



Niche Marketing & Tapping in Social Media

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- Café Latino



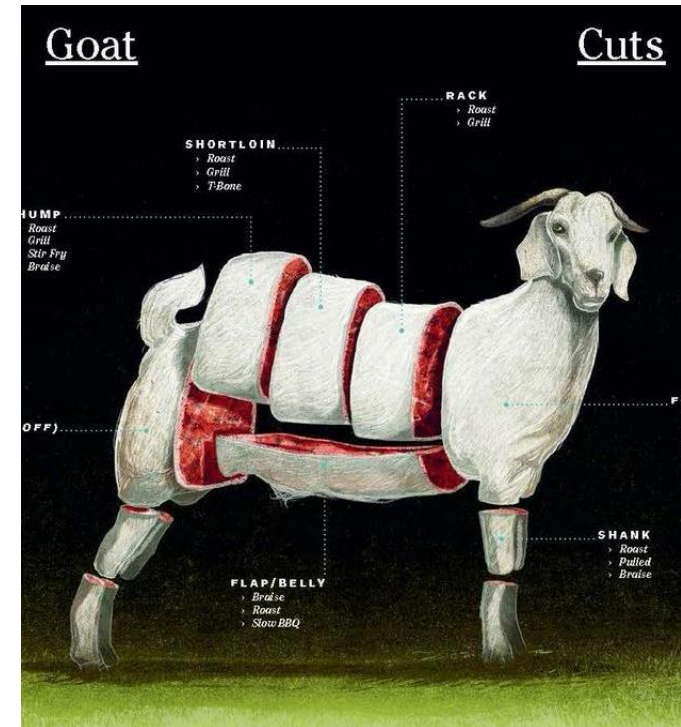
Objective

- At the end of the presentation potential, new, small or big farmers will learn a new strategy to marketing your product or service.



What is Marketing?

- Education about the Product or service
 - Delivering value and benefits
 - creating products and services that will **meet** the **needs** and **wants** of customers
- at a **price** they are **willing** to **pay** and in **places** where they are **willing** to **buy** them.



Good Goat Opportunities

- The US has a growing population of traditional goat consumers
 - Hispanics: close to 18% (2019)
 - Asian: close to 6% (2019)
 - Middle Easterners: 4% (2006 estimate)
 - South Asian/Indian: 0.58%
- In Florida (US Census 2019):
 - Hispanic or Latino 26.0%
 - Asian 3.0%
 - Foreign born persons: 21.0%
 - Language other than English spoken at home: 29.0%



Cabrito stew

Is it Goat Season?

Everyone else except Americans eat goat. Goat meat is the most consumed animal protein outside of the US and Europe.

Major consumers will be:

- 1. Hispanics**
- 2. Eastern Europeans, Orthodox or Greek**
- 3. Caribbean Islanders**
- 4. Muslims**
- 5. Hindus**
- 6. Traditional Americans**



A background image showing two farmers in a field. One farmer, wearing a red cap and a striped shirt, is standing next to a large hay bale. The other farmer, wearing a yellow cap and a plaid shirt, is standing to the right, gesturing towards the hay bale. The scene is set in a grassy field under a clear sky.

Goat to sell smartly – marketing options

1. **Direct marketing** - including direct sales to consumers of live goats or goat meat (i.e., farmer's market).
 - **On-farm sales** - of live or processed (under state regulations). Keep in mind **that immigrant women may need special introductions**, transportation, or interpreters when they buy directly from producers.
 - Selecting and purchasing a live animal and having it slaughtered on the premises or at a processing facility.
 - **Freezer trade** – allows consumers to purchase a live animal and have it delivered to a slaughter facility to be processed into retail cuts.

A man with short brown hair, smiling, wearing a white chef's coat. He is holding a small white goat kid. The background is a blurred outdoor setting with a white building and greenery.

Goat to sell smartly – marketing options

2. Restaurant trade.
3. Meat brokers – there are several brokers around the state.
4. **Traditional markets** - including livestock auctions, order-buyers, tele-auctions, packers, and shipper trade.
 - Good options for market kids.

