



ANDDA

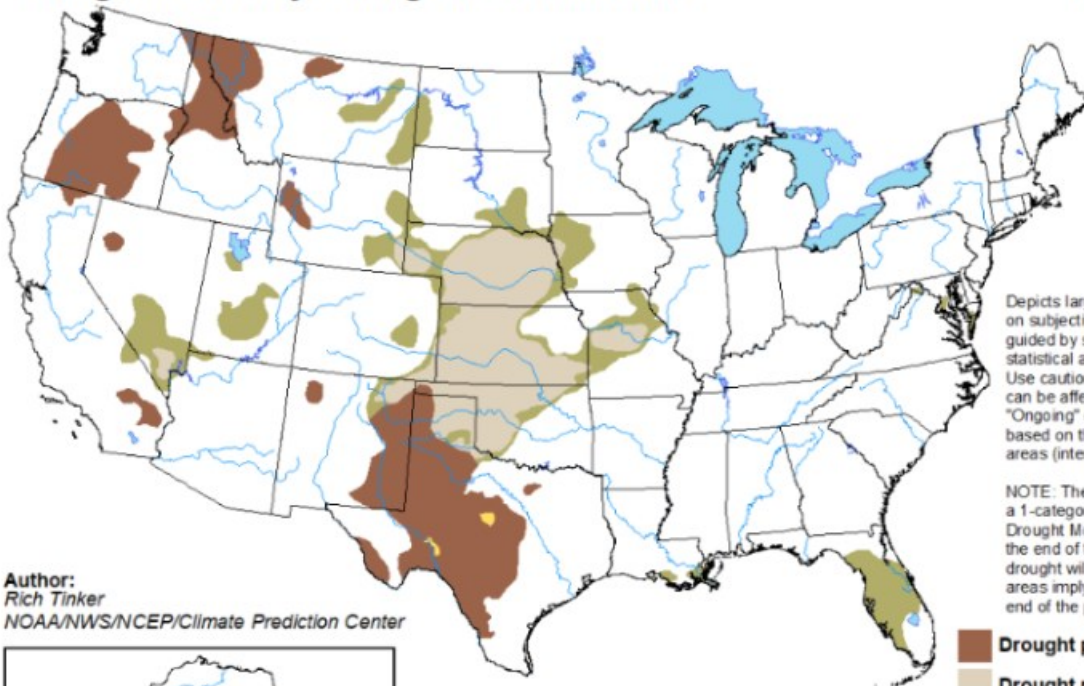
American Nigerian Dwarf Dairy Association

VOLUME 31 ISSUE 7

JULY 2023

U.S. Seasonal Drought Outlook Drought Tendency During the Valid Period

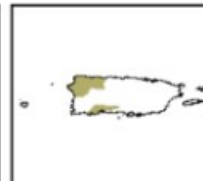
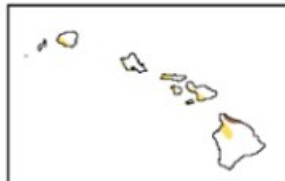
Valid for May 18 - August 31, 2023
Released May 18



Depicts large-scale trends based on subjectively derived probabilities guided by short- and long-range statistical and dynamical forecasts. Use caution for applications that can be affected by short lived events. "Ongoing" drought areas are based on the U.S. Drought Monitor areas (intensities of D1 to D4).

NOTE: The tan areas imply at least a 1-category improvement in the Drought Monitor intensity levels by the end of the period, although drought will remain. The green areas imply drought removal by the end of the period (D0 or none).

Author:
Rich Tinker
NOAA/NWS/NCEP/Climate Prediction Center

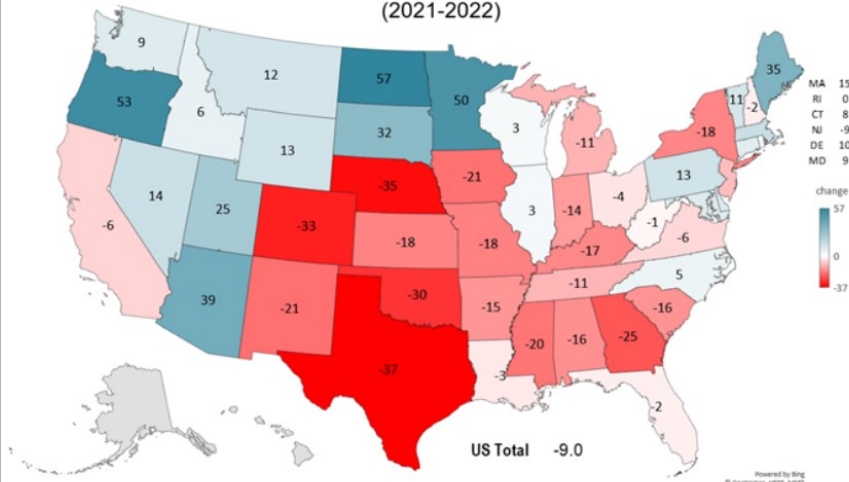


- Drought persists
- Drought remains but improves
- Drought removal likely
- Drought development likely



