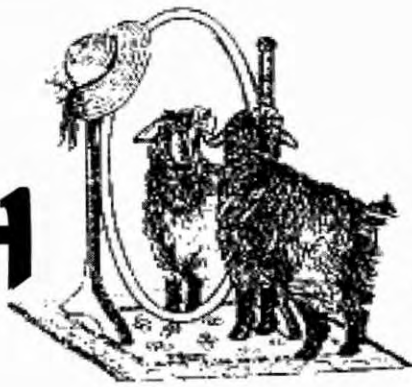


CASH MIRROR



Volume 10, Issue 5

February 1999

The monthly magazine devoted to cashmere goats and their fiber



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CASHMIRROR

ISSN 1090-736X

Technical Information

This magazine is published each month by:

CashMirror Publications

2280 S. Church Rd.

Dallas, Oregon 97338

503-623-5194

Fax: 503-624-1704

E-Mail: goatknol@teleport.com

Home Page: <http://www.teleport.com/~goatknol>

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The *CashMirror* welcomes contributions of articles and photographs. Submissions may be made by mail, fax or e-mail.

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Cover photo:

Paul Johnson

**"Roberta Maier and recently-shorn friends"
Breezy Meadow Cashmere Farm, Bellingham, Washington**

And the winners were...

Guard Hair Contest Results

See Page 5

Beautiful, Unique 3-D Balsam, Birch and Pine Cashmere goat scene

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Goat Knoll Farm Field Day Designed Mostly for Beginners

Where? 2280 S. Church Rd., Dallas, Oregon
When? Saturday, March 20, 1999, 10:00am - 4:00pm or so—whenever you get tired of goatting. Bring a lunch or there's close fast food.
How? Contact Linda or Paul to reserve your spot and get directions: 503-623-5194
Why? For knowledge, for fun
Cost? Nothing

The Schedule: There will be hands-on lessons on goat care, including vaccinations, hoof trimming and worming. You will get to practice your skills using real live goats.

There will be new kids everywhere, possibly some even born the day of the event. If kids are being born, we'll stop and watch.

There will be sessions on goat care, goat conformation, condition scoring, cashmere spinning, fiber identification, fiber preparation for spinning and more.

Although the sessions are designed for beginners, seasoned goat people are also welcome. You can come to help, advise, debate important issues or just hang around and bond.

If you have ideas or want to help out, call us.



Reflections

by Linda Fox

A Little Home Research

The other day I conducted an experiment with the goats. I see no reason the Universities and real scientists should get all the good projects. There's no reason a little practical research can't be done in one's own backyard—preferably something that takes a day or less and requires no tedious application for project funding or lengthy write-up and publication of research results upon completion.

I called my project "Bonding Research." A good research project has to have a nice title. I've always been interested in the kid/doe bond. I've noticed that if a kid is separated from its mother for weaning and put back after two weeks, some of them still aren't weaned and have to be pulled off again. If put back after three weeks, they are weaned, but they immediately go back to hanging out with their mothers. This year, I kept the kids separated and never put them back. How long does it take a kid to forget who its mother is?

So we'll call this question the reason for my actions. Actually, I put a bunch of goats together from different groups because I wanted a whole bunch of goats to nibble off the weeds along the driveway for the day, but let's just say the primary purpose was research. Sounds better.

So, I let 30 adult does and their guardian dog out of their pasture into the driveway. I also chased out 20 doelings, Jeeves (a young wether) and Laura (a young ewe) from their pasture into the driveway. So no one would be left out, I then let out Buster and Worf (older wethers) and the guardian dog from the draw.

I was curious to see what would happen at the end of the day. Would all three groups end the day waiting by their respective gates to be let back into their pastures? Would the doelings and young Jeeves seek out their mothers and hang out with them? Will all three groups remain separate for the entire day or will the whole group pack up and swarm up and down the driveway like a herd of starving locusts? And where will little Laura end up if the does tell their daughters that Laura is not really one of them? Will the two guardian dogs kill each other? And are any of these really very good research questions?

However, the most important question of all was: Will anyone I know be interested in the results (except

Paul of course who'll have to help me separate out the mess I've created)?

Well, number one flaw was assuming that Paul would help me restore order at the end of the day. As I put on my boots to head out for the barn to see where my charges had ended up, he said, "Reap what you have sown!" I muttered something unintelligible and informed him that dinner might be late!

They weren't waiting by their respective gates; they were waiting in a pack at the adult does' gate. However, I was able to call the doelings, Laura and Jeeves back to their gate and they all came except a set of twins who stayed with their mother.

Buster and Worf were easy to lure back to their area with a flake of hay. They weren't willing to forsake food just to hang out with a few new friends.

The two doelings who stayed with their mother followed the adults into the barn but, once inside, were clearly uncomfortable in the strange area. They were easy to catch and toss (gently) back to the other side of the barn with their group.

The one dog didn't really want to go back—he wanted to stay with the other dog and he asked real nice so I let him stay.

So, the results of my research were:

1. I'm not sure what they did during the day because I forgot to go out and look, but by the end of the day, they were all hanging out in a group. Were they grouped up by the adult does' gate because there were more goats in this group or maybe because the adult does were the biggest and oldest goats? How should I know?
2. I'm not sure which doelings hung out with their mothers for the day and which didn't because I forgot to go out and look, but I do know for sure that one set of twins wouldn't leave their mother at the end of the day.
3. This is a really good way to get the weeds removed from the edges of the driveway.
4. I need to work on my spouse to become more involved in these research projects at the beginning of the project rather than assuming he will bale me out at the end!

Here Comes Da Judges!

The Guard Hair Contest is Over

There were 48 entries in the contest and, alas, only three winners—five if you count the two booby prizes.

The judges met in Salem, Oregon, spread out the numerous entries, including many prototypes, hired a secretary and with the vision of dinner promised them by *CashMirror* once they had finished their task, set to work.

The judges were:

Ed Luttrell, Eagle Creek, Oregon who generously donated the use of his office conference table to the project. Ed is Master of the Oregon State Grange and is basically a cow man. He doesn't know a lot about goats and we suspect, doesn't even like them. But, he had the conference table and the central location, so what could we do?

Kim Washburn, Salem, Oregon, who raises cashmere goats. She is active in the Cashmere Kids 4-H Club.

Carol Spencer, Foxmoor Farms, Silverton, Oregon, who also raises cashmere goats.



The Judges examining the contest entries. From left to right: Candy Washburn, the secretary for the group, Ed Luttrell, Carol Spencer and Kim Washburn.

And the Winners Were:

First Prize (the cashmere scarf): Fran Mazzara, Dukes Valley Fiber Farm, Hood River, Oregon with her entry:

"Build a goat shaped doll...big one! Stuff all your doe guard hair into it! Then fling it over the farthest fence from the gate or barn when you want to get that !@#\$\$%^&*! buck out of the way! Kind of a Trojan horse type of thing."

Second Prize (One year subscription or subscription extension to *CashMirror Magazine*): Steve Hachenberger, Castle Crag Ranch, Hamilton, Montana, with his entry:

"Head-O-Hair (valued at over \$299.99) You will feel sexy in your Head-O-Hair (not to be confused with Patch-O-Hair, Cat-O-Hair or other fine products by Hachenberger Enterprises). The future is clear. No worries, confidence is your new name as you walk down the street. Head-O-Hair is available in grey, white or red. Effects vary." (See photo of judge displaying Head-O-Hair on the next page.)

Third Prize (1999 *CashMirror* calendar): Linda Cortright, Grumble Goat Farm, Union, Maine with her entry:

"I think the ultimate answer is to weave the guard hair into a 'hair shirt' and then distribute them among the appropriate political parties who should do penance for their errant ways. Now there's a market we would have a difficult time saturating!"

Bobby Prizes (2) (2 photos of questionable taste of Steve Hachenberger, Paul Johnson, a small, gray cat and a cashmere goat): Both won by Steve Hachenberger with his entries:

Log-O-Hair. The prototype arrived in a Broadway box wrapped in fine tissue paper (photo of prototype on next page). "Log-O-Hair is fun for the whole family!!! New Log-O-Hair will delight everybody. Enjoy the warmth of Log-O-Hair while in your living room or relaxing with a loved one. Log-O-Hair can turn an otherwise dull holiday season into 'Something Special.' Smell the scented log and view the colored flames found only in Log-O-Hair. Just in time for the holidays!!! Get one or try our complete set of six Logs-O-Hair for any holiday occasion." Per the warning listed in very fine print: CAUTION: Smoke may irritate lungs and skin. Smell may irritate

Continued on next page

Guard Hair Contest

Continued from previous page

neighbors or Air Quality Control District. Check with local restrictions or codes before lighting. **FLAMMABLE.** Light Log-O-Hair and run away. Suggested viewing distance is 200 feet. Adult supervision required. **DO NOT ATTEMPT TO BURN MORE THAN SIX (6) LOGS.** Results vary. Colors Vary. Comment to our company also vary."

The second booby prize was for Steve's entry "Rut for Men", an extremely pungent green soap with black prickly guard hair pieces blended in—see story in November 1998 *CashMirror*.

Other great (but non-winning) entries

Several entries were made suggesting using the hair to tie flies for fly fishing. Diane Thompson, sent a beautiful tied fly made with guard hair. If there had been a fly fisherman among the judges, it most likely would have won (and disappeared).

