and accepted behaviour across all cultures, overcoming these fears would shift the Australian goatmeat landscape towards selling more goods further up the value-added chain. This would increase the profitability of the sector in general and increase export revenue should goatmeat smallgoods be successful internationally.

Figure 2: Differentiation of market targets will be needed to generate interest in goat salami



4.3 Technical Feasibility of Achieving Compliance for Goatmeat smallgoods to be sold in Australia

The facility inspection clearly showed that Papandrea Fine Foods has the infrastructure and technical capability to produce a pork-free product.

The directives from the NSW Food Authority listed in Section Determining Regulatory Requirements for Goatmeat smallgoods to be sold in Australia4.1 were complied with as follows:

a) 100% farmed goatmeat was sourced from The Gourmet Goat Lady ('Buena Vista' Farm in Collie, NSW, 2827). The statement from the producer can be found in Appendix 8.1.
b) The goats were processed with care, broken down and frozen locally. They were transported to Papandrea Fine Foods as a frozen product as per specifications.
c) The test results from the frozen raw goatmeat are shown in Table 1 below and the reports supplied in Appendix 8.2.
d) An initial weight loss from batching and drying was approx. 35%, with a pH change from an estimated 5.7-6.0 (Gawat, et al., 2023) in the raw meat to 4.91-5.13 in the final product.

Table 1: Raw Goatmeat Testing Results

Sample	*E. Coli* (cfu/g)	*Salmonella* sp (/25g)
Goat Box #1	<10	Not Detected
Goat Box #2	<10	Not Detected

where cfu/g = colony forming units/gram

e) The results from the extra testing of the products are shown in Table 2 below and the reports supplied in Appendix 8.3

Table 2: Trial Goatmeat Salami Testing Results

	Presumptive *E. Coli* (MPN/g)	*Salmonella* sp (/25g)	Water Activity (a_w)	pH in food (/sample)
Trial Salami #1	<3.0	Not Detected	0.8884	4.91 @ 22°C
Trial Salami #2[†]	<3.0	Not Detected	0.8987	5.13 @ 22°C

where MPN/g = most probable number per gram

[†] *the salami sent to NSW Food Authority for approval*

Approval from the NSW Food Authority was achieved for Goatmeat Trial Salami #2 batch (as this was the sample that was submitted). Note that approval for Trial #1 batch was not sought as its purpose was for initial taste and texture assessments. As the approved recipe required adjustment in response to further taste and texture profiling, a further recipe has also been submitted for consideration to the NSW Food Authority.

4.4 Development of branding propositions and assets for Goatmeat smallgoods to be sold in Australia

Work has begun on branding propositions and assets for goatmeat smallgoods to be sold in Australia. Initial packaging mock-ups are shown below in Figure 3 and Figure 4.

The marketing is initially focussing on the “Salami Eaters” target market: those for whom salami is familiar, and who are willing to experiment to broaden their tastes.

The packaging communicates The Gourmet Goat Lady’s brand, showing a Boer goat’s head in the logo. The term “Chevon” is not used, as it does not align with the use of the word “goat” in the brand and may complicate interpretation as to what is being sold. Both labels communicate cleanliness (with clean lines and simple layouts) and the farmed source of the product (with woodgrain in the former and lines implying stitching in the latter). The former also has a silhouette of a lady hand-feeding a Boer goat. This emphasises the care and hand-raised nature of the product. While consumers may not immediately recognise the breed-specific traits of Boer goats on the packaging, it has been included to highlight distinct breed characteristics and product origin.

The packaging has been developed taking into consideration some of the embedded concepts about goatmeat in many regular “Salami Eaters” minds. The “smelly”, “goaty” and “gamey” thoughts are contradicted by the clean lines of the packaging and appealing drawings of goats in outline and silhouette.

Figure 3: Goat Salami Branding, Sliced - under development

Figure 4: Goat Salami Branding, Whole - under development

4.4.1 Ingredient List

Ingredients used for the current NSW Food Authority approved iteration of Goatmeat Salami are as follows (in order of decreasing mass):

Australian Farmed Goat (95%), Salt, Dextrose (maize), Spices, Garlic, Antioxidant (316), Sodium nitrite (250), Starter culture, Collagen casing

4.4.2 Nutritional Information Panel (NIP)

The associated Nutritional Information Panel (NIP) is shown in Figure *5* below.

