



Southeast TN Goat & Sheep Marketing Alliance

125 Court Street, Unit 3 | Dayton, TN 37321 | (423) 775-7807

February 2019

SETGMA MEETING

The next SETGMA meeting will be held on Friday, March 1 at 7:00 p.m. The evening will begin with a potluck meal at the Ag Center and Fairgrounds, and then Thomas Greenlee will be presenting on Genetic Selection and Marketing.

SETGMA MEETINGS & MASTER CERTIFICATION

Over the course of the next year we plan to work toward Master Small Ruminant Producer certification for all members of SETGMA. This month Thomas will be presenting on Genetic Selection and Marketing and each of the meetings this year will pertain to a different topic on the list for certification. During Friday night's meeting, we will discuss a topic list and also how to plan for those topics. If you have any questions about Master Small Ruminant certification, please contact Thomas at the Extension office at (423) 775-7807.

WHEN SHOULD I MARKET MY SMALL RUMINANTS



Any producer of any product always wants the best price they can get. Sheep and goat producers are the exact same way. To really understand the demand and supply economics of sheep and goats, one must first understand the large groups purchasing them.

The main purchasers for sheep and goats are ethnic groups. The purchasers recognize different holidays and feast days than most Tennessee producers. This is the most important factor to understand in marketing sheep and goats.

Just like all holidays, the demand for certain foods go up. An example would be Thanksgiving. Thanksgiving usually means having a turkey on the table. The same can be said for the Eid-al-Fitr or Eid-al-Adha only with goat and sheep.

It's not only important to know the different holidays that the ethnic groups recognize, but to understand when they are held. Now, it gets complicated. Most of the holidays are not on our calendar year, but follow the lunar calendar. This means the holiday is not the same day year after year. It will be critical to look up the dates each year for the ethnic holidays. Here are some search words and websites to help:

- Interfaith Calendar - <http://www.interfaithcalendar.org/index.htm>
- Cornell University Sheep and Goat Marketing - <http://sheepgoatmarketing.info/calendar.php>

Some sheep and goat producers have heard of Ramadan (a Muslim and Somalis holiday). Some producers believe this is a great time to market, when in fact, Ramadan is a fasting holiday. Usually the groups will have a small celebration before the month of fasting and a festival to break the fast (Eid-al-Fitr). This is a tricky time to sell sheep and goats. Producers need to make sure

they understand when the groups eat and when they fast. Also, the demand and supply chain can be thrown off during this time.

Eid-al-Adha is another festival (fall time frame) when the demand is high. This would be an ideal time to sell. Other holidays to focus on would be Christmas, Easter, Passover, Cinco de Mayo and Greek Christmas.

If the focus is only on demand vs. supply, and looking at the normal calendar year, then there are some dates that hope to bring more dollars. The time from Christmas to New Year's and all of January and the first part of February the supply is lower. This means the prices should be higher than in regular auctions.

TAEP INFO



For those of you who currently participate in the Tennessee Ag Enhancement Program there are some important dates coming up that you should be aware of. No matter what program you have chosen to participate in, both the spring and fall contain dates that are important to ensure that you are maximizing your investment. The following dates are ones that producers should keep in mind:

March 1st- Deadline to decline Livestock Equipment funds

If a producer is not able to complete their project by the Livestock Equipment reimbursement request deadline of April 1st, they are encouraged to decline their cost share funding by March 1st. **Requests to decline funding must be submitted in writing by fax, e-mail, or mail.** *There is no penalty for declining TAEP funding. Producers may apply again for funding during the upcoming application period in October 2019.*

April 1st- Final reimbursement deadline for Livestock Equipment projects.

The Livestock Genetics programs come with a separate set of dates and requirements and producers have until August 1st to complete those

purchases.

As in year's past, the TAEP application period will be in early October of 2019. All application materials should be available at county extension offices by September 1st. If you have questions about your TAEP reimbursement packet or need help in completing the documents contact the Extension office at (423) 775-7807.

MESSAGE FROM THE PRESIDENT

As the new president of SETGMA for 2019, I wanted to say a special thank you to our past officers Rick Sharpe, President; Charles Fisher, Secretary; and Alice Lenning, Treasurer. We appreciate all of your time and hard work invested in SETGMA. Also, we would be remiss if we didn't offer a sincere thank you to Jerry Lamb for his years of dedication and hard work making SETGMA what is today. We wish him the best with his new position in West Tennessee. Jerry, you will be missed.

A little about myself—my wife Laura and I, along with our daughter Aaron, son in law Tim Sewell and two grandsons own and operate Heritage Farms in Tellico Plains. We farm approximately 200 acres raising grass fed beef, registered and commercial Kiko Goats and Anatolian/Pyrenees Guardian dogs. We also own and operate 20-40 beehives. Our farming experience is diverse in livestock. Laura grew up on a farm in Kentucky raising Charolais cattle. I began with hogs, cattle and sheep in the late 70's and have transitioned into cattle, goats and bees.

As we start this New Year, many of us are in our kidding and lambing seasons. The continual rain has been a nightmare for all of us. Hopefully your lambing/kidding days will be dry, warm and full of twins. Here at Heritage Farms we finished our kidding with 9 sets of triplets, 7 sets of twins and one single through what seemed to be 10 days of continuous rain! Lots of kids on the ground!

Many of you may have heard that Athens Stockyard is now having a graded sheep and goat sale at the end of each month. This may prove to be an alternative for those of us desiring to sell between SETGMA regular sale dates. Several

SETGMA members were at the first sale and thought the prices were comparable to Columbia prices and the grading for sheep seemed to be spot on. With goats they're using sheep grades (prime, choice, good, etc) instead of goat grades (1, 2, 3's) and it makes it a little harder to compare but their prices were comparable. We will continue to follow their pricing as well as have conversations with them in order to get the best price for our hard work.

Thomas Greenlee with the Rhea County Extension Office is now our liaison and we look forward to the new things coming in 2019. Hope we can keep him around for many more years.

I'm looking forward to a great year at SETGMA in education, animal sales and camaraderie! May all your kids and lambs be up, dry and nursing by the time you know they're here!

Gerald Hyde

CONTACT INFORMATION

President Gerald Hyde
heritageinfo3632@gmail.com
(423) 536-8599

Secretary Casey Morgan
(423) 847-5234

Sincerely,



Thomas Greenlee
Extension Agent I