<http://go.usa.gov/3eZ73>

PERCENT CHANGE DECEMBER 1 HAY STOCKS (2021-2022)

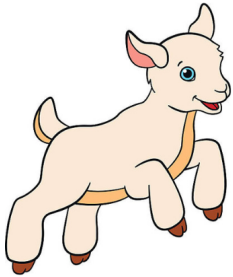


Livestock Marketing Information Center
Data Source: USDA-NASS

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5/12/23

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KID'S KORNER



By Melanie Bohren



Youth Ambassador Makenzie Moon led the Franklin County 4-H Cloverbuds Club on a tour today in Kansas. She walked them through the milking process, showed kids how to prep and set up a milking doe for show and what to feed them, then finished up with a taste test between cows milk and fresh goats milk.

The Smoky Mountain Dairy Goat Association June meeting had the education topic of "Show Prep," and Ambassador Caden Hill demonstrated to the group on our favorite breed!



Ambassador Evey Burchett hosted a homeschool group to explain parts of the goat and what judges look for in the show ring. The youth bottle fed kids and watched a milking demonstration.



ANDDA YOUTH PHOTO CONTEST!

TOPIC: *Goats at Play*

RULES:

- The photo submitted **MUSTA** have been taken by the youth member. The main focus of the photo needs to be goats. People can be in the photo but should not be the main subject.
- Photos must have been taken between May 1, 2022 and August 31, 2023.
- Photo must be submitted electronically in a JPG or PNG format using the forms
- Photos must be received no later than September 1, 2023.

**ADGA
YOUTH
CONTESTS**



Record your summer memories with your goats in an essay or photograph, then enter ADGA's 2023 Annual Convention Youth Contests!

2023 Youth Essay Topic - "What disappointment have you experienced along your dairy goat journey, and how did the experience change your management/attitude/or compassion for others in the dairy goat world? "

2023 Youth Photo Contest Theme - "It can be a dirty job..... "

Submission deadline is Sept 1, 2023!

YOUTH RESULTS AGS NATIONALS



Youth Senior National Champion:
Alexis Dean, SGCH LD Ranch ARM
Violet 2*M

Youth Senior Reserve National
Champion: Abby Yeager, GCH
Creekwood Acres Touch of Class



Youth Junior National Champion:
Ryleigh Birmingham, Merrytale KK
Emerson

Youth Junior Reserve Champion:
Ryleigh Birmingham, Prairie Wood
Autumn



AGS Nigerian Youth Premier
Exhibitor, Abby Yeager

OPEN RESULTS AGS NATIONALS



AGS Senior National Champion:
 Katie Dean, SGCH LD Ranch ARM
 Violet 2*M EX91.3
 Senior Reserve National
 Champion: Abby Yeager, GCH
 Creekwood Acres Touch of Class



Junior National Champion: Monty O'Hair,
 MGO Farms Betty B-oops
 Junior Reserve Champion: Kaylin Taylor,
 Creekwood Acres DQ Quinn

Buck National Champion:
 Emerald C Ranch Bixbite
 Buck Reserve Champion
 LD Ranch SAR Slingin Shade



Social Media and Content Creation

By Shelley Cleveland, The Vendor Life

These days, having a presence on social media is a necessity for those wanting to expand their reach to more customers. If you are happy staying small, you don't need an account. But, if you want a thriving business, you will need to invest time, energy, and creativity online.

I am a planner. I make lists, check things off, stick to a schedule. I have a social media calendar and I have my daily posts planned for a year in advance. That may seem extreme and not work for everyone but I never have to stress about what to post and end up with useless content. You want your content to not only introduce your brand, but you want to introduce yourself. Let people see you as a person and they will be more interested in what you do and sell. Let people see a day in your life, answer questions people commonly ask about your products, and bits and pieces of your life outside of your industry. Every Wednesday, we do an "Ask the Artist" segment where my husband answers a question about himself, his art, and his process. We have 52 questions he answers video style and there we have a years' worth of Wednesday content. Think about the demographic you want to serve... and I mean really niche down. My crowd that really purchases are religious women between the ages of 40 to 75. I find markets where my demographic shops. I don't go to children's fairs because my demographic is not there. Find your people and then create content that will attract them to your products.

I have an acronym I live by when creating content. I have the VALUE model.



Ad made in Canva showing the programs used to create and schedule content .