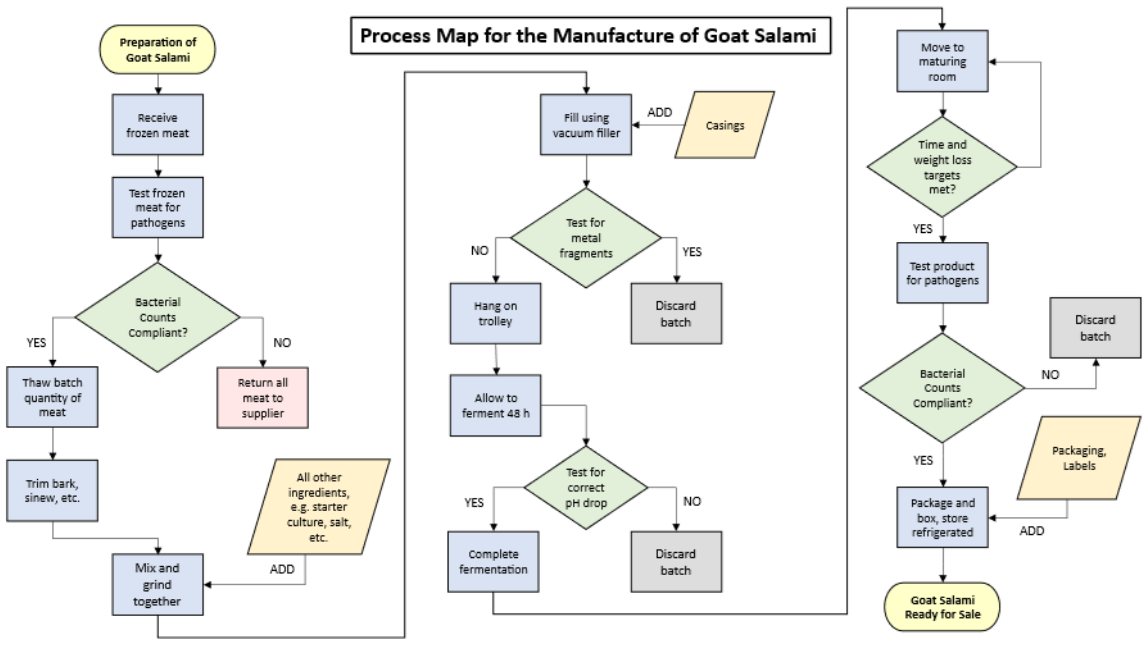
Figure 5: Nutritional Information Panel (NIP)

Nutritional Information		
	Ave Qty per 50g serve	Ave Qty per 100g serve
Energy (kJ)	718	1437
Protein (g)	13	26
Fat, total (g)	12.5	25.1
- saturated (g)	5.5	10.9
Carbohydrates (g)	0.7	1.4
- sugars (g)	0.2	4.5
Sodium (mg)	769	1538

4.4.3 Process Map for the Manufacture of Goatmeat Salami

A Process Map for the manufacture of Goatmeat Salami has been developed from the information provided by Papandrea Fine Foods (Binks, 2025) shown in Figure 6 below.

Figure 6: Process Map for the Manufacture of Goatmeat Salami



4.5 Commentary on Goatmeat Salami processing nuisances

One of the major concerns about using goatmeat for salami production was the sufficiency of fat on the animals. Should the goatmeat have insufficient fat, the common solution would be to add pork fat as it is easy to obtain and cost-effective. This project's goal of making a pork-free product negated that option. Supplementation with an appropriate fat such as beef fat would raise costs and introduce uncertainties in supply (Binks, 2024).

Fortunately, the farm-reared goats supplied by The Gourmet Goat Lady had sufficient fat to create a 100% goatmeat salami. The product is at the leaner end of the meat-to-fat ratios used in salami manufacturing, but well within the range to satisfy flavour and texture requirements. The goatmeat salami that was approved by FSANZ had a meat to fat ratio of 80:20, whereas traditional salami make with pork has a 70:30 ratio. The 80:20 ratio of the goatmeat salami reflected the composition of the carcasses supplied by the Gourmet Goat Lady.

Note that rangeland animals have significantly lower bodyfat percentage than farm-reared animals. Had rangeland goats been used for this product, it is possible that the lean carcass composition would preclude the successful manufacture of smallgoods without fat supplementation.

This project discovered that the other imposts on the production of goatmeat salami such as freezing of the raw goatmeat prior to delivery and extra testing as stipulated by the NSW Food Authority were negligible.

The behaviour of goatmeat as a batter mix and during fermentation and curing was the same as other, more commonly used meats (Binks, 2025).

Finally, the approval assessment of the new goatmeat salami offering by the NSW Food Authority had a turnaround time of approximately one week. This indicates that should a smallgoods manufacturer with an exemplary production record wish to work with goatmeat, the assessment process will not be arduous. This reflects the Food Authority's aim of supporting the industry, whilst ensuring safe food production. Correctly implemented directives, appropriate testing protocols and all paperwork clearly written will expedite the path from conception to market.