Other entries included: brillo pads, stuffing for dolls, stuffing for dog beds, hair replacement for men, dental floss, organic scrub brush, organic mulch, whiskers for stuffed toys, poultry nest filler, trash can liners, doll hair, packing material, spin into a coarse yarn and knit or weave into a hot pad or scouring pad, thatch material for roofs of houses for chic "back to the landers", spin the guard hair and make halter and lead ropes for each goat who donated hair, bristles for bath brushes, Christmas tree ornaments, sachet stuffing, fertilizer, stuffing for cat toys—maybe a replacement for catnip, and a large fan made of guard hair so he/she could sit next to his/her spouse/significant other and keep the flies from him/her on a summer day.

Quotes from the Judges:

Carol: "Entries were pretty original and different. There were not many doubles."

Kim: "If I get lice from this wig, I'm suing!"

Ed: "It is obvious that some people have far too much time on their hands."

Candy: "I'm glad I don't have to judge this thing!"

Thanks to all contestants for entering and a special thank you to the highly qualified, and superbly personable judges for taking time to judge our silly little contest!

Another Good Solution (That Didn't Win)

"The perfect solution, the best answer, surely the winner..." From Christy Proost, Snowy River Farm, Mechanicsville, Virginia:

"The most obvious use for goat guard hair (GGH) is to first sort it by color (WW, W, B, G, BL) into nice neat piles, then to arrange the individual piles, then to arrange the individual fibers in parallel rows according to the length, starting with the shortest to the left (that would be to the west) to the longest to the right (east, duh). If the resultant row of individual strands of GGH exceeds the length of the dining room table, move on to the breakfast room table making sure to continue in the same plane and latitude. Remember to put the dogs and cats out prior to this eclectic exercise—you don't want any of their fur mixed in! Once this chore is completed, determine which of the shorn goats is the most pathetic looking and beginning at the top of his/her head, glue the guard hair onto the poor goat. Continue down the back towards the tail. Move on to the next pitiful creature. Next year, comb your herd and this whole process can be avoided!"

BS Absorber?

Entry from Jim Haman and Kathy Sumter, J & K Cashmeres, Park City, Montana: "Seems to me that when it rains these little critters get really wet. I learned at a conference that the cashmere goat has no oil in its hair to repel water so the hair absorbs the moisture. Maybe we could all get together and put all that guard hair in a huge box and send it to Washington DC to absorb all the BS."



Judges proudly display Guard Hair Contest winners and demand their prize. (dinner!) Ed is holding the "Rut for Men" soap (securely displayed in a zip lock bag so judges can breathe), Carol holds the romance-inspiring "Log-O-Hair" and Kim is reluctantly modeling the wig, "Head-O-Hair."



Breezy Meadow Cashmere Farm

Doug and Roberta Maier

By Paul G. Johnson

On a breezy January day, we visited Breezy Meadow Cashmere Farm in Washington. Doug and Roberta Maier graciously allowed us to tour and photograph their lovely farm on a clear, crisp day, with huge white Mt. Baker looming on the eastern horizon.

Nestled in a valley only ten miles south of the Canadian border and a little east of Bellingham, Doug and Roberta raise their goats on five acres of their own, plus another five acres they have the use of next door. They raise cashmere goats, Maremma guardian dogs, Shetland sheep, Araucana chickens and a few geese. They have recently added one Boer buck to their herd.

The goat population numbers over forty does and several bucks currently, but kidding is just around the corner. Several very pregnant does followed us as we toured the farm.

Maiers moved to their current location from Bellingham, Washington in 1994. They searched for livestock to inhabit their farm, along with the resident coyotes, eagles, and other assorted livestock-eating critters. After considering everything from sheep to emus, their research for a type of livestock through local colleges led them to USDA material on cashmere-producing goats. They also found an article by Ann Dooling in Montana. According to Doug, they figured cashmere was a high-end product for which there is good demand, it was not yet well established in the US, and the outlook was that supply would not meet demand anytime soon. They decided that cashmere goats had the potential they were seeking.

They started with stock obtained from Linda Pardon, adding more goats later from Spanish and Washington herds.

Their first year in the goat business saw seventeen kids born and all but two were male! Since then, the average kidding percentage has been closer to 50/50.

They sell bucklings at three months, so have little investment in them, which gives them a good return on their investment in them. They sell them as cashmere producers, pets or meat. They have found a good demand for goat meat from various ethnic groups near them.

They acquired the Boer buck goat to increase weight



Doug and Roberta stand inside the doorway of one of their small barns. This one contains kidding stalls and heat lamps—all ready to go for the kidding season. They are trying to reduce hoof trimming frequency by using a metal grate in front of the door. This grate also pulls up, allowing them to collect the goat manure below.



Doug feeds treats to some of his peanut-addicted bucks and the Shetland ram. This small shelter is equipped with a hay feeder in the back and a mineral mix feeder in the corner.

Continued on next page

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Breezy Meadow

Continued from previous page

in the kids at an early age as, according to Doug, it takes up to one year to get the cashmere goats up to the sixty pound weight many prefer for meat goats. As all their does were bred before the new boy was purchased, he is being used to breed someone else's cashmere does now.

The cashmere fiber goes mainly to the Co-op, with some retained for spinning themselves. Both Doug and Roberta spin. When we visited, they had already shorn their sheep and their goats for the year and were preparing for kidding to start within a couple of weeks. A new Shetland lamb had been born a few days before and was confined with its mother in a kidding pen in the barn.

Their goat facilities includes fencing with 48" stock wire with a single strand of electric about 10-12" off the ground. Most of the gates were constructed by Doug. Heavy wire panels, like hog wire is used near the barn. Their barn and assorted sheds are fashionably painted the same light blue as their house.

Doug's hay feeders are works of art. They have lift-up lids which makes it easy to load and clean out the feeders. Doug also constructed creep feeders for the kids, and installed automatic stainless watering nipples in the barn. The doorway to the barn from one entrance has metal grates. They are experimenting with several methods to keep hooves trim, and they also use them to collect goat "pellets" which is neatly packaged and sold as organic fertilizer for house plants. As kidding time was nearing, Doug demonstrated the baby monitor he installed in the barn, so they can hear a goat in distress from the house more easily. I suggest keeping it away from the geese.

The goats were friendly and well cared for. When Roberta gave us some peanuts, the goats got reeeal friendly. Luckily we are used to little hoof prints on our clothing.

For feed (besides the peanut treats), they utilize the locally grown canary grass hay, supplemented with grain as needed. The number one cost of being in the goat business is feed, with hay being the largest share of the feed cost. Minerals are given free choice in the specially-designed mineral feeders. Their farm is very efficient and well organized—the kind of place that makes you feel somewhat inadequate when you return to your own.

Doug spends 100% of his time devoted to cashmere

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Page 8, February 1999



The new Boer on the block. This new young buck gets to consort with cashmere does. Lucky Boer.



The Maier hay feeder includes a lift up lid—look at the magazine cover for display of the feeder with lid raised. If you want a copy of the plans for Doug's feeder, send him a self-addressed, stamped envelope.



The Maier goats have learned to obtain their water from a watering nipple inside the barn. It provides ever-present, clean water. It's hard for a goat to poop in a water nipple!

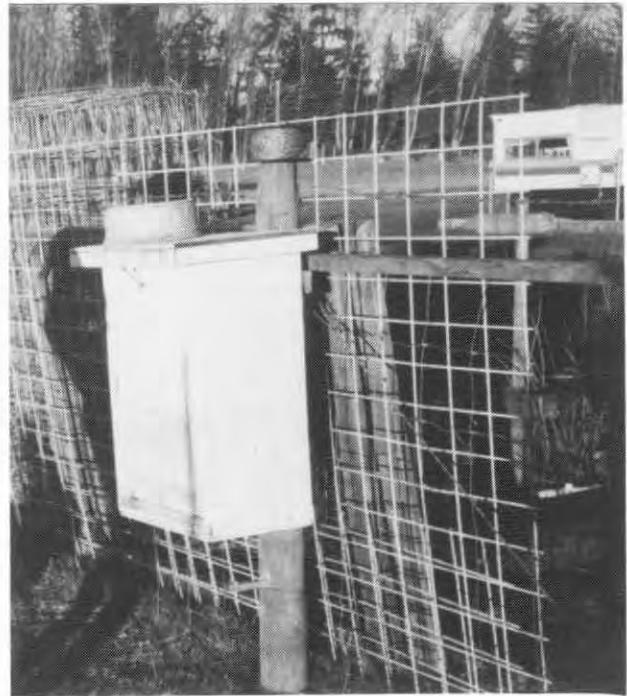
More photographs from Breezy Meadow

What can we say?

We hit a sunny day, photogenic people and friendly animals so we burned up a lot of film!



Creep feeder for kids. Kids fit under the slats, does don't. This works well until the kids are weaned when they are moved to a separate area.



Another Maiers' gadget, an automatic dog feeder. The dog pushes a moveable panel at the base. Unfortunately, the geese also know how to work the feeder—and they like dog food.



A goat barn—painted a fashionable baby blue with white trim. This building houses the kidding pens. If they painted the building pink would they get more doe kids?



The Maiers' farm—good fences, sturdy gates, adequate buildings and handy goat gadgets everywhere!



Rusty is the main man at Breezy Meadow. He's not sure he approves of the new Boer on the block. He didn't think that he needed help!

CASHMIRROR

Breezy Meadow

Continued from page 8

goats and goat-related products, which they sell at fiber shows, weekend markets, through internet and by mail. As this is a business for them, they keep accurate records of income and expenses, as well as records on the goats. Doug reminds us that keeping accurate records is essential to knowing how your business is doing. If you are trying to make money, you need to track your costs accurately.

Doug knows exactly what it costs them to raise a goat for one year. For example, Doug told us that he has calculated that one bottle baby will consume \$45.00 of milk replacer before it is weaned.