A large flock of sheep is gathered in a field during sunset. The sheep are mostly white with some black markings. In the background, a shepherd wearing a hat and a light-colored shirt stands near a wooden fence. The scene is illuminated by the warm, golden light of the setting sun, which is visible as a bright glow on the horizon behind some distant hills. A large tree with dark leaves is in the upper right corner, and a small building with a corrugated metal roof is partially visible behind the shepherd.

Tapping on Social Media

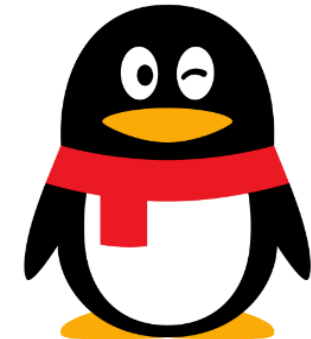


Social Media

- **Websites** and **applications** that enable users to create and share content or to participate in social Networking



What We need to know about Social Media?



**JAN
2020**

SOCIAL MEDIA USE AROUND THE WORLD

BASED ON THE NUMBER OF MONTHLY ACTIVE USERS OF TOP SOCIAL MEDIA PLATFORMS IN EACH COUNTRY OR TERRITORY

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.80
BILLION

SOCIAL MEDIA
PENETRATION (USERS
vs. TOTAL POPULATION*)



49%

ANNUAL GROWTH IN
THE TOTAL NUMBER OF
SOCIAL MEDIA USERS



+9.2%

TOTAL NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



3.75
BILLION

PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



99%

SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR

we



JAN
2020

DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.75
BILLION

URBANISATION:

55%

UNIQUE MOBILE
PHONE USERS



5.19
BILLION

PENETRATION:

67%

INTERNET
USERS



4.54
BILLION

PENETRATION:

59%

ACTIVE SOCIAL
MEDIA USERS



3.80
BILLION

PENETRATION:

49%



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are
social



8

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; **MOBILE:** GSMA INTELLIGENCE; **INTERNET:** ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; **SOCIAL MEDIA:** PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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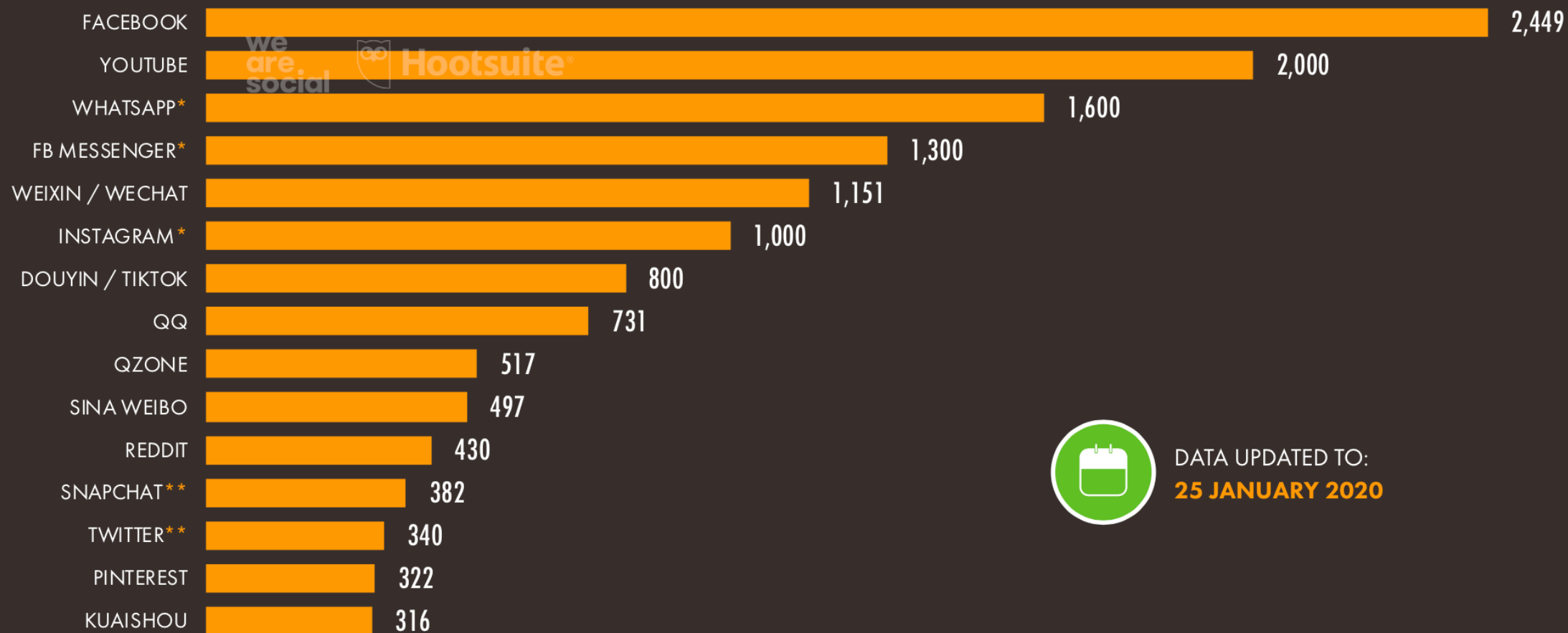
Hootsuite®

