



ANDDA

American Nigerian Dwarf Dairy Association

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DRMS Offers Free Dart and DHI Report Training via Zoom

By Valerie King, DRMS

Bring more training on Dart directly to your dairy at no charge. Virtual Cooperative Education is an efficient and popular way to receive personalized training on your herd and the services offered by DRMS.

You (and your employees, if applicable/desirable) will be guided through your topics of interest by a DRMS Support person. Simply select a one-hour time slot and tell DRMS what you would like to focus on during the training when you sign up for the session. Your assigned DRMS Support person will send you an invitation to a Zoom meeting. When the meeting begins, if you have questions about Dart, you may allow DRMS Support to log into your computer using TeamViewer and answer your questions directly in your Dart program.

Reserving a day and time that works best for your schedule is simple. Go to drms.org and click “Sign up for Virtual Education.” Select a time slot with an instructor and let us know what you’d like to learn more about. (If any of the time slots do not fit your schedule, but you would like training, please contact drms@ncsu.edu to setup a separate training time.) Your instructor will connect via Zoom and walk you through how to get the most out of Dart and DHI Reports in the area that fits your needs!

Date	Location	Available Training Sessions
09/26/2023 4:00pm-5:00pm Tuesday	Crystal	Education Session 1 slot available Sign Up
09/28/2023 11:00am-12:00pm Thursday	Paola	Education Session 1 slot available Sign Up
09/29/2023	Greg	Education Session Sign Up

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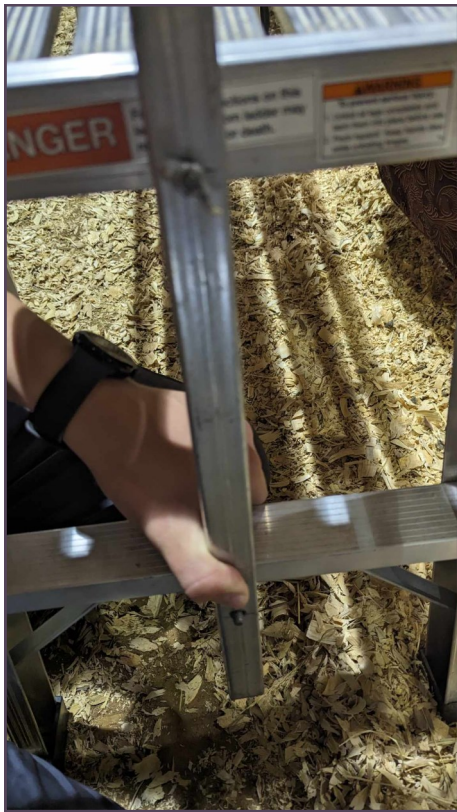
Making a Portable Milk Stand

By Jenna Hill and Youth Ambassador Caden Hill, [Hill Valley Farm](#)



Here are our steps for putting the head gate (from premiere one) onto our platform we got from harbor freight





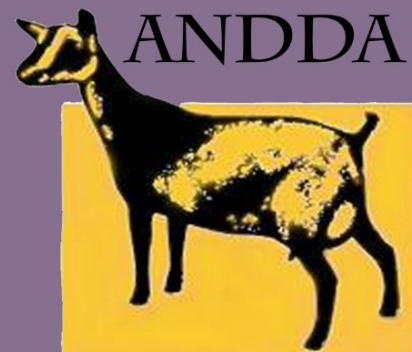
YOU'RE INVITED TO A

Meet & Greet Annual Meeting

AMERICAN NIGERIAN DWARF
DAIRY ASSOCIATION
IN TULSA, OK



OCTOBER 17, 2023 • 7 PM
DOOR PRIZES



Vendor Event Etiquette

By Shelley Cleveland, The Vendor Life

Anyone can pay for an event and begin to vend. However, those who find longevity in the vendor world are those who learn how to make friends, present themselves in a professional manner, and know some of the ways to attract and keep customers. We will cover some of the important vendor etiquette to get the most out of your time at shows.