For the second year, Doug is a volunteer livestock adviser through Washington State University. He has been trained to work with and assist the WSU Extension Service. He teaches a livestock class each year (he takes a doe with kids!) and makes occasional farm calls to help and advise on livestock care.

The Maiers are also well-known for their Maremma dogs. A new litter of puppies was born the day before we arrived. Most had been pre-sold by the time they were born. Doug also manufactures his own cashmere goat milk soap. We accidentally saw some of his high-tech super-secret soap molds. He indicated that since we had seen them, he'd have to kill us to protect his secret. So if we mysteriously disappear, talk to Doug.

The Maiers are upbeat about the cashmere goat industry and feel there is a bright future. Their commitment to the industry is total—and it shows in the operation of their farm and in their goats.



Doug, Paul and a group of very pregnant ladies. Do these goats like these men or are they just after peanuts?



A day-old Maremma pup, one of five born the day before we arrived. Looks like a small, plump white rat. The mother wouldn't let us close enough to look, but she let Doug steal one for a minute or two.



Roberta holds a new Shetland lamb—a real cutie. When the lamb was born, the ewe and the (very pregnant) Maremma dog had apparently had a tiff over whose baby it was. Doug and Roberta found the ewe with several small wounds. She had appropriated the dog's house for herself and her lamb.

Marketing - The Maiers' Way

By Linda Fox

When I think of successful marketers of cashmere and cashmere related products, I think of the Maiers. Roberta and Doug Maier are the owners of Breezy Meadow Cashmere Farm in Bellingham Washington. As well as raising a small herd of cashmere goats and Shetland sheep, they are successful marketers of cashmere products.



Doug and Roberta are creative as well as busy. Roberta knits beautiful hats and scarves from Cashmere America yarn. She now sells these mail order as well as from their booths and often has a backlog of orders to fill. Roberta says that often customers will admire her handcrafted scarves and hats without

buying them and then return the next year with money in hand to make a purchase. They have recently added a cookbook, written by Doug's mother, to their inventory of products.

Maiers sell the cashmere harvested from their herd to the Cashmere America Cooperative. Other products are sold at the local Saturday Market and at fiber events and fairs in Oregon and Washington. In 1995, their first year at the Black Sheep Gathering in Eugene, Oregon, they didn't sell enough from their booth to pay for the cost of their space. Now, they do quite a bit better than that. Each year since then has been better than the last. Per Doug, they didn't sell as much raw fiber in 1998 compared to the previous year, but overall, 1998 was their best year so far.

Maiers take products to their local Saturday market every Saturday between April and October. Starting in March, they also take their show on the road where they have a booth at fiber events each month. In June, they are at the Black Sheep Gathering. Per Doug, they do best at the Northwest Washington State Fair.

I have not attended a fiber event within 300 miles where the Maiers are not busily attending to a booth full of products and customers. Roberta says that hauling their goods to the shows and selling is a lot of hard work.

Products sold by Breezy Meadow Cashmere Farm

Cashmere goats
Maremma guardian dogs
Cashmere fiber ready for spinning
Cashmere yarn
Mineral feeders
Goat milk soap
Shearing stands
Hand knit cashmere hats and scarves
Cashmere knitting kits
Cashmere socks
Stuffed goats
Cookbook
Eggs - chicken and goose
Chicks, goslings
Goat fertilizer

A new Breezy Meadow Cashmere internet page has just been placed on the net.

Doug is a clever salesman. He helpfully hands out plans for his mineral mix feeder to visitors at his booth. Customers say, "This is great! This is simple! I can build this!" The next year, when they still have not completed their feeder, they come back to the booth and buy the mineral feeder from Doug.

Another great marketing idea is "Goat Poop"—goat fertilizer. The Maiers harvest goat manure from their barn floor with a leaf rake. This fertilizer is packaged in cleverly-labeled

brown bags and sold at the Saturday Market for plant fertilizer. They illustrate the effectiveness of Goat Poop by displaying plants raised with and without the benefit of Goat Poop.

Continued on next page

Maiers' Marketing

Continued from previous page

Per Doug, their best money maker so far has been Eddie the Goat. Eddie was a cashmere bottle baby who was extremely friendly. They wethered him at one year old when his horns were more distinctive. Eddie became the local goat ambassador and was a featured star at the local Saturday Market each week. Doug and Roberta provided grain for visitors to feed to Eddie. They figured that Eddie should be fed no more than 3 pounds of grain, so when his allotment of grain was gone, no more people could feed Eddie for the day. At first, grain was provided free to the visitors and it was gone in a very short period of time. To avoid the grain being fed so fast and give more people a chance to feed Eddie, they started charging 5 cents for an ounce of feed. Customers eagerly shelled out the 5 cents and the feed still disappeared early in the day, so they raised the price to 10 cents per ounce. The food still disappeared too quickly. They raised the price to 25 cents per ounce. The 3 pounds of food is still gone before the day is over. This is a terrific marketing scheme—charging customers to feed your goat with your food that you'd have to feed him anyway.

And the story of profitable Eddie doesn't end there. Several booth visitors wanted to buy Eddie. Doug told them he was not for sale, but one customer persisted so Doug threw out a price of \$200, thinking that this was a pretty high price for a wether. The customer cheerfully paid him \$200 and now Eddie is gone. Doug is looking for another Eddie. He says that this goat made him more money than any other goat on the place.

Maiers sell Maremma guardian dogs from the farm. This year, five puppies were born the day before we arrived. They were all sold before they were two days old.

When we asked Doug for the secret to knowing what products to stock and sell, he replied that he didn't understand the buying public enough to predict what they would be interested in; to be successful, you need to be flexible.

Per Doug, "If you're going to make any money in this business, you need to follow it where it goes."

You also need to be creative and put in a lot of hard work.



Tape -Book Report

By Paul G. Johnson

Who's Coming to Dinner?

**Livestock Eating Habits and Their Effects on
Grazing Management**

from Oregon State University

Steve Dodrill, Producer

(15 minutes)

This is a well done film covering the ways different ruminants eat and how the way they eat effects their pastures. The film covers horses, cattle, sheep and goats. Included is a discussion of animal density in relation to pasture size and other ways of overgrazing. The film explains how certain livestock can be run effectively and efficiently together.

The film is good PR for goats! They are portrayed in a good light, especially when compared to cattle or horses when it comes to trampling a pasture. It emphasizes the need for pasture rotation.

The film is not highly technical and uses understandable language. The 15 minutes went much too quickly. All in all, this film presents good basics and a little more on forage.

This video would be well suited to clubs or groups for joint viewing or sharing. (It will be shown at the Goat Knoll Field Day on March 20, 1999).

Oregon State University hosts the world forage internet resources, and are well known for their research in this field.

The film can be ordered from the Oregon State University for \$19.95. It can be ordered from:

*Publications Orders
Extension & Station Communications
Oregon State University
422 Kerr Administration
Corvallis, OR 97331-2119
(541) 737-0803
Ask for VTP 028*



Thoughts About Marketing Meat Goats

By Yvonne Zweede-Tucker
Smoke Ridge Cashmere
Choteau, Montana

This article is a joint venture between myself and one of the members of our (informal) Montana goat cooperative —as we were hauling our last wethers for the year to a private buyer in Oregon, my copilot Toni Bolen, and I brainstormed about selling goats for consumption. Smoke Ridge and our “cooperating” Montana goat ranches have experience in most if not all of the following ways of selling animals for slaughter, be they production wethers, older does or culls. Each method has benefits and drawbacks, some may work for one goat operation and not for another, and this is by no means an exhaustive list of marketing opportunities.

Within a few years, some of us will be marketing our meat animals by national video sale, some will have retail shops with fresh-chilled cuts of chevon or chevon jerky available for walk-in customers. Some breeders will be supplying restaurants and groceries, and some will be shipping their animals to partners in different climates so that a year-round supply of quality animals is available. Right now, although demand for goat meat far outstrips supply, that doesn’t mean that we all get a terrific price for our sale animals, or that it is easy for us to sell them (and I’m not talking about the emotional attachment!)

As our herd has grown, wethers have become much easier to part with, and they have become a more important part of our business. Although we continue to sell breeding stock at prices higher than slaughter value, all animals have to contribute as best they can. It is easier to get buyers excited about your animals when you say that you will have hundreds of wethers available in a given year, but there are also excellent opportunities available for those with low(er) numbers of goats.

If you have just a few wethers available per year, all you need is one family who wants a goat occasionally for a festival or barbecue. Or you can go in with other nearby breeders and now you (all together) have many more to offer. One restaurant may want a few carcasses a month to offer as a special. Let them have one on trial. Do not sell it below the cost than you will want to get in the future, but give it to them to try. It’s cheaper than advertising. Or have the carcass halved, let them have one half fresh and one frozen, so that they can see that frozen is still a great product. The restaurants that took all of our carcasses frozen a few years ago were all very pleased with the quality, and those were kids straight off the pasture or hay.

Marketing/selling is very hard for most people. If you find a Greek or Italian or Hispanic restaurant or grocery that is interested, talk to them. Listen to what they have to say, and see if you can get them what they want. One broker wants a year-round supply of exactly 70 pound animals, the same number every week, fresh (not frozen). Well, there is a lot I want in my life too, but that doesn’t mean I’ll get it. Maybe we could get to

**Marketing/selling is very hard for most people.
Do not sell below the cost that you will want to get for your product in the future.
Buyers spend money on what is familiar and desired.
We need to police ourselves for ethical meat sales.
The avenues that have the highest gross returns also have the highest “hassle factor” (require the most work).
The main problem with meat sales is that we don’t have a consistent/large enough supply.**

where he could have 70 pound kids fresh for 9 months out of the year. That’s a lot longer than he can get them now!

A few truths that we have learned (usually painfully!) over the past years:

Quality is worth more to buyers: a juicy, 60-pound wether will bring more than a worn-out, old doe with a sagging midsection and pronounced hipbones. The wether is a production animal; the doe is a cull. That sounds awfully basic, but many of us overlook that fact. Just because the doe weighs more than the wether does not make her worth more as a slaughter animal.

Buyers spend money on what is familiar and desired. Some buyers do not want to buy live animals in fleece, as they look “weird,” are different from what they are used to buying, and remind the buyer of Angoras. In the case of people who will scald the carcasses and cook them “hide on,” the fleece does not burn off but forms an unappetizing crust. This would mean shearing or combing before live-animal sale, or selling heavily fleeced animals in their early-summer clothes (slick).

We need to police ourselves for ethical meat sales, with regard to drug withdrawals (for example, from antibiotics or workers) and known disease. A coughing, poor goat should not be sold as a carcass, but on the hoof so that the buyer is aware of what they are getting. Remember the old adage that a happy customer might tell one or two people, but an unhappy customer tells ten.

Here are some of the ways that we have sold wethers in recent years, with a few of the pros and cons that Toni and I came up with.

Auction Yards

- + You get your money right away (usually within an hour of the sale).
- + Will accept any quantity of animals, one or one hundred.
- + The animals will sell.
- + You have no advertising cost.

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Marketing Meat Goats

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— You do not control whether you get \$2 per goat or \$60.

— You pay a commission (typically 6 to 10 percent of the sale price).

— You cannot educate the buyers as to what the goats are—if they haven't put their hands on the animals in the yards before the sale, all bidding will be done based on their visual assessment of the goats.

Our animals tend not to be shorter than dairy stock, and thus are assumed to be lighter weight, which brings a lower price. Even if one buyer has bought your goats before and knows that they have nice carcasses, if other buyers don't "bid him up," the buyer will pay the least amount necessary to get your animals.

Private Buyer (someone who comes and gets your animals, or you take the animals to them, and they sell direct to a consumer)

+ Can usually take small to medium groups of animals.
+ Will give feedback about the actual consumer's likes and dislikes.

+ You have more control over price for which you will sell your goats.

— Doesn't always have enough cash to pay for all of the goats up front.

— There is a risk of losing animals that the buyer already has but has not yet paid for...whose responsibility is that? Get it in writing!

— Is going to try to maximize the money he/she will get versus what goes to you.

Farm Gate Sales (direct sale to consumer, generally live animal)

+ You set the sale price.

+ You can educate the buyer, have them get hands on knowledge (of the goat).

+ You get paid right away.

— No guarantee of sale.

— You need to advertise in some manner.

— Consumers now know where the goats live...some risk of future theft.

— Possibility of bad checks if you accept other than cash as payment.

Carcass Sales (or, how to have your cashmere and your chevron too!)

+ You can keep the fleece.

+ You can keep the hide if selling hide-off.

+ You can have animals processed at the right (desired) weight.

+ Goats travel even more easily in a box than on the hoof.

+ Not as perishable, especially if cryovacked or frozen.

+ Can aggregate carcasses (if frozen is OK) until target quantity is reached.

+ Immediate data available regarding carcass quality (yield).

+ You could develop by-products like dog treats (think pigs ears and chew hooves), leather sales from hides, skulls/racks, and even bones for soup stock if you are having bone-out cuts made such as shish-kebabs.

+ Possible market for big smelly bucks if consumer will accept.

+ You can supply fresh-chilled carcasses, which are not as readily available at present.

— You pay kill costs up front.

— You have to market the product and kill/pack to specifications (such as hide on or off, cubed bone-in or quartered, or Halal).

— You need a USDA or state inspected facility if selling to retail or restaurant trade.

— Many kill facilities do not want to do goats as there typically has not been a consistent number per week or month for them to deal with.

— There are very inexpensive imported frozen carcasses readily available.

As far as we could see, the avenues that have the highest gross return in terms of dollars also have the highest "hassle factor." Some folks like to call it "value added"—you are adding value but you also have more of your time, energy and money invested. Please be honest with yourself what that time and energy is worth to you, and what your opportunity costs are. Total dollars received is relevant, but what stays in your pocket at the end of the total transaction is what counts.

There are breeders in the Pacific Northwest that have told me that they could sell three times as many wethers as they have...why aren't some of us who are farther from the consumers bringing them our wethers? I would much rather give another breeder the commission than a faceless entity that really couldn't care less about us, and would be very interested in discussing possibilities. Isn't there a Field Day coming up in March?

The main problem with marketing meat animals is that we don't have a consistent/large enough supply (Did you know that there is a Texas broker shipping carcasses into Oregon/Washington?) That would mean that we need to get our numbers up...and isn't that what the Co-op is wanting, as well? Hmmm... Maybe we could all get together about this if there was a Field Day coming up this spring.

In the last few weeks the owners/managers of three different large ranches (3,000 to 30,000 acres), wanting to graze goats on those ranches in the summers, have approached Smoke Ridge. I believe that we would need between 1,500 and 2,500 goats

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Marketing Meat Goats

Continued from previous page

to fulfill these different ranchers' weed-control objectives, and a number of professional herders. When you think about that many goats, you're also thinking about an awful lot of nice, juicy, target-sized wethers... Somebody's problem is our (and that "our" includes every reader of this magazine) opportunity.

Smoke Ridge can't immediately buy 2,000 more goats, but maybe there is a way to have partnerships to take advantage of the grazing out here and the market out there (both coasts). A Field Day in March would be a great opportunity to discuss these opportunities.

Happy New Year! I think that it's going to be an incredible year for all of us. See you in March!

Advertising With Passion!

By Lisa Roskopf
Hawks Mountain Ranch

We've wanted to do an article on advertising for some time, but didn't feel qualified to write it ourselves. We also thought that generating it ourselves might be viewed as somewhat self-serving. So, we decided to enlist the help of someone whose advertising skills we admire. We've seen Lisa's ads around in many places and know that she is focused and methodical in her business. Lisa and her husband George raise several breeds of livestock on their Gaston ranch. They specialize in Icelandic sheep and Pygora goats.

For many of us, the entry into the "business" of raising animals came as a result of a "passion" for sheep or goats, using the fiber they produced, or the lifestyle these activities represented. It may have been the sight of baby kids bouncing around the barn in the spring or the meditative satisfaction of spinning beside a winter fire, that hooked us into this adventure.

Once we had jumped in with both feet and bought more animals and fenced more pasture, we came to the realization that they would represent a considerable investment in time and money. In order to continue to invest in our passion, we began to realize that we would need to begin to sell our products to others. This can be a difficult transition.

Good advertising can be a key ingredient to the transition from being a hobbyist to operating a successful business. I think of advertising as a way of helping others understand why I'm passionate about my animals and products. I'm afraid I'm not a good enough advertiser to be able to push products I don't know, however, when it comes to describing to people the virtues of my animals or their products, I feel confident I can do that! It is clear to me what their value is. I feel that this is an important place to start your advertising planning.

Understand the value of your product

The place to begin to understand why someone would want to buy what you have to sell is to understand why you bought it yourself. List the "value" your animals or products have for you. Keep this "value list." As you sell to customers, actively seek their feedback. Use that feedback to update your list. This will give you a comprehensive picture of why people would purchase from you.

This list will do a couple of things for you. It will focus your discussion once your advertising begins to generate contacts from potential customers. I am always amazed at the fuzzy, vague, and sometimes even negative responses that sellers give prospective buyers. It is often difficult for potential customers to "catch the passion" from these kind of responses. The "value

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Advertising With Passion

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list" will help focus your discussion on the things about your animals that will enable others to understand your passion and yes.....perhaps purchase your products.

The second thing this list will provide is the basis for your advertising. By focusing your advertising around the values of your animals and products, you are prepared to create "your message." Having a message uniquely tailored to the values of your product will allow you to stand out for the eye of potential customers. In a world with many choices for customers, it is important to catch the eye of buyers. Once you have your message, it is time to plan your contacts with customers.

Methods of making contact

There are lots of ways to be seen and heard by people that may have an interest in your products. I have detailed a few here but keep an open mind. Potential buyers can be in lots of places. What I believe is important is to find those places and be effective at getting your message across.

Printed material

One of the tried and true methods is to advertise in newspapers, magazines, periodicals, and other written materials that potential customers read. I suppose more contacts are generated this way than any other. I try to advertise in the kind of material that I believe that most customers read. It isn't usually too productive to advertise in a magazine aimed at urban readers if you want to sell farm animals.

A simple example but it isn't always that easy to determine which things you should spend your advertising dollar on. I look to see where others are advertising, ask myself what is it that I read and start there. Once I've started, I gather data on where I'm receiving the most contacts. I ask people how they heard from me. I keep a "contact list" with names, addresses and phone numbers.

Internet

The Internet is the fastest growing medium for advertising. I understand that nearly 25% of the retail business during the 1998 holiday season was done over the Internet. I have found my web site to be the most effective generator of contacts for raw fleece customers. I do my own web site. It is something that can be learned with reasonable computer skills. Web creation and maintenance services are available though expensive. The use of this vehicle in future advertising will play a larger and larger role.

Fairs, shows, breed association meetings

This is an excellent place to meet potential customers personally. By showing animals and going to these events, it not only allows me to intermingle with other breeders but I can learn from it and it gives me a chance to personally deliver my mes-

sage. I always have farm and breed brochures. I also have a clipboard that asks anyone interested in additional information to leave their name address and phone number. This data, of course, gets added to my contact list.

Newsletters

I generate a quarterly newsletter. In that I try to include information about my animals and products that I feel people might be interested in. I try to include useful information that would cause someone to say they gained value from having read it. I also include lamb, kid and fleece price lists. I try to tie in some of the advertising methods. For example, I tell them about the news on my web site listing and a listing of the fairs I will be showing at.

Follow up, follow up, follow up

It can't be said enough. Whoever said you need to knock on a hundred doors to make a sale was right on the button. Be prompt in your response to people contacting you. Listen and gather data from each contact. This will help you understand if your message is being heard with the feeling you desire.

You can be an effective advertiser. Believe in yourself and your product. Have "your message" clear in your own mind. Use customer feedback to continuously improve the clarity. Use all the available methods to make contact with customers. Follow up on all contacts and use them as learning experiences. Most importantly of all, be passionate about your products.

Lisa Roskopf

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Gaston Oregon 97119

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Web site: www.hmrpygoras.com

Defining Moments Between Man and Goat

By Linda Cortright

Sometimes I try to hide just how important my animals are to me. I do not have a "cutesy" message on my answering machine with the dogs barking out Jingle Bells in the background. I do not dress up my cat in doll clothes and I have never let a goat in the bedroom. And as long as I follow these simple rules I figure my friends and neighbors will resist referring to me as that crazy goat lady who lives up on the hill.

Unfortunately, last year I slipped. I made one of those egregious errors that will undoubtedly haunt me until my last breath.

My partner, Tom, who is frequently undeservingly maligned in these pages for the sake of some easy humor, broke his foot winter. Yup, snapped it in two.

I was off at a meeting while he stayed home to perform the noble deed of stringing lights on the Christmas tree. Which for some unknown reason, probably Darwinian in basis, is right up there with cooking on the outdoor grill—it's a guy thing. And so I left the house with the happy thought that the lights would be in place upon my return and we could spend the afternoon listening to the Nutcracker and putting on ornaments.

Two hours later I came through the door and when I called out in my usual nauseatingly chirpy voice I heard a very solemn "hi" in response. I walked into the living room to find Tom looking disgruntled. His foot was propped up on the ottoman, ice leaking out of a plastic bag, and the lights weren't on the tree.

"I think it's broken," he said sheepishly.

And my first reaction was—here we go again, another stubbed toe and he thinks he's broken his foot.

I ventured a little closer and gazed down at the offending appendage and with virtually no medical training at all, I had to agree. It sure looked broken to me. I did my best to switch courses and become sympathetic, comforting, consoling and even offered to get more ice—that wouldn't leak all over the furniture!

Obviously a trip to the hospital was in short order and no doubt the sooner Tom got something for the pain the better he'd feel. At that precise moment I looked out the window, and there was one of those freak snow squalls that comes out of nowhere enveloping the window. The entire mountain view had turned white. It wouldn't be long before the roads would become treacherous—we needed to get on our way to the hospital. The weather was making Tom anxious and I was grateful that I didn't have a partner the size of a Bronco fullback to get out to the car.

I helped Tom into his coat and then finally I couldn't contain myself a moment longer. In my most apologetic and pleading voice I begged that since he'd



Tom feeds Jingles and Jolly. Tom is still smiling here. Either this photograph was captured before the broken foot incident or he's accidentally mixed in a little arsenic with the milk. Photograph by Linda Cortright.

already been waiting almost an hour or me to come home, would he mind waiting just a bit more while I ran down to the barn and gave the two babies their bottles? Afterall, we could be at the hospital for several hours and heaven forbid they should be late for a feeding, or, even miss one all together.

Of course it was only a rhetorical question and both Tom and I knew it. I told him it wouldn't take long while I heated the bottles, schlepped down to the barn, fed them and I'd be back and ready to go before he'd been permanently paralyzed from pain.

It was an awful request but then again, I couldn't really risk having those little babies wait an extra hour or two... could I?

The trip to the hospital was blessedly uneventful and in no time the emergency ward began filling up with fender bender casualties and the usual winter-time mishaps. Tom's foot was too swollen to cast at that point and I decided against telling the doctor that my two little kids, Jingles and Jolly were partly to blame.

On the trip home, the squall had passed and the sun was out just as if it had been shining all day long.

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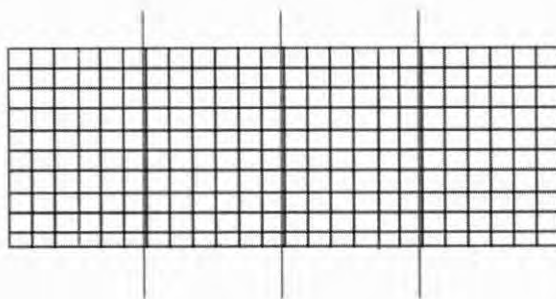
Goat

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Creep Feeder Made Easy

By Robin Walters

Bar None Meat Goats, Seguin, Texas



Creep feeder is cut out of a single cattle panel and is 4' square. The sides are fastened together with hog rings, although cable clamps can also be used. Brass snaps are used to latch the gate. The "prongs" are pushed down in the ground and helps stabilize the feeder.

We start with a small feed bowl of feed in the center, then when needed, move to a pig type creep feeder mounted on a piece of plywood. This is attached to the creep fence with plastic wire ties. The plywood keeps the feed out of the does sight, or at least where they can't reach it.



Kids have easy access, while does have to wait outside.



Feeder folds easily for moving and storage.

Defining Moments

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"So just exactly how did this happen?" I asked him.

"Well, I fell off the ladder putting the lights on the tree and when I landed, I heard it go pop!"

Naturally, I felt responsible for not having been there to steady the ladder and now I had the added burden of having to put up the lights myself. Yuck!

Tom's foot ultimately healed (not heeled) fine although his skiing was pretty well destroyed for the season. I apologized to him repeatedly in the weeks to follow for having made him endure more suffering while I fed the kids. He assured me he understood. After all, that's why my friends and neighbors call me that crazy goat lady who lives up on the hill.

Page 18, February 1999

Secret Message For Mild Goat Men Members Only!

No one else is allowed to read this!

The Head Herder is alive and well, or at least good. Certain parties attempted to stage a coup (coop?), but it was unsuccessful, so all members shall continue to receive their non-benefits as usual.

More next issue, maybe.



Medicine Cabinet for Sheep and Goat Producers

Drugs and feed additives used by sheep and goat producers worldwide

From the Maryland Small Ruminant Internet Pages

Editor's Notes: If you have a computer and internet access, these internet pages are an excellent resource. They can be found at: <http://www.intercom.net/user/sschoen/meds.html>. The author of the pages has made available an extensive list of drugs, biologicals and feed additives with links directly to the sources of the information at the FDA, drug manufacturer or a University. Of course, as the author notes, all products should be used under the advice your your Veterinarian.

In the January 1999 CashMirror issue, we published the listings for Anthelmintics, Antibiotics, Coccidiosis treatments, reproductive control aids, kidding aids and a couple of miscellaneous drugs. This issue completes the list with the biologics (vaccines), injectable vitamins and footrot medications. The following section about Extra Label Drug Use and the author disclaimer are repeats from last issue, but we didn't feel that any of the information listed below should travel alone without the warnings attached!

Extra-Label Drug Use

Extra-label drug use is defined as use or intended use of any drug in an animal in a manner that is NOT in accordance with the approved labeling. This includes use in a species not listed in the labeling, use for an indication (disease or other condition) not listed in the labeling, and use at dosage levels, frequencies, or routes of administration other than those stated in the labeling. It also includes deviation from the labeled withdrawal time. Extra-label drug use is only permitted by or on the order of a licensed veterinarian within the context of a valid veterinarian-client-patient relationship.

Due to the limited number of drugs labeled for use in sheep and goats, extra-label drug use is often necessary. Sheep and goat producers and veterinarians need to work together to ensure that all livestock drugs are used

in a safe and legal manner.

There are two classes of drugs: Over the Counter (OTC) and Prescription Drugs. Over the counter drugs can be purchased and used as directed on the label by producers without establishing a relationship with a veterinarian. Prescription drugs can be used only on the order of a veterinarian within the context of a valid Veterinary Client Patient Relationship.

Extra-label drug use is permitted if there is a rational medical basis for the use and all requirements of the Animal Medicinal Drug Use Clarification Act (AMDUCA) are met. Extra label use is not permitted for nontherapeutic uses such as for production purposes or for improved reproductive performance.

Disclaimer: This article has been compiled for informational purposes only and is not intended to replace professional veterinary advice or care. The author disclaims any liability in connection with the use of this information.

Biologics - Vaccines

Anti-Abortion

Products - Campylobacter Fetus Bacterin, Chlamydia Psittaci, Enzabort™ EAE-Vibrio, Campylobacter Fetus-Chlamydia Psittaci Escherichia Coli Bacterin, and Lepto-5.

Indications - for use in flocks where specific abortion types have been diagnosed by veterinarian and/or animal health laboratory.

Dosage and directions for use - 2 ml subcutaneous injection. Administer 1st dose at least 60 days before ewes are exposed to rams and 2nd dose 30 days later. Revaccinate annually. **Withdrawal**- 60 days before slaughter.

C-D Antitoxin

Indications - for prevention and treat-



ment of enterotoxemia in cattle, sheep and goats.

Dosage and directions - for protection, inject 3 ml subcutaneous (SQ) or intramuscularly (IM). For treatment, increase dosage 100%.

C-D Toxoid

Indications - For use in healthy sheep as an aid in the prevention and control of disease caused by *Clostridium perfringens* Types C and D. Type D is also called enterotoxemia, pulpy kidney disease or overeating disease. Type C is known as bloody scours.