<https://www.smartinsights.com/wp-content/uploads/2019/02/2020-Digital-media-summary.png>

JAN
2020

THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)



DATA UPDATED TO:
25 JANUARY 2020

SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (ALL LATEST AVAILABLE DATA). NOTES: PLATFORMS

we
are

Hootsuite



“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn. ”

— Alvin Toffler



What is your
Farm Goal?



What is your Farm Goal?

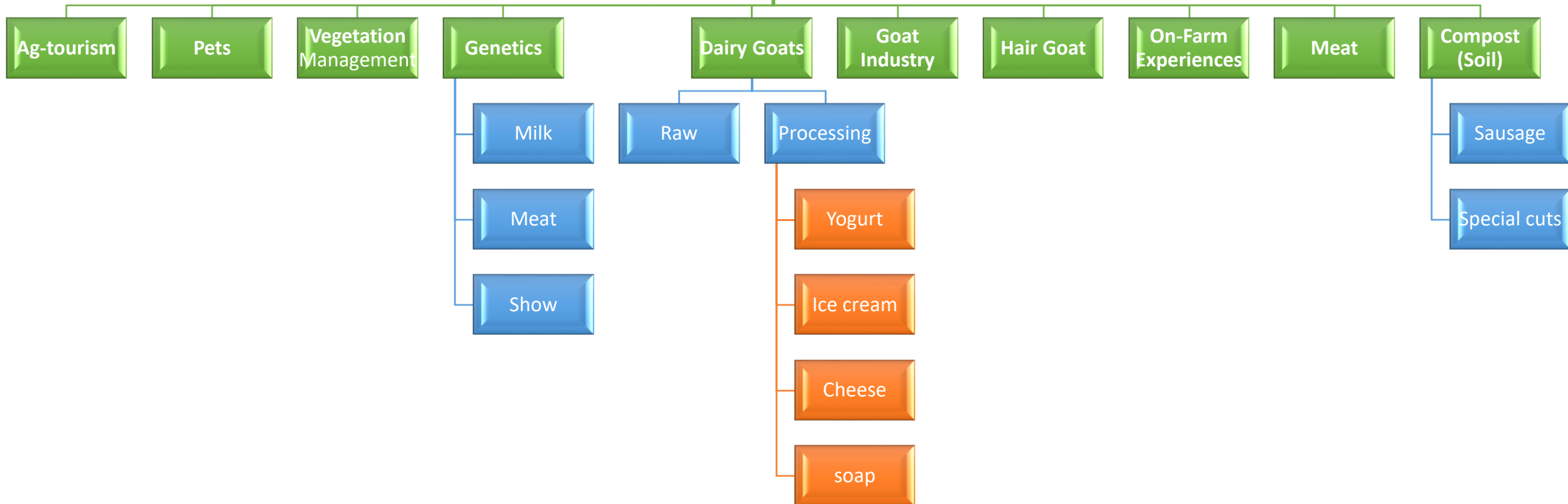
- Farm Goal
- Marketing
- Farm Planning
- Farm Management
- Breeding selection
- Livestock management
- Nutrition
- Health
- Soil & Forage Resources
- Forage Management
- Farm Resources