1. **Do not wait for customers to come to you:** When you are at a show, you are on the clock. People will have multiple options where to spend their hard-earned money; make sure they want to spend it in your booth. Whenever possible, stand while customers are in your booth. Some will say they do not like to be intrusive to shoppers but you do want to seem accessible to them. Be the first to greet every person who enters your space. It can be a “Hello”, a compliment, or a bit about your products, but the important thing is you making the first contact.
2. **Make it easy for customers to pay:** I hear vendors all the time say, “I only take cash and I have never lost a sale.” These people are fooling themselves. First, they have no way to track the number of people who heard the “Cash only” comment and never bothered to enter the booth. While cash is always King, you want to be prepared with all kinds of options, so no sales walk out the door. I have a Square reader but I also have a reader tied to my website. I have the Venmo app, Zelle, cash app, Apple pay, and even Facebook pay. Make sure you are using the business versions of all these options, not the personal use versions. Many companies are cracking down on vendors whose personal accounts attempt to avoid paying fees, which are a cost of doing business. They will freeze accounts, deny you access to their payment options, and go after the fees through litigation. Read the small print when you sign up. You committed to these fees when you signed up.
3. **Stay off your electronic devices:** Unless you are ringing up a sale, you should never be seen by customers with your head down in your phone or other electronic devices. Nothing says you are not taking your business seriously like playing on your phone while customers enter your space. There is always something to do in a vendor booth. Straighten up, rearrange, and keep professionally busy. Customers will not interrupt you to ask questions if you are not attentive to their needs. If you do not seem interested in your business, why should they be interested?

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4. **Let your current customers know where they can find you next:** Once you have a devoted customer who wants your products again, they will need to know where to find you. This is why it is so important to take the time to collect email addresses on after sale receipts or even on a pad of paper. A group text or email telling about your upcoming show schedule will keep people returning. Make sure you invite every customer to follow you on social media. It can be through a QR code or a business card, but social media followings create a wonderful community to support your business. Even a quick “Go Live” moment during an event (When your booth is really hopping) can stir your followers to action.
5. **Befriend your fellow vendors and show coordinators:** Setting up a tent alone is no fun. Being trapped in your booth unable to use the restrooms is even less fun. Get to know your neighboring vendors. Offering to help them goes a long way towards building a working relationship. Many of these vendors will be a font of information about upcoming shows, what works for them and what doesn't, and they will be the first to help when you forgot an element of your own booth set up. I forgot zip ties last show and my neighbors were so good to help me out because I simply introduced myself before set up. Show coordinators are also an invaluable resource before, during, and after an event. I have been given a larger space because I let a coordinator know if she had any no shows I was prepared to spread out. It will be the small things that make a difference when dealing with the other professionals at your shows.
6. **Arrive early:** Showing up after set up has already begun leaves you little time to check out the lay of the land. Where are the bathrooms? What direction will traffic be coming from? Are the food booths close or across the field? Arriving early will save you time later as you will have the best layout in mind before you start. It can also get you closer to your space by showing up early. Once neighboring booths have been set up, it is much harder to maneuver through with your own products, displays, and backdrops.
7. **Stay for the whole event:** I can't express to you how unprofessional it is to leave an event early. Even if the event is slow, you stay until the end of the contracted closing time. Though you may be slow, others may be having a great sales day. People tearing down early give shoppers the impression an event is over. It hurts every vendor around you. Rather than tearing down, start your inventory sheets, straighten up, and talk to fellow vendors about where they are heading next. Many shows have it in the contract that, if you take down early, you will not be invited back. Almost bigger than this, you

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start to get a reputation as show coordinators talk to each other more than you would think. I have also found that some of my very best sales happen in the very last minutes of a show. Several times this was because so many people had taken down, I was one of the only booths to continue to shop!

8. **Do not eat or drink in your booth:** This can be a tough one if you are doing events alone. However, do your best to keep a professional atmosphere when customers are present. Nobody wants to talk to someone with their mouth full! Go behind your booth or ask a neighbor to watch your booth while you eat (and then do the same for them!)
9. **Stay in your own space!:** There is nothing worse than showing up to an event to find your neighboring booth had their backdrop feet within your space, or your 10x10 is now a bit short because others encroached on your designated space. If you do not like it done to you, make sure you are not doing it to others. Remember your space is exactly what the show says you paid for so make sure you know what that space entails. Ask beforehand if you have frontage space to have a check out stand outside your tent parameters. Assume nothing. If you use a backdrop, the feet must be within your own space and not over the line. Your displays should not block walkways or your fellow vendors easement to their booths.
10. **Remember you are the face of your business:** You want to have a business that is taken seriously by customers, it is important to look the part. Yes, comfort is essential but first impressions matter. If you look like you are heading for a day at the beach rather than the person people will trust to sell them quality, you may want to rethink your wardrobe. Branded t-shirts, hats, and tags all add to keep your name in the minds of shoppers as well as lets them know who to approach for more information.