Products - Bar-Vac® CD/T, Bar-Vac® 7, C-D Toxoid, Covexin™-8, Colorado Serum CD/T, Fermicon CD/T, C/D, Ultrabac C, Electroid® D

Dosage and directions - Administer 1 ml intramuscularly (IM). Repeat in 21 days. Revaccinate annually. Vaccination of pregnant animals provides protective antitoxin through the colostrum to nursing newborns until they are old enough to be vaccinated. Young animals can be vaccinated at any age followed by a booster shot in 21 days. Goats require regular revaccination at 6 monthly intervals to maintain effective immunity against enterotoxemia (CSL Ltd., Australia).

Precaution(s): Avoid carcass secondary infection at injection site. Localized swelling may develop at the site of injection. Anaphylactic reactions may occur following the use of this biological.

Withdrawal - 21 days.

Ovine Ecthyma (Soremouth, Orf)

Vaccine is a live virus!

Indications - for vaccination of healthy sheep and goats against soremouth.

Dosage and directions for use - Mix

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Medicine Cabinet**Continued from previous page**

diluent and dried virus as directed. Dip the supplied applicator into the prepared vaccine (see product literature) and make a light scratch 4 to 5 cm long on the bare unprepared skin. The scratches should be just sufficient to break the skin but not draw blood. The most suitable sites for vaccination are the bare areas of skin on the side of the brisket, inside the forearm, or inside the thigh.

Precaution(s) - Use of this vaccine on soremouth-free farms will result in its introduction; therefore, soremouth vaccine should not be used on farms that do not already have this disease or are not at a high risk for catching it. Soremouth is caused by a virus which is communicable to humans!

Covexin™-8

Indications - for active immunization of healthy sheep against blackleg, malignant edema, tetanus, black disease, red water disease and overeating types B, C and D.

Dosage and directions - Inject 5 ml (cc) subcutaneous, followed by a 5 ml (cc) dose in 6 weeks. Revaccinate annually with a 2 ml dose. Pregnant ewes should receive their 2nd vaccination or annual booster 2 to 6 weeks before lambing. Give lambs their primary course beginning at 10 to 12 weeks of age.

Escherichia Coli

Products - Ovine Ecolizer™ (oral), Ovine Pili Shield (injection).

Indications - for use in the prevention and treatment of colibacillosis (baby lamb scours) caused by *Escherichia Coli*. Dosage and directions - Lambs: administer 5 ml orally to each lamb within 12 hours after birth. Slowly syringe the contents into the back of the lamb's mouth. Colostrum should be fed to each lamb. Ewes: vaccinate against *E. Coli* at the same time as you are giving C & D vaccine to the pregnant ewe 2 to 4 weeks pre-lambing; then the *E. Coli* antibodies will be contained in the vaccinated ewes colostrum.

Precaution(s) - Anaphylactic reactions may occur following the use of this biological.

Withdrawal-21 days before slaughter.

Nasalgen®

Modified live virus.

Indications - for the immunization of cattle against IBR (Bovine Phinotracheitis) and PI3 (Parainfluenza-3). PI3 may play a role in baby lamb pneumonia (University of Minnesota, 1991).

Dosage and directions - administer 2 ml (cc) intranasal (1 ml (cc) in each nostril) per head. Give at birth or at processing.

Withdrawal - 21 days before slaughter.

Tetanus Antitoxin

Indications - for treatment of tetanus and immediate, but temporary (7-14 days) protection for animals recently exposed to tetanus.

Dosage and directions for use - for prevention, inject 1,500 units subcutaneous or intramuscular. For treatment, inject 3,000 to 15,000 units.

Tetanus Toxoid

Indications - For use in healthy sheep as an aid in the prevention and control of disease caused by *Clostridium tetani*, tetanus (lockjaw).

Directions and dosage - Administer 2 ml intramuscularly (IM) or subcutaneously (SQ). Revaccinate in 2-4 weeks and once annually.

Precaution(s) - Anaphylactic reactions may occur following the use of this biological.

Withdrawal - 21 days before slaughter.

Injectable VitaminsBo-Se®

Ingredients - Selenium (Sodium Selenite) and Vitamin E.

FDA approved use - for lambs and ewes for the prevention and treatment of white muscle disease.

Availability - veterinary prescription. Route of administration - intramuscular (IM) or subcutaneous (SQ) injection. Dosage - 1 ml per 40 pounds of weight (minimum 1 ml) for lambs 2 weeks of age or older. 2.5 ml per 100 lbs. of body weight for ewes.

Precaution(s) - Do not use in pregnant

ewes. Deaths and abortions have been reported in pregnant ewes injected with this product. Mu-Se® contains 5 times as much selenium as Bo-Se. Withdrawal - 14 days before slaughter.

Thiamin

Indications - For treatment of Vitamin B1 deficiencies.

For treatment of thiamin deficiency (polioencephalomalacia) in sheep, administer 100-500 mg of thiamin, depending on bodyweight (Cornell University).

Vitamin B Complex

Indications - as a supplemental source of B vitamins.

Dosage and directions - intramuscular (IM) injection, 3 to 5 ml for adult sheep; 1 to 2 ml for lambs.

Vitamin A-D

Indications - for the prevention and treatment of Vitamin A-D deficiencies in cattle, sheep, and swine.

Dosage and directions - intramuscular (IM) injection, adults, 1/2 to 1 ml per 100 kg bodyweight; breeding animals, 1/2 ml per 100 kg bodyweight; young animals, 1 ml per 50 kg bodyweight.

FootrotFootvax® Footrot Vaccine

Manufactured by Schering-Plough
Ingredients - 10 strains of killed *Bacteroides nodosus* organisms suspended in a water-in-oil emulsion.

Indications - to stimulate a strong immunological response for the protection from new footrot infection and treatment of infection already present. Dosage and directions - Two 1 ml injections should be given six weeks apart. The first is a primer and the second shot should be timed to correspond with the start of the footrot season. A booster should be given every six months. Combine with conventional treatment (regular hoof trimming, footbaths, culling etc). Vaccine should be given under the skin high up on the neck and just behind the year.

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Medicine Cabinet

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Kopertox

Ingredients - 37.5% Copper Naphthenate.

Availability - over the counter.

FDA approved use - As an aid in treating horses and ponies for thrush caused by organisms susceptible to copper naphthenate.

Route of administration - topical liquid.

Dosage and directions - apply daily to affected hooves until fully healed.

Volar™ Footrot Bacterin

Indications - 61% to 88% reduction in clinical symptoms of footrot in sheep.

Dosage and directions - Inject a 3 ml dose intramuscularly or subcutaneously in the neck area. Repeat in 3 to 4 weeks. A booster dose should be given annually or at any time endemic conditions exist or exposure is imminent. Additional information - safe in pregnant ewes

Zinc Sulfate

36% Zinc, 17.5% Sulfur.

Indications - for use in footbaths as a preventative and treatment of footrot in sheep.

Dosage and directions - mix rate of 8 lbs. to 10 gallons water in footbath. Add one cup liquid laundry detergent.



A Letter From Terry Sim (Noted Australian Shearer and Classer)

Dear Paul and Linda,

No, I won't be coming to the US this year. Too much to do here and too much consolidating to do, mainly financially, before I make any more overseas trips. I will miss the US and all my friends there, but haven't given up on the cashmere industry. Just need to focus on some other things.

I heard on the news today that mohair is making a big fashion comeback. Maybe cashmere will do the same and all you people will be millionaires. Well, you've got to dream a little.

I'm still working hard at the newspaper. My part of the paper has expanded from three to five pages, to eight to sixteen, so it is taking more of my energy now. I'm still enjoying it, but it is very tiring and I'm feeling the need to get back to the farm and real work. Think of me when you are wrestling your goats this shearing season.

Take care.

Terry Sim
January 11, 1999

"First you spend inordinate amounts of time breeding them, then you spend entire weekends shearing them. Now all you do is hang around in the barn and wait for the kids to arrive. Am I ever going to get any attention???"

Livestock Handling (Using Basic Livestock Psychology)

By Linda Fox

Knowing how to handle animals in the most effective manner will improve productivity, for your livestock and yourself. Productivity will be improved by preventing physiological changes to the animal caused by stress. Stress has been shown to lower conception rates and immune and rumen function as well as affecting weight gain. Knowing how to effectively handle livestock can also reduce stress (and injury) to the animal handler. Handling of livestock is necessary for moving livestock to market or for health management chores such as worming, vaccinating and foot care and treatment required for sick or damaged animals.

Smart farmers/ranchers who understand livestock behavior can reduce stress for everyone on the farm—the animals, the handler and the uninvolved family members who are required to listen to the handler constantly complain about bruised shins at the dinner table.

It is easier to handle livestock if we understand how the animal perceives the world. This doesn't mean that we have to necessarily understand what our animal's thoughts are on the meaning of life, but it is helpful to know what the animal sees and hears and what they are likely to be afraid of.

Vision

Livestock have wide angle vision compared to our own—notice how widely-spaced their eyes are compared to our ours. They have eyes where we have ears! This wide spacing of their eyes gives them much better peripheral vision than our own limited sight. Cattle and pigs have a visual field greater than 306°. Sheep have from 191° to 306° field of vision, depending on the amount of wool on their heads. Goats, who seldom have wool on

their heads, probably also have a field of vision of about 300°.

Ruminants have depth perception, but the trade-off for their wide-angle view is a loss of depth in their vision. Their ability to perceive depth at ground level while moving their heads is probably poor and some research has suggested that there may be an extensive blind area at ground level. To see depth effectively at ground level, the animal would have to stop and lower its head. To examine new objects on the ground, ruminants will lower their heads to get a better view. Therefore, if you choose to play board games with your animals, it will help to get the board at their eye level. And don't cheat when they look the other way—with their wide angle vision, they will surely catch you.