What resources do you have that can give you a competitive advantage over the average producer (to lower production costs or enhance marketing efforts, for example)?



Good Goat Opportunities

Goat Industry



CENTRAL FLORIDA LIVESTOCK AGENTS



CENTRAL FLORIDA
LIVESTOCK
AGENTS GROUP

ABOUT THE CENTRAL FLORIDA LIVESTOCK AGENTS' GROUP

What is your Farm story?

Finding your market (Promotion)

- Understand what is your product and service
- Farmer market
- What is the story behind How much effort you are doing to provide the goods to the market.
- What is marketing
- Different ways of marketing (customer perspective)
- T-shirts
- Gift cups
- Social media
- What is your story
- What are the practices you are following (Conservation Practices)



A man with short brown hair, wearing a white chef's coat, is smiling and holding a white goat. The background shows a rustic building with white walls and blue trim. The text is overlaid on the left side of the image.

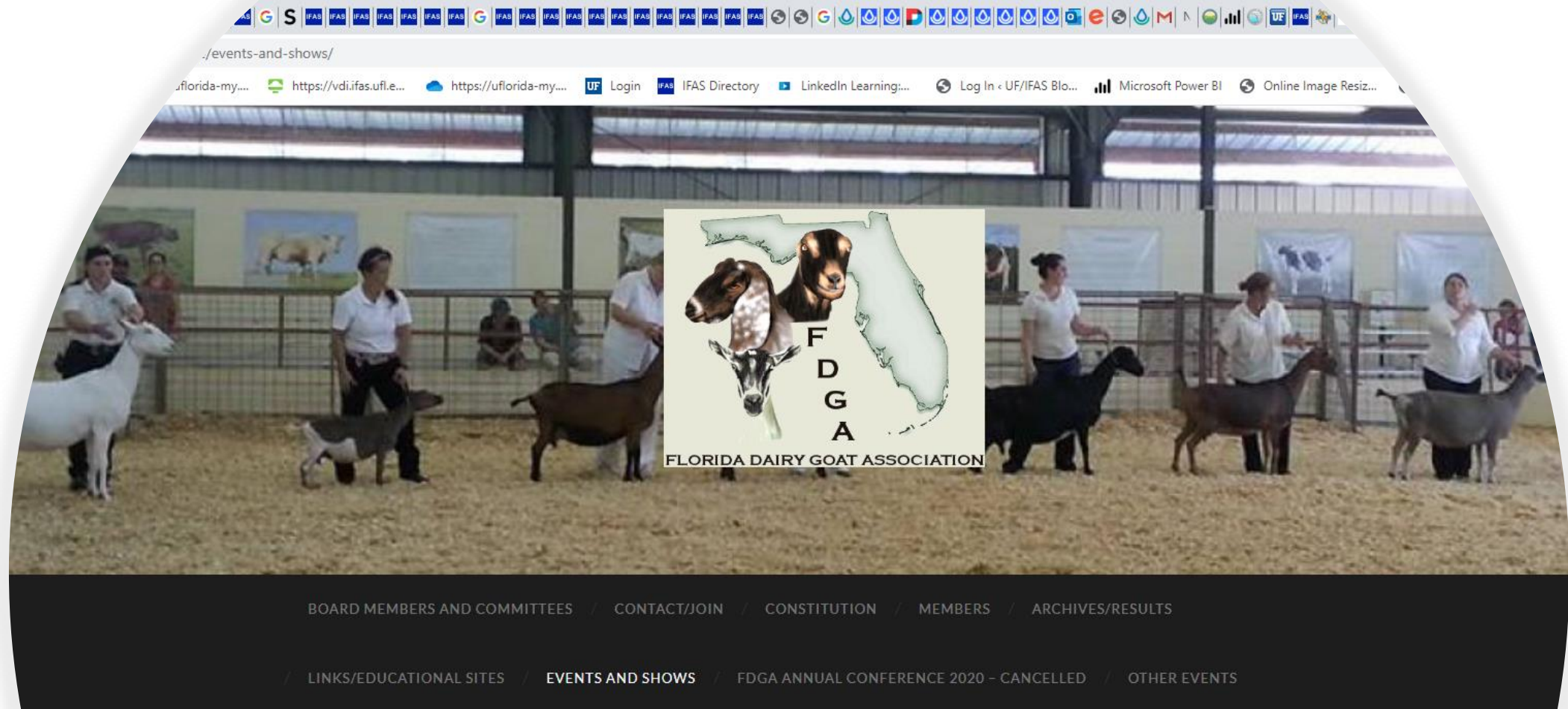
Goat to sell smartly – marketing options