5. Conclusion

5.1 Key findings

- Goatmeat Salami can be successfully and safely manufactured from farmed goatmeat.
- The manufacturing process for goatmeat salami is very similar to that using other, more common meats such as pork and beef.
- The requirements from the NSW Food Authority for consideration of goatmeat smallgoods were not burdensome.
- Marketing goatmeat smallgoods will be the greatest challenge, requiring people to consider consuming either a novel protein, a novel product, or both.

5.2 Benefits to industry

This project showed that the development of value-added goatmeat products is possible and should be considered for both domestic and international markets.

It was also found that the NSW Food Authority is supportive of manufacturers working with under-utilised red meats. This is in line with their stated aims and methods of working with stakeholders (NSW Food Authority, 2025). Protocols in place to ensure a safe goatmeat salami product are appropriate and workable.

The information in this report may be disseminated in any forthcoming update of MLA's Guidelines for the Safe Manufacture of Smallgoods (Meat and Livestock Australia, 2015), thereby increasing the visibility of goatmeat as an option with which to manufacture smallgoods.

The successful promotion of goatmeat smallgoods would open significant markets within Australia. The international potential for goatmeat smallgoods is enormous. Australia already exports most of its goatmeat production (~90%) as frozen carcasses. Enabling the export of goods higher up the value-added chain would benefit Australia producers and manufacturers by providing access to new, more lucrative markets. Australia as a country would benefit from increased export revenue and more job opportunities in an expanding market.

6. Future research and recommendations

This project has successfully shown that goatmeat salami can be safely manufactured from farmed goats, without needing fat supplementation. This maximises the economic feasibility of the product. The requirement to use a farmed input rather than rangeland goatmeat will benefit those suppliers running managed herds of consistent quality and supply. This will provide a point of difference between managed and rangeland herds, enabling market segmentation and differentiation.
The extra conditions imposed by the NSW Food Authority to ensure a safe product are well within the capabilities of any competent commercial smallgoods manufacturer and farmed goatmeat supplier.

There is huge potential for goatmeat smallgoods, both domestically and abroad. Pork-free offerings would enable access to markets where goatmeat is a familiar protein, but smallgoods are less prominent.
For goatmeat salami to compete in cultures and countries where salami-consumption (and therefore pork-consumption) is already high, it will be necessary to introduce a novel protein to this audience.

Product development and marketing would need to reflect and appeal to the different tastes of these groups. The challenge in both these markets, which should not be underestimated, is that a novel protein and/or food product must be introduced to consumers. Picking markets that may be more receptive to new foods may be key to the successful launch of goatmeat smallgoods. Support for those willing to take the risk to open new markets to the benefit of all will be vital.

The red meat industry in general would benefit from this project by developing a goatmeat smallgoods protocol in collaboration with the NSW Food Authority that is incorporated into MLA's Guidelines for the Safe Manufacture of Smallgoods (Meat and Livestock Australia, 2015). Thereafter, farmed goatmeat could be treated similarly to currently more commonly used proteins like pork and beef. This would reduce the barriers for producers and manufacturers to enter the market.

However, any nascent industry such as goatmeat smallgoods cannot afford to have health incidents, especially while the market is being built. The protocol should be strict enough to avoid any possibility of foodborne illness arising amongst consumers as this may set back the acceptance of goatmeat and/or goatmeat products by many years.

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8. Appendices

8.1 Statement of 100% Farmed Goatmeat

BV FARM FRESH
THE GOURMET
GOAT LADY
Jo: 0427210116 Craig: 0427463620
"Buena Vista", Collie NSW 2827
ABN 48 415 737 465
contact@thegourmetgoatlady.com
www.thegourmetgoatlady

To the NSW Food Authority,

I am the part owner of The Gourmet Goat Lady.

I can confirm that our animals are farmed born and raised.

We have been growing and breeding south African Boer goats since 2007.

We do not have any rangeland goats on our property.

Our breeding system is in alignment with either a cattle or sheep meat operation,

providing, graded stock for market.

Please email or call for any additional information that may be needed.