V: Valuable or Educational Content

Teach your audience something. Video yourself making your products. Let them understand how much effort goes in and they will better appreciate pricing. Help them learn they "Why" to your story; why you chose your products, why you love what you do, why you devote so much time, why you branched out from your original products, etc. Once you teach your audience, you show them you are interested in them and not just selling to them. Building a bond with your online audience will translate into sales.

A: Aspirational or Motivational Posts

This is an easy one because we all have seen a wonderful quote, a cute picture, or a funny meme related to the product lines we sell. Maybe it is a darling goat picture, a funny story, or a stop you in your tracks quote. Share them with your audience. For myself, Sunday is family day, so I do not want to spend all day online. I assume my audience is the same so Sunday is my day for just a quote or thought. They are readily available with a quick Google search of "Goat Quotes", "Goat memes", or "Funny goat pictures". These posts free up your day and let you have a quick and easy post without having to put much thought into them.

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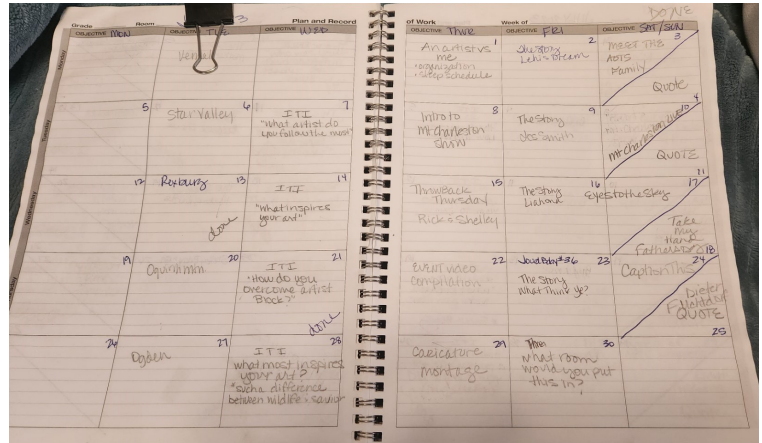
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L: Life Cycle or Raise Awareness

Every post has a life cycle. The amount of time it will stay relevant. For most social media posts, that life cycle will be roughly 48 hours. You have 2 days to catch your customer’s eye. So, alter your posting times to catch the early risers as well as the night owls. Post in the afternoon for the retired and before 3:00 pm for the stay-at-home moms.

Raising awareness takes many shapes. It could be you are letting people know where you will be at a certain event. It might be wanting them to take action to support a cause related to your products.

You will even have content which simply brings awareness to things that don’t always impact them but are fun to share. We look through National days, find the ones that fit our brand, and share away. Maybe it is National Soap Day (Yes, this is a thing, and it is the last Sunday in September!) August 21st is National Goat Day! Maybe it is a fun fact about which state has the most Goats milk (It is Wisconsin, by the way!)



Sample of a planning calendar



Our first set up vs our current set up...growth happening

You can also get creative with your own “Days”. We do “Wild Wednesday”, where we share our wildlife, western, and nature art. On “Thoughtful Thursday”, we share “Did you Know” facts about our company. There are many different iterations of this idea. Magic Monday, Motivational Monday, Throwback Thursday, Wednesday Wisdom, Transformation Tuesday, are just a few ideas. Think up some related to your products and run with it!

U: Unique articles associated with your brand

Did you just read a great article about soap making? Share it with your audience. Do you think your audience knows how you process your milk? I know I don’t know! Share it with your audience. These will show your crowd you are not just trying to sell to them but also educate them. It will draw those people closer to your products when you show you are interested in them and not just selling to them.

E: Evergreen Content

This is your content that stays relevant regardless of the passage of time. These will be the posts you can recycle in a year and use repeatedly. These posts will include:

- Your base products. Your best sellers and the ones you will always be selling. Post a product a day for a week, a fragrance a day, or a new release. You will be able to use these repeatedly.
- How you got started. You will be able to watch your own growth through these posts. I started out at one 6 foot table and we spread our art out so the table didn’t look empty. Now, we will have a 20x10 space with tables, racks, shelves, and are always so full we must find ways not to look overly crowded. Growth happens, take your customers on the journey with you.

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- Directing people to your website. If you want people to find you to buy again, make sure you have a link, hashtag, or the URL listed on every post.
- Frequently Asked Questions are a wonderful way to let your customer base know you are listening to them. If they ask a question on a post, make sure you are checking back and answering them. If you see the same question over and over, it may be time for a post specifically to address that question.
- Testimonials. If someone leaves a great review, share it. If someone shares a post of how great your product is, repost it to your audience. This lets them see others love your products so much, maybe I should see what all the fuss is about!