Traditional markets
livestock auctions

- <https://www.northfloridalivestock.com/about>

Florida Farmer Markets

<https://www.freshfromflorida.com/Consumer-Resources/Buy-Fresh-From-Florida/Community-Farmers-Markets>



Events and Shows

Florida Shows: (ADGA Sanctioned)

South Florida Fair – January 23rd – 25th, 2020

www.southfloridafair.com

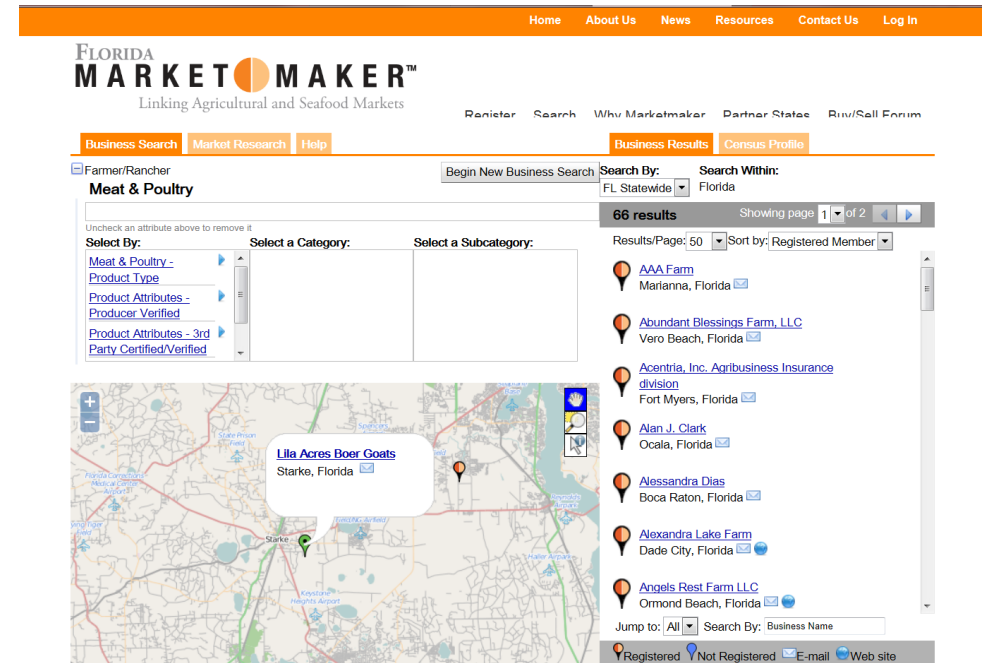
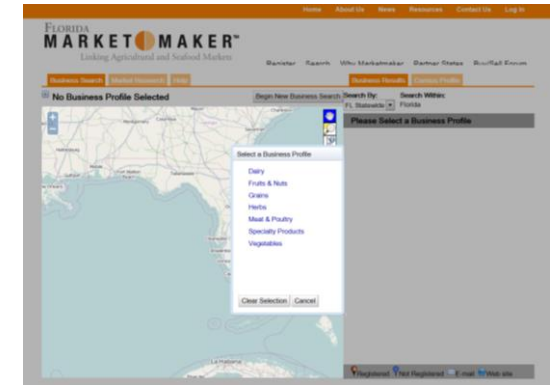
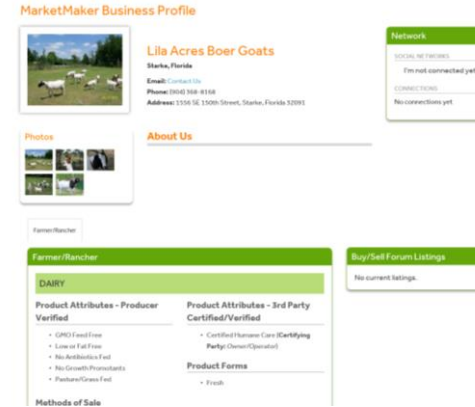
Holiday ↕	Religion ↕	2018 ↕	2019 ↕	2020 ↕	2021 ↕	2022 ↕
Eid ul-Adha, Festival of the Sacrifice	Muslim	Aug 22-25	Aug 12-15	Jul 31-Aug 3	July 20-23	July 9-10
Muharramm/Hajra, Islamic New Year	Muslim	Sept 12	Sept 1	Aug 20	Aug 10	July 31
Mawlid al-Nabi, Prophet's Birthday	Muslim	Nov 21	Nov 10	Oct 29	Oct 18	Oct 9
Beginning of Ramadan (month of fasting)	Muslim	May 15	May 6	Apr 24	Apr 13	Apr 3
Eid ul-Fitr, Festival of Fast Breaking	Muslim	June 15-16	June 5-7	May 24-26	May 14-16	May 2-3
Pesch (Passover)	Jewish	Mar 31-Apr 7	Apr 20-27	Apr 9-15	Mar 28-Apr8	Apr 16-23
Rosh Hashanah	Jewish	Sept 10-11	Sept 30-Oct 1	Sept 19-20	Sept 6-7	Oct 26-27
Chanukkah	Jewish	Dec 3-10	Dec 23-30	Dec 11-18	Nov 29-Dec 6	Dec 18-25
Western (Roman) Easter	Christian	Apr 1	Apr 21	Apr 12	Apr 4	Apr 17
Eastern Orthodox (Greek) Easter	Christian	Apr 8	Apr 28	Apr 19	May 2	Apr 24
Christmas (Western)	Christian	Dec 25	Dec 25	Dec 25	Dec 25	Dec 25
Epiphany, Feast of the Nativity	Christian	Jan 6	Jan 6	Jan 6	Jan 6	Jan 6
Chinese New Year	Confucion	Feb 16	Feb 5	Feb 5	Feb 12	Jan 21

Source: [Interfaith Calendar](#)

Is it Goat Season?

Free Marketing Outlets

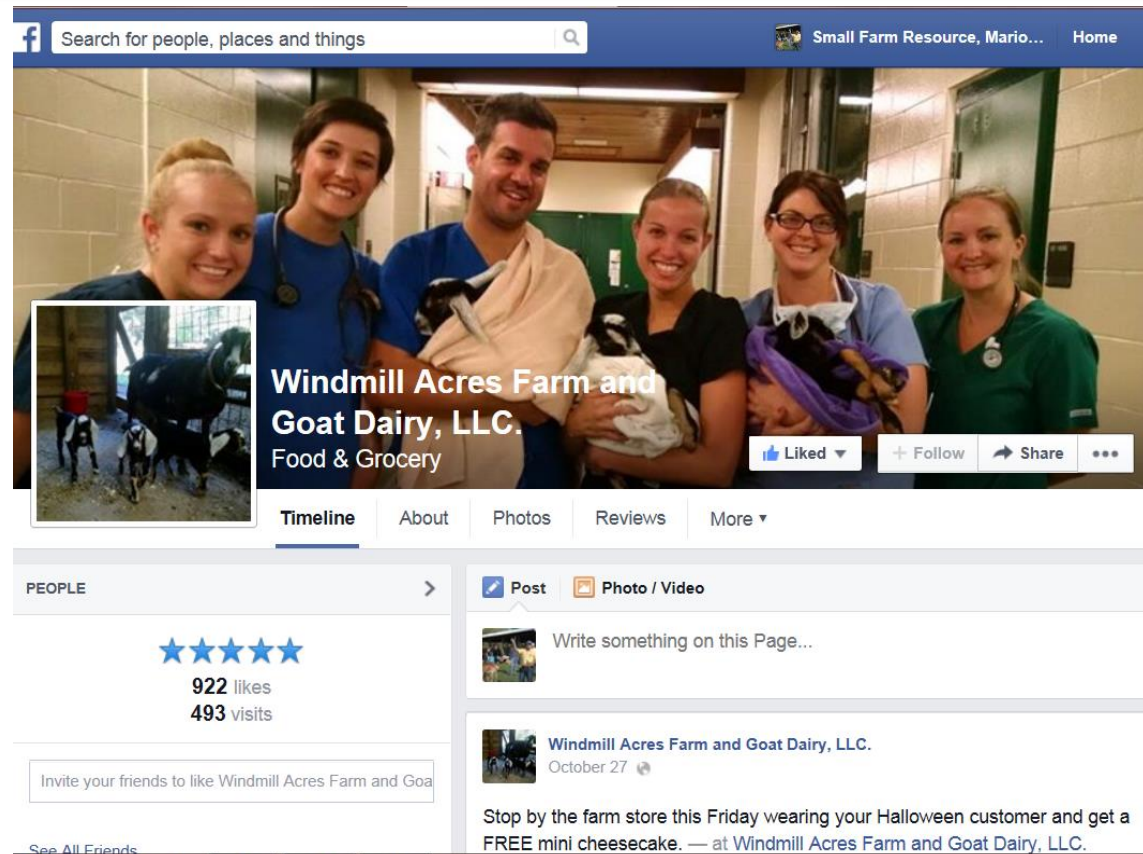
- There are lots of online tools to help farmers market their products:
 - Florida Market Maker
 - Craigslist.com
 - Localharvest.com
 - Facebook
 - Ocala Stockyard
 - Marianna Livestock Goats, Sheep, Poultry and Misc. Auction
www.arcadiasmallanimallauction.com
 - www.farms.com
 - www.farm.com
 - www.sheepgoatmarketing.info



If you choose to use internet marketing tools

If marketing on the internet

- Create a web presence.
- Post regularly.
- Facebook and Market Maker: Post pictures and stories.

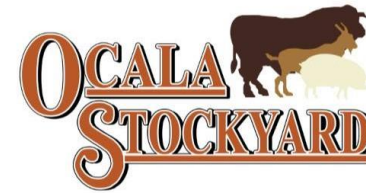


70 lbs & up:	100-150	CWT	70 lbs & up:	140-240	CWT
Dorper & Dorper X Ewes & Rams			Slaughter Nannies		
Ewes:	40-140	HD	Thin:	30-70	HD
Rams:	85-105	CWT	Med:	75-125	HD
			Fleshy:	145-185	HD
Wool Lambs:			Replacement Nannies		
20-40 lbs:	NT	CWT	Med Quality:	120-140	HD
40-70 lbs:	115-140	CWT	Choice Quality:	145-185	HD
70 lbs & up:	100-130	CWT			
Wool Ewes:			Boer, Boer X & Spanish Billies		
Stocker:	NT	CWT	Slaughter:	125-165	CWT
Slaughter:	35-80	CWT	Breeding:	165-210	CWT
Barbadoes					

If you choose to
use internet
marketing tools

Market Report:

- Ocala Stockyard
- Hamilton Commission Company
- Woodburn Livestock Exchange



ATTENTION SWINE PRODUCERS

The USDA now requires all swine sold to be tagged with approved federal tags.

Please call
352-745-0576, or 352-342-5914
to get your tags, or pick up a
form in our office.
Ocala Stockyard DOES NOT
tag swine at unload.
Any animals not tagged will
not be accepted to sell.

**Friday,
November 2, 2018
at
12/Noon
is the next
GOAT & HOG**

Price Trend Report Goat and Hog Sale 10/5/18

HOGS		Low	High
	Boars(Ring)		
	Sow		
	300-500lb	.29	.48
	500-up lb		.44
	Feeders		
	40-70 lb	1.12	1.70
	70-100 lb	.88	1.40
	100-140 lb	1.12	1.42
	Fancy		
	200-230 lb	.55	.62
	230-285 lb	.54	.58
Goats		Low	High
	Sm Billy's	90	130
	Sm Nannies	100	145
	Med Billy's	165	180
	Med Nannies	100	130
	Lg Billy's	140	300
	Lg Nannies	130	160
	Boar Type		
	Replacement		
	Nannies	105	205
	Med Billy's	180	240
	Lg Billy's	260	320
Sheep			
	Young Rams	120	145
	Young Ewes	80	120
	Old Ewes	95	175
	Lg Rams	210	250

lakeland.craigslist.org

Mail - Outlook

https://uflorida-my...

https://vdi.ifas.ufl.e...

https://uflorida-my...

UF Login

farm+garden

1/2

UF/IFAS

craigslist

create a posting

my account

search craigslist

event calendar

M	T	W	T	F	S	S
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

craigslist app ^{new}

help, faq, abuse, legal

avoid scams & fraud

personal safety tips

terms of use ^{new}

privacy policy

system status

about craigslist

craigslist is hiring in sf

craigslist open source

craigslist blog

craigslist

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english

nearby cl

albany

augusta

brunswick

charleston

columbus

daytona beach

dothan

florida keys

fort myers

gainesville

heartland fl

hilton head

jacksonville

lake city

macon

ocala

okaloosa

orlando

panama city

pensacola

sarasota

savannah

south florida

space coast

statesboro

st augustine

tallahassee

tampa bay

treasure coast

valdosta

us cities

us states

community

activities

artists

childcare

classes

events

general

groups

local news

lost+found

missed

connections

musicians

pets

politics

rants & raves

rideshare

volunteers

housing

apts / housing

housing swap

housing wanted

office / commercial

parking / storage

real estate for sale

rooms / shared

rooms wanted

sublets / temporary

vacation rentals

jobs

accounting+finance

admin / office

arch / engineering

art / media / design

biotech / science

business / mgmt

customer service

education

etc / misc

food / bev / hosp

general labor

government

human resources

legal / paralegal

manufacturing

marketing / pr / ad

medical / health

nonprofit sector

real estate

retail / wholesale

sales / biz dev

salon / spa / fitness

security

skilled trade / craft

software / qa / dba

systems / network

technical support

transport

services

automotive

beauty

cell/mobile

computer

creative

cycle

event

farm+garden

financial

household

labor/move

legal

lessons

marine

pet

real estate

skilled trade

sm biz ads

travel/vac

write/ed/tran

for sale

antiques

appliances

arts+crafts

atv/utv/sno

auto parts

aviation

baby+kid

barter

beauty+hlth

bike parts

bikes

boat parts

boats

books

business

cars+trucks

farm+garden

free

furniture

garage sale

general

heavy equip

household

jewelry

materials

motorcycle parts

motorcycles

music instr

photo+video

rvs+camp

sporting

tickets

discussion forums

android

apple

arts

atheist

autos

frugal

gaming

garden

haiku

help

pets

philos

photo

politics

psych



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