So much of this information comes down to common courtesy for your shoppers and fellow vendors. This community becomes like a small family and if we all do our best to be helpful, friendly, and mindful, we can all have a great adventure full of fun and success.

Smart Repro—Building International Bridges

By Christina Ballard, Smart Repro

SMART Reproduction and the Missouri Department of Agriculture recently hosted representatives from the Kenya small ruminant industry in a historic inbound trade mission. Dr. Ruth Waineina, the head of the Dairy Goat Research Institute, and Samson Mwangi, director of producer education and ruminant reproductive physiology for the Kenya Agricultural & Livestock Research Organization, were both in attendance. The mission of KALRO is to conduct agricultural research through the application of science, technology, and innovation to catalyze sustainable growth and development in the agricultural and Livestock Product Value Chain. Their presence strongly represented the public initiatives to improve sheep and goat farming in Kenya. Our third international attendee was Nicolas Ngahu, CEO of the Meat and Livestock Industry Council of Kenya. Kenya is currently the leader in East Africa for the export of live sheep and goats, in addition to a quickly growing domestic and international demand for small ruminant meat and milk.

The joint 2023 Missouri Department of Agriculture and SMART Reproduction Kenya Small Ruminants Inbound Trade Mission kicked off with an enlightening tour of the Arkansas State University Meat Market, housed within the Arkansas State University College of Agriculture. This visit set the tone for informative and insightful experiences that would benefit the participating international representatives and

The tour, led by Corey Readnour, the A-State Meat Market Manager, showcased a state-of-the-art slaughter facility that prioritizes animal welfare, worker safety, education, and producing high-quality meat products for the local community. It was a testament to the commitment to excellence in meat production standards.

The day continued with a visit to the Small Ruminant Production Unit at the Arkansas State University College of Agriculture farm. Dr. Jerica Rich, Assistant Professor of Animal Science, provided valuable insights into the sheep and goat herds utilized for student education, equipment, and course information. This session offered a comprehensive overview of the educational aspect of small ruminant farming.

The attendees were then treated to presentations from experts in the field, including Dr. Dan Quadros, Arkansas Small Ruminant Specialist at the University of Arkansas System Division of Agriculture (UADA), and Dr. Nilz from the Arkansas Department of Agriculture. Their presentations covered topics such as small ruminant production and the aggregated agriculture industry in Arkansas, offering valuable knowledge to the delegation.

The tour didn't end there; it continued with a visit to SMART Reproduction. Participants received an insider's view of the international and domestic storage facilities, the collection center, animal housing, superior breeding animals, and the export laboratory. Brittany Scott, CEO of SMART Reproduction, emphasized the

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company's strict biosecurity standards and commitment to excellence in small ruminant reproductive physiology and animal care. It was an opportunity to witness firsthand the dedication to quality in the small ruminant industry.

Representatives from Senator John Boozman's office were also present, highlighting the strong support for U.S. agriculture.

The joint mission entered its second day with a visit to Square One Kikos in Redfield, Arkansas. Michael and Jessie Brust delivered an outstanding presentation on the Kiko goat breed,

detailing their stringent selection criteria for animal retention. This informative session impressed all attendees with the quality of genetics, seed stock breeding operation, and the hosts' knowledge.

Patrick Fisk, head of the State of Arkansas Livestock & Poultry Commission, and Dr. Dan Quadros, Arkansas Extension Small Ruminants Specialist, were distinguished attendees.

The mission's next stop was the Dale Bumpers Small Farms Research Center in Booneville, Arkansas. Dr. Joan Burke and her team showcased groundbreaking research on parasite resistance selection within the Katahdin sheep breed. The group toured the breeding ewe herd and lambing facilities, gaining insights into the current breeding rams and their Estimated Breeding Values (EBVs).

Dr. Phillip Owens, Research Agronomist, shared his work mapping soils

in Kenya's Uasin Gishu Plateau, contributing to a better understanding of soil resources for sustainable agricultural productivity. Dr. Burke provided a detailed overview of the center's continuous data collection efforts, primarily focusing on parasite resistance. This meticulous data cataloging promises to be a valuable resource for future research.

Square One Kikos and the Dale Bumpers Small Farms Research Center left a lasting impression on the international delegation, sharing their deep knowledge and expertise.

The third day of the trade mission unfolded at Broken Cedar Farm Goat Dairy, hosted by owners Dr. Eric Wailes and Dr. Michael Hollomon. The delegation had the opportunity to learn about their Saanen goat herd and management practices. The tour provided a platform for exchanging valuable information on breeding, genetics, and facility construction. Of particular note was the design of the holding pens and dairy parlor, which emphasized animal comfort and worker safety.

The visit continued to the Tyson Feed Mill in Aurora, Missouri, a state-of-the-art facility that processes raw commodities from rail and grain trucks. Participants were given a comprehensive tour of the facility, focusing on worker safety and production automation.

The day concluded with a meeting featuring Dr. David Brown, University of Missouri Extension (MU Extension) Small Ruminant Specialist. Dr. Waineina, Mr. Samson, Dr. Brown, and Mr. Ngahu engaged in a discussion centered on the

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challenges and opportunities in Missouri's small ruminant production sector and explored potential collaborative efforts between Missouri and Kenya.

Day four began with a highly informative presentation by Dr. Homero Salinas, Assistant Professor at Lincoln University - Missouri and Extension State Specialist, who provided insights into the small ruminant industry.

The next stop was JBJ Livestock in Morrisville, Missouri, where owner Jared Frieze shared his use of embryo flushing and transfer to accelerate genetic improvement in his Dorper flock. The tour included visiting the ewe barn and explaining the operation's reliance on rotational grazing.

Dr. Homero Salinas and Kevin Minish, President of the Missouri Sheep Producers, were present, adding depth to the discussions.

The final stop for the day was Up Hill Livestock in Butler, MO, owned by Clay Winder. The group received a walking tour of the feedlot-style Katahdin sheep production program, with a detailed explanation of the feeding regime, working facilities, and lamb production goals for the ethnic market in Kansas City, Missouri.

The closing day of the trade mission featured a tour of Chalivah Nubian Herd in Holden, Missouri, hosted by owners Joe and Kathy House. The hosts provided fresh cheese and milk produced from their animals, and Kathy reviewed the data-backed performance programs coordinated

by the American Dairy Goat Association: Linear Appraisal and DHIA. The visit culminated with a tour and hands-on evaluation of the doe herd.

The final destination was Green Dirt Farm in Weston, Missouri, a sustainable sheep dairy renowned for its award-winning sheep, goat, and cow milk cheeses. Founder Sarah Hoffmann highlighted the farm's commitment to animal health, sustainable rotational grazing, and innovative genetic improvements. As a board member of the Dairy Sheep Association of North America, Mrs. Hoffmann is a knowledgeable advocate for the ovine dairy industry. Her daughter Eliza, the herd manager, oversees flock health, daily milking duties, and genetic improvement. The participants received a comprehensive facility tour, including insights into using East Friesian and Assaf dairy sheep genetics, animal health management, feeding practices, milking procedures, and cheese production. The visit concluded with a cheese-tasting board at Green Dirt Farm's picturesque cafe, showcasing their value-added chain model.

The successful completion of this groundbreaking public-private small ruminant-focused inbound trade mission was made possible by the collaboration of SMART Reproduction, the Missouri Department of Agriculture, and the gracious participation of numerous operations and organizations. The knowledge and bonds formed during this mission promise to have a lasting positive impact on the sheep and goat industries across two continents. Through the

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firsthand understanding of superior production breeds available in the United

States and the availability of semen and embryos, SMART Reproduction is proud to represent the domestic small ruminant industry on the international stage.

Be sure and make plans to visit the SMART Repro vendor booth at the ADGA 2023 Annual Convention in Tulsa.


ANDDA.ORG

2024

Calendar

PM to put your name in the drawing.
 \$150 and camera ready artwork due within
 one week of drawing.

Recipe of the Month– Pumpkin Spice Latte

- 1 cup milk
- 2 tsp. pumpkin puree
- 1/4 tsp. pumpkin spice
- 2 tsp. sugar, brown sugar, or sugar substitute
- 1 espresso
- 1/4 cup brewed coffee
- 1/4 cup milk (foam) or whipped cream
- cinnamon stick

Add milk, pumpkin puree, and sugar to a saucepan over medium heat. Heat until hot, but do not boil.

Remove the saucepan from the heat and whisk in the vanilla, pumpkin pie spice, and the coffee.

Top with foam or whipped cream and add a cinnamon stick.

We're on the web
www.ANDDA.org



*Promoting the
Nigerian Dwarf Breed
since 1996*

Editor:
Karen Goodchild
OK Doe K Dairy Goats

Please let us know if you have a
comment or article idea!