Cattle, pigs, sheep and horses often refuse to walk over a drain grate, hose, puddle, shadow or change in flooring surface or texture. I haven't noticed that goats have a problem here.

The lack of good depth perception and wide-angle vision makes ruminants easily frightened by shadows or moving distractions. They can see a lot of things in their 300° view, but their lack of depth perception keeps them from perceiving with as much perspective. Solid-sided handling chutes will reduce the stressful distractions of moving objects and people through the sides of the chute. If animal handling areas are kept well-illuminated with a uniform and diffuse light, shadows and

bright spots will be minimized and be less distracting to the livestock.

Pigs, sheep and cattle have a tendency to move from a dimly lighted area to a more brightly lighted area, as long as the light is not glaring in their eyes. Moving or flapping objects in the animal's line of sight can disrupt handling.

Goats, along with cattle, pigs and sheep possess color vision. Don't try to pass off black and white movies on a goat; they'll know the difference (They may still enjoy Casablanca, however). Handling will be eased if facilities are painted one uniform color, avoiding a sudden change in color and texture. Never go directly from a shag carpet to a tile floor in a livestock barn. As well as assuring that you will never make it into "Barn Beautiful", you may also cause your livestock to balk.

Hearing

Animals have sensitive hearing.

Continued on next page



This is one way to handle livestock—not much psychology required here. Annette Hixson passes the goat to her mother, Melida. The goat is not stressed; she's used to it. Photographed at Quinta San Pedro, Salem, Oregon.

Livestock Handling

Continued from previous page

Perhaps that is why you never see cows at outdoor rock concerts. Cattle and sheep are more sensitive to high frequency noises than we are. Cattle hear best at 8,000 hertz (Hz) and sheep hear best at 7,000 Hz (We hear best at 1,000 to 3,000 Hz) Research has shown that continuous exposure to sounds over 100 decibels (dB) reduces daily weight gain in sheep. Animals will, however, readily adapt to reasonable levels of continuous sound. One researcher found that sheep exposed to 75 dB of miscellaneous sounds (roller coasters, trains, horns, etc.), white noise or instrumental music gained weight at a faster rate than sheep without continuous noise. It can be helpful to desensitize animals to a moderate amount of noise by providing them with some continuous noise—such as a radio station which plays a variety of talk and music. An animal that is used to a variety of noises in its lifestyle will be less likely to be stressed by unexpected noises.

Loud, or unusual noises should be kept to a minimum when handling animals. The loud clanging noise of an outdoor telephone raised a calf's heart rate by 50 to 70 beats per minute. Suggestions to avoid noises: put rubber stops on gates and squeeze chutes, locate the pump and motor on a hydraulic squeeze chute away from the squeeze, pipe exhausts on pneumatic powered equipment away from the handling area.

Small amounts of noise can be an aid in moving livestock. Creating a little noise that they are not familiar with or at a level they are not used to can get their attention and cause them to move. However, it has been shown

that sheep who are already excited will not respond to noise.

Flight Zone

Animals also have what is referred to as a flight zone. In humans, we call it our comfort zone, that space around us, dictated mostly by our culture, which we generally prefer that others stay out of. If something comes within an animal's comfort zone, such as a handler or a dog, the animal will generally move so that their comfort zone is maintained. The size of the flight zone depends on the species of animal and how tame it is. It has been found that animals confined to smaller areas will have reduced flight zones. A cow which has been extensively raised may have a flight zone as much as 164 feet, while the comfort zone for a feedlot cow may be only 6 - 26 feet.

As an animal receives frequent, gentle handling, the size of their flight zone will decrease. To test the size of an animal's flight zone, slowly walk up to animal to see how close you can get before the animal moves. On a lazy day when you have nothing to do, compute the flight zone for every goat in your herd, enter it on a spread sheet, plot it on a histogram, send it to your mother—she'll be impressed.

And what do you do if your animal is so tame that their flight zone is zero? Obviously, this animal is going to be difficult to herd with conventional methods. You will need to resort to leading with a feed

bucket or halter.

Animals are less stressed by human contact when they have experienced previous gentle human contact. Non-gentle human contact or inconsistently-treated animals will learn that a human is not to be trusted.

If you wish to move an animal, invade its flight zone only slightly. If you deeply invade the flight zone, you may cause the animal to run either away from you or over you. If you are close, but outside of an animal's flight zone, they will turn and face you and maintain a safe distance. When you enter the flight zone, the animals will turn away.

Herd Mentality

All livestock are herd animals. They will usually become agitated when they are separated from their herd. Isolation of a herd animals is a great stressor. If an animal must be isolated and becomes agitated, other animals should be put in with it.

Herd animals have a leader who they will readily follow. In moving a herd of animals, a handler who concentrates on moving the leader, will move the herd. Trained sheep have been used to lead sheep through a handling facility. Herd animals generally maintain eye contact with each other and often groups of animals who can maintain body contact remain calmer.

Genetic / Environmental Differences

Genetics plays a part in determining handling ease. Some breeds of animals are just more manageable than others. Brahman cattle are more excitable than British breeds. Yorkshire pigs move more slowly during

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Continued on next page

Livestock Handling

Continued from previous page

loading than Pietrian pigs. Rambouillet sheep tend to flock tightly together and remain in a group, while Cheviots are more independent than other breeds.

An animal's reaction to stress is determined by three factors: genetics, individual differences and previous experiences. Animals remember previous experiences and usually try to avoid repeat performances of frightening or painful experiences. Sheep which had been inverted in a handling device were more difficult to move through corrals the following year. Cattle who had experienced electro-immobilization demonstrated elevated heart rates when they approached the place where the shock had occurred. Even chickens who were handled gently had lower plasma corticosterone levels compared to chickens handled roughly.

An animal whose environment is rich and variable is less likely to be stressed by an unexpected change in its environment.

Animals can be trained to volun-

tarily enter and accept restraint. The animal needs to be handled gently and the restraint device must be comfortable. A tame animal can be trained to voluntarily enter a restraining device in less than an hour if introduced to the device gradually and gently with feed rewards.

When catching and restraining a wilder animal, it is important to catch the animal on the first attempt. If the first attempt fails, the animal will become stressed and be more difficult to catch. We've always noticed in our attempts to catch the wilder goats that your first shot is your best one. The animal will become more illusive and more wary will each succeeding failed attempt. When a wilder animal is restrained, it will aid your future relations with the animal if you do not release it until it has stopped struggling. Releasing it while it is still resisting you will be perceived as a reward for struggling. The restrained animal should be stroked and talked to gently until it is calmer before letting it go.

Animal handling will be facilitated by proper design of the handling facility. Using your knowledge of the animals' perception of the universe and goals in life will make the facility fit with their world. Consistency is helpful. It has been shown with sheep research that corrals are more efficient if the animals follow the same route for all handling procedures. Orienting the exit of the chute to their

"home" pasture will also facilitate movement.

Curved chutes are recommended for moving cattle rather than chutes with sharp corners. This prevents the animal from seeing the end of the chute until it is almost there. Solid sides to chutes are recommended for all livestock to eliminate fright from moving objects and from handlers inside the animal's flight zone.

Using behavioral principles in planning the handling of your livestock will reduce stress. A reduction in stress facilitates weight gain, disease resistance and improves conception rates. To avoid stress, a handler should work on the edge of the animal's flight zone and keep loud noises to a minimum. Gentle handling of animals will be remembered by them and make handling in the future an easier task. Your shins will thank you.

Reference:

Grandin, Temple, "Behavioral Principles of Livestock Handling," *Professional Animal Scientist*, December 1989, pages 1-11.



These aren't just goats; they're lawnmowers. Here's the test to see if you read the article or just went through and looked at the pictures: How am I going to get these doelings herded back to their pen? Hint: They like country music at a moderate level and their flight zone is about 2 inches.

So what's a dB and a Hz?

Decibel (dB)

A measure of the relative loudness of sounds. A quiet residence is about 38 dB, ordinary conversation is around 70, a jet airplane will register 120 and an air raid siren is a whopping 150 dB. The higher the decibels, the louder the sound. Decibels are logarithmic, so doubling them is a lot louder than just twice as loud.

Hertz (Hz)

A measure (metric, of course) for measuring the frequency of vibration in waves. The more hertz, the higher pitch is the sound. For you music buffs, 440 Hz is the A above middle C. For the rest of you, it's the key in about the middle of the piano.

Calendar of Events

Association Contacts

February 27, 1999

Northwest Dairy Goat Conference
Clackamas Community College, Oregon City,
Oregon. 24 different educational sessions to choose
from on goat management, disease, spinning, chee-
semaking, showing and other topics. Cost \$10
advance registration, \$15 day of event. For informa-
tion: 503-829-7102, 503-829-8352, 503-655-9874.

March 20, 1999

Farm Field Day, Goat Knoll, Dallas, Oregon
10:00 am - 4:00 pm or so. Hands-on lessons on goat
care, goat conformation, fiber preparation, fiber
classing, spinning and other cashmere-related stuff.
More information on page 3, this issue.

May 14-15, 1999

Rare Breed Livestock, Miniature & Small Pet Expo,
(Sixth Annual), Fairgrounds, Knoxville, Tennessee
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booths, breeders, registries.

For more information, visit their web site at:
<http://www.public.usit.net/ddtarr> or contact Heart-
song Triple D Farm, 1292 Lakemoore Drive, Jeffer-
son City, TN 37760, phone 423-475-3777
email: ddtarr@usit.net.

May 29, 1999

Back of the Wasatch Fiber Festival, Summit County
Fairgrounds, Coalville, Utah, Featuring llamas,
alpacas, sheep, stockdogs and everybody's favorite:
goats! More info: Heide Smith 435-649-3856 (eve-
nings).

June 5-6, 1999

Big Sky Fiber Arts Festival (10th annual)
Ravalli County Fairgrounds, Hamilton, Montana
1999 theme is "Life's Threads into Art", featured
breed for 1999 is goats! Numerous workshops with
well-known instructors, commercial booths, animal
shows. For information contact Big Sky Fiber Arts
Guild, PO Box 74, Hamilton, MT 59840.

June 18 - 20, 1999

Black Sheep Gathering
Lane County Fairgrounds, Eugene, Oregon
For info: 25455 NW Dixie Mountain Rd., Scap-
poose, OR 97056, 503-621-3063.

American Meat Goat Association

W. E. Banker, President, 512-384-2829

Cashmere America Co-operative

Joe David Ross, Manager, 915-387-6052
fax: 915-387-2642
Wes Ackley (Maine) 207-336-2948
Marti Wall (Washington) 360-424-7935

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Carol Kromer, Club Contact, 719-347-2329

Eastern Cashmere Association (ECA)

Ray Repaske, President, 540-436-3546
cashmere@shentel.net

North West Cashmere Association (NWCA)

Guy Triplett, President, 541-388-1988
harvest@empnet.com

Professional Cashmere Marketers' Association

(PCMA), Tom and Ann Dooling
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ann@MontanaKnits.com

Pygora Breeders Association (PBA)

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email: dchambers@proaxis.com

Texas Cashmere Association (TCA)

Dee Broyles, President
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Wild Goat Women

Debbie Walstead, Chairperson, 719-495-2962

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Good Jokes

Cat Power

When a cat is dropped, it always lands on its feet. And when toast is dropped, it always lands with the buttered side facing down. I propose to strap buttered toast to the back of a cat; the two will hover, spinning inches above the ground. With a giant buttered cat array, a high-speed monorail could easily link New York with Chicago.

The Danger of Fear

Fear can sometimes be a useful emotion. For instance, let's say you're an astronaut on the moon and you fear that your partner has been turned into Dracula. The next time he goes out for the moon pieces, wham!, you just slam the door behind him and blast off. He might call you on the radio and say he's not Dracula, but you just say, "Think again, Batman!"

Understanding Mankind

Maybe in order to understand mankind, we have to look at the word itself: "Mankind". Basically, it's made up of two separate words - "mank" and "ind". What do these words mean? It's a mystery, and that's why so is mankind.



Coming Attractions!—Next Issue

1999 Domestic Prices for Cashmere
Objective Measurement
for Cashmere Style (Research)
Book Review - Goatkeeping 101
(a new book from Caprine Supply)
National Western Stock Show
Cashmere Goat Results

The King and I

By Vicki Biggs

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Cook County News-Herald

It has often occurred to me that it is a good thing I do not own a handgun. Not that I ever have wanted to shoot any two legged critters. When I get angry at people I seldom think of murder. It's too quick. No, my murderous impulses of late were directed solely at my darling, albeit stinking, new black cashmere billy goat.

Two weeks ago I went into the corral well after dark and shone the light on the flock of seven goats. They were huddled in a nervous knot behind the little black billy, who looked at me with his yellow, devil-eyes as if I were a bear. I sensed he was less than his usual sweet-natured self. So I extended my hand to stroke his back. Big mistake.

With one quick flick of his head he raked the hand with a horn. Then before I could retreat, he rammed me on the side of my upper right leg, pushing me off balance and neatly sending me on my knees in the goat-berry encrusted mud.

We will not dwell on my comments at that point. Suffice it to say I got up and out of the corral faster than I ever knew I could. I was not physically hurt, but my feelings were bruised and I was boiling mad.

"You, my fellow are going to get gone!" I told him as I returned in less than a minute, goatherd staff in hand. The ash staff has a long crook at one end, shaped like a swan's neck, that is all business. The shepherd holds the staff upside down, hooks the animal under the chin and pulling up, leads the recalcitrant creature anywhere. It sounds too simple to work. But I have easily snagged my biggest goat out of a bucket of corn and led the walking stomach away with no more effort than it takes to carry a water bucket.

"You will never go back in the flock again!" I shrieked at the bewildered black delinquent as he stood in the ante room of the stable. "No more romancing the does and bullying the wethers—get it?" Slam! I resolved to sell the little spud immediately.

But, winter is a tough time to sell livestock. I did not care to declare defeat and surrender requires some struggle. So, I consulted my goat bible, Goat Husbandry by the venerable Scot, David Mackenzie.

"Honeyed words and bribery are wasted on a rebellious goat," said Mackenzie. "A good sound trouncing is needed; not just an angry slap, but a stand-up fight and a walloping thorough defeat."

Lord, but those Brits cut to the heart of things. No touchy-feeling flap doodle to waddle through. No herbal unguents to concoct or dubious auras to discern. Just whup that sucker upside the head. Well, not quite.

Mackenzie then proceeded to tell the tale of a small boy who ruled over a huge and rebellious goat with "awesome horns and ferocious habits." Taunting the goat to the end of its tether, the boy grabbed the creature simultaneously by one ear and the tail, pulled the two together, causing the animal to stagger and fall. Once down, the goat was further humbled by having

its nose rubbed in the dirt.

Oh my...I thumbed rapidly through the book looking for other options. But Mackenzie didn't clutter his book with watered down alternatives. I lay awake several nights wondering which hand should hold the tail.

Days passed with the billy tethered outside the barn, bleating piteously to his flock who were happily cavorting within sight in the corral. My heart softened. I brought him so many small trees to chew on that twice his tether got tangled in limbs and broke. Twice he braved the electric fence to be with his own. Twice I took him back to the tether without incident. Never did I attempt the ear/tail twisting maneuver.

The realization has come to me that the black goat was simply being "king billy" on the night he knocked me down. I came upon him in the dark. The other goats telegraphed their nervousness to him. I was between him and the stable. He reacted. It was isolated and explainable. Again, how good I did not have a gun at the time when I believed in my rage and disappointment that the animal had "gone bad."

Often I have been accused of attributing human characteristics to animals. Actually, I do the reverse. And, it works. The dynamics between the king billy and me happen to me and other humans all the time. In the shopping mall. The workplace. The churches. Instant outrage and seething resentment are inevitable.

For the most part, though, I believe that pissant behavior in humans and king billy hoo-hah in goats must be part of our deal here on earth, not an aberration. Our only choices seem to be flight, fight or accept.

Given the grace of time to cool down, my choice is inevitably acceptance. It's a good choice. It means I get to stay with what I love. But, better yet, it means I never have to decide which hand has to grab the tail. Works for me!



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...Dave Barry, 1/14/99

"Be sure you know the condition of your flocks, give careful attention to your herds."

...Proverbs 27:23

"Dogs come when they're called; cats take a message and get back to you later."

...Mary Bly

The Deadlines:

Articles, photographs, advertising and other information submitted must be received by the 25th of the month prior to magazine issue date.

If you need assistance designing or laying out a display ad, or fine-tuning an article, earlier is appreciated.

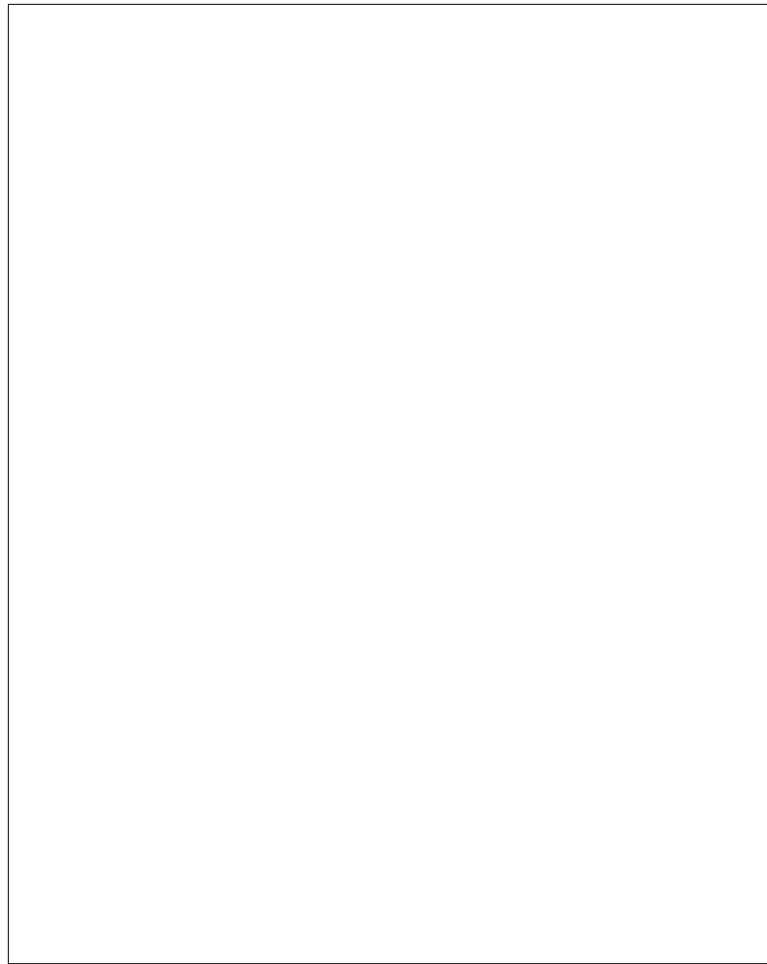
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