Now that you have your content in your head, you will find many programs to help you create them. My favorites (An unpaid testimonial for these sites!) are Canva, Inshot, and Video Leap to create and Business Suite to schedule my posts. I create an entire week of content on Monday, go to Business Suite and schedule the day and time I want them to post as well as whether it shows up on Facebook, Instagram, or both. You can also save your posts and share them on other platforms like Tik Tok and Pinterest.

Do not let this stress you out! This doesn't have to consume your life. If you have time to post, do it. I often create while my husband drives us to see our kids. If something comes to mind, I hurry and create, even if I don't post it immediately. Just remember, people cannot find you if you don't let them know where you are. Social media is a tool. Learn to use it and track your new found success.



A sample of an easy meme for goat lovers to use! (Made in 1.32 minutes on Canva (I timed myself!))

GROUP CLASS RESULTS AGS NATIONALS

Youth Senior Produce of Dam:

Abby Yeager

Youth Senior Dairy Herd:

Abby Yeager

Youth Senior Breeders Trio:

Abby Yeager

Youth Junior Produce of Dam:

Regan Taylor

Youth Junior Breeders Trio:

Ariella Espinoza

Senior Get of Sire: Erin Yeager

Senior Produce of Dam: Abby Yeager

Dairy Herd: Daphne Boyd

Breeders Trio: Erin Yeager

Junior Get of Sire: Erin Yeager

Junior Produce of Dam: Kaylin Taylor

Junior Dairy Herd: Josh McPhearson

Junior Breeder Trio: Erin Yeager

Buck Sire and Son: Katie Dean

Buck Produce of Sire: Donna Edwards

Buck Breeder Trio: Donna Edwards

Buck Herd: Donna Edwards

14 Steps to Minimize Theft

Reprint of Texas A&M Agrilife Extension

Almost any victim of theft can attest to the emotional and economic effect of such a crime. Over the past several years, both large- and small-scale owners have suffered thefts of livestock, trucks, trailers, saddles and other tack. Livestock and equipment are stolen from barns, farms, pastures, boarding and training facilities, competitive events—even from backyards.

Tracking stolen livestock can be difficult because theft reports are often delayed and stolen livestock can change hands frequently and at remote locations. To help prevent thefts, the Texas Legislature has supported a statewide educational initiative for horse owners and empowered the Texas and Southwestern Cattle Raisers Association with specific brand inspection authority at locations in Texas. This significantly improves chances for recovery. Even so, individual owners can take steps in the management and care of livestock, facilities and equipment to minimize the risk of theft. Here are 14 steps to curbing theft. At least some of them should be applicable for every owner.

1. PERMANENTLY MARK ANIMALS USING ONE OR MORE METHODS. Texas legislation encourages horse owners to permanently identify horses. Thieves are less likely to steal horses that are permanently marked, and those that are stolen are easier to track and recover. Remember: The state is full of solid sorrels and bays all fitting a similar description. Horse owners establishing a new brand should check with the county clerk's office to avoid duplicating an existing brand. Horses can be marked permanently by:

- ▶ tattoo;
- ▶ Microchip (implant);

2. PHOTOGRAPH LIVESTOCK AND KEEP PHOTOS CURRENT.

- ▶ Photograph both sides as close as possible, being sure to get the entire animal in the frame. Although saddles, blankets, leg wraps and people may look good in a photo, they often impair the photo's usefulness for identification.
- ▶ Photograph the front of the animal, being sure to get a clear picture of the head. If possible, also take a rear view.
- ▶ Take close-up pictures of any unique, identifying characteristics such as a permanent scar or white markings.

3. ESTABLISH AN ORGANIZED, EASY-TO-FIND PROOF-OF-OWNERSHIP FILE. To save valuable time and frustration in proving ownership should a theft occur, keep on file:

- ▶ Registration papers (if livestock is registered with a breed association);
- ▶ Dated bill of sale and/or breed association transfer of-ownership paperwork;
- ▶ Photographs; and
- ▶ Description of marks and written description of all unique characteristics.

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4. SECURE BARN, CORRALS OR PENS FROM THE ROAD WITH A GOOD PERIMETER FENCE AND WELL-BUILT GATES THAT CAN BE LOCKED. Slowing a potential thief and/or making access to livestock more difficult can deter theft significantly.

5. IF YOU PLAN TO BUILD A BARN OR CORRAL, LOCATE IT AWAY FROM THE ROAD. Place facilities beyond your house if at all possible. They are less likely targets if they are more difficult to access and require thieves to pass a house. Lock gates to pastures that can be entered from the road. Well-built perimeter fences help secure livestock and deter theft.

6. MANAGE PASTURED LIVESTOCK TO MAKE THEFT MORