

Value-added

Marketing value-added products (and services) can be a way to increase profitability of the sheep/goat enterprise. Value-added allows the producer to capture a greater share of the consumer dollar and/or to add income streams to the farm. The most obvious way to do this is via processing, i.e., convert raw products into finished ones, such as making jerky, soap, or fertilizer pellets. Certain production practices can add value, such as organic or grassfed. Another way to add value to the sheep/goat enterprise is to provide a service that is valued by customers. Examples include goat yoga, solar grazing, and on-farm slaughter (for the ethnic community).



Examples of value-added products and services from sheep/goats

MEAT	FIBER	DAIRY	GENERAL
<ul style="list-style-type: none"> • Freezer lamb/goat • Case-ready retail cuts • Marinated and seasoned meats • Cooked and smoked products • Ready-to-eat products • Processed products, such as sausage, jerky, and snack sticks • Soap from tallow • Candles from tallow • Opportunity for on-farm slaughter 	<ul style="list-style-type: none"> • Apparel • Batting • Bedding • Dryer balls • Fabric • Felt • Fertilizer pellets • Home decor • Insulation • Lanolin • Mulch • Raw fleece • Roving • Yarn 	<ul style="list-style-type: none"> • Bottled milk • Butter • Cheese • Ice cream • Pet milk • Raw milk • Soap and other skin care products • Yogurt and other fermented products 	<ul style="list-style-type: none"> • Animal health certifications, e.g., CAE, OPP, scrapie • GMO-free • Grassfed • Organic • Welfare certification • Locally grown • Product branding • Solar grazing • Prescribed grazing • Agrotourism, e.g., goat yoga, cuddling, petting • Farm tours • Teach classes
		OTHER	
		<ul style="list-style-type: none"> • Pelts • Leather products • Manure, fertilizer 	

