

What is Driving the Demand for Goat Meat in Tennessee?

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Abstract

The USDA (2012) data documented the existence of 2.6 million-goat inventory on 128,456 farms in the U.S. About 1.2 million goats were sold, generating \$152.1 million. Tennessee goat sales contributed about five million dollars to the state's economy. A glimpse of the American Community Survey (ACS) shows that the nation's immigrant population hit a record high of 41.3 million in 2013. This represents an increase of 1.4 million people from 2010. Since 2000, the immigrant population went up by 10.2 million. The share of immigrants coming to Tennessee in 2000 was 159,004. By 2013, that number almost doubled to 304,801 (Zong et al. 2013). The growth in US ethnic populations, increasing incomes, the desire for healthy diets, and cultural need are some of the factors driving the demand for goat meat. This project offers opportunities for goat producers to meet current demand for goat meat. The goal of this research update is to provide better understanding of goat meat consumer buying decisions. Objectives are to: (1) discuss existing relevant literature on demand, supply and consumption of goat meat, (2) Identify current markets where goat meat is sold, and (3) Analyze factors influencing consumption of goat meat in Tennessee.

Keywords: Goat meat, demand and supply, ethnic consumption preferences

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Methodology

Consumers who shop in selected farmers' markets will be solicited to take part in a face-to-face survey of randomly selected consumers. Selected supermarkets, smaller grocery stores, specialty stores and farmers' markets will be targeted for data collection. Appropriate statistical models will be used to analyze secondary and primary data.

Expected Outcomes

Research will document consumers and marketers who enhance their knowledge, express interest in goat meat or earned additional income from meat goat. Study will discuss the economic implications of expanding goat meat consumption to non-traditional goat meat consumers in Tennessee. Research findings will be used for education, policy analysis and assisting target audience in making informed decisions about goat meat.

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