Kind regards

Jo Stewart

Buena Vista
Collie NSW 2827

8.2 Test Results for Raw Goatmeat Input

microPoint LABORATORIES

Test Report

Customer Name and Address	Papandrea Smallgoods [redacted]	**Sampled by**	Customer
Job Description	Routine Test	**Date sampled**	1/10/2024
Date and time samples received	1/10/2024 8:30	**Temperature on receipt (°C)**	Chilled 2~8
Date testing commenced	1/10/2024	**Storage temperature (°C)**	2-5
Date report issued	3/10/2024	**Report ID**	24-2996(1)-[R00]

Results

		E.coli cfu/g	Salmonella sp per 25g
Sample ID	**Sample description**	**FMM005.1**	**FMM011**
24/2996-1	GOAT BOX 1	<10	Not Detected

*Note: Samples were tested as received and do not necessarily reflect a production batch. This report shall not be reproduced except in full without approval of the laboratory. Tests marked with *are not included in current scope of accreditation.*

Key: est = estimate < = less than > = greater than [NA] = Not Analysed cfu = colony forming unit MPN = Most Probable Number

Report authorised by:

Signed

Qing Tu
Senior Microbiologist

END OF REPORT

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Test Report

Customer Name and Address	Papandrea Smallgoods [redacted]	**Sampled by**	Customer
Job Description	Routine Test	**Date sampled**	1/10/2024
Date and time samples received	1/10/2024 8:30	**Temperature on receipt (°C)**	Chilled 2~8
Date testing commenced	1/10/2024	**Storage temperature (°C)**	2-5
Date report issued	3/10/2024	**Report ID**	24-2996(2)-[R00]

Results

		E.coli cfu/g	Salmonella sp per 25g
Sample ID	Sample description	FMM005.1	FMM011
24/2996-2	GOAT BOX 2	<10	Not Detected

*Note: Samples were tested as received and do not necessarily reflect a production batch. This report shall not be reproduced except in full without approval of the laboratory. Tests marked with *are not included in current scope of accreditation.*

Key: est = estimate < = less than > = greater than [NA] = Not Analysed cfu = colony forming unit MPN = Most Probable Number

Report authorised by:

Signed

Qing Tu
Senior Microbiologist

END OF REPORT

Accredited for compliance with ISO/IEC 17025 – Testing

Accreditation Number 20710 Site 24852

8.3 Test Results for Trial Goatmeat Salamis

microPoint LABORATORIES

Test Report

Customer Name and Address	Papandrea Smallgoods [redacted]	**Sampled by**	Customer
Job Description	Trial Goat Salami	**Date sampled**	29/10/2024
Date and time samples received	29/10/2024 09:00	**Temperature on receipt (°C)**	10
Date testing commenced	29/10/2024	**Storage temperature (°C)**	2~5
Date report issued	1/11/2024	**Report ID**	24-3347-[R00]

Results

		Presumptive E.coli MPN/g	Salmonella sp per 25g	Water Activity*	pH measurement in food* /sample
Sample ID	**Sample description**	**FMM006.1**	**FMM011**	**FMM021**	**FMM022**
24/3347-1	Trial Goat Salami 031024	<3.0	Not Detected	0.8884	4.91@22'C

*Note: Samples were tested as received and do not necessarily reflect a production batch. This report shall not be reproduced except in full without approval of the laboratory. Tests marked with *are not included in current scope of accreditation.*

Key: est = estimate < = less than > = greater than [NA] = Not Analysed cfu = colony forming unit MPN = Most Probable Number

Report authorised by:

Signed

Kate Lewis
Technical Manager

END OF REPORT

NATA
WORLD RECOGNISED ACCREDITATION

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Accreditation Number 20710 Site 24852

Test Report

Customer Name and Address	Papandrea Smallgoods [redacted]	**Sampled by**	Customer
Job Description	Goat Trial	**Date sampled**	25/03/2025
Date and time samples received	25/03/2025 08:50	**Temperature on receipt (°C)**	11
Date testing commenced	25/03/2025	**Storage temperature (°C)**	2~5
Date report issued	31/03/2025	**Report ID**	25-0500-[R00]

Results

		Presumptive E.coli MPN/g	Salmonella sp per 25g	Water Activity*	pH measurement in food* /sample
Sample ID	**Sample description**	**FMM006.1**	**FMM011**	**FMM021**	**FMM022**
25/0500-1	Goat Trial 260225	<3.0	Not Detected	0.8987	5.13@22'C

*Note: Samples were tested as received and do not necessarily reflect a production batch. This report shall not be reproduced except in full without approval of the laboratory. Tests marked with *are not included in current scope of accreditation.*

Key: est = estimate < = less than > = greater than [NA] = Not Analysed cfu = colony forming unit MPN = Most Probable Number

Report authorised by:

Signed

Qing Tu
Senior Microbiologist

END OF REPORT

Accredited for compliance with ISO/IEC 17025 – Testing

Accreditation Number 20710 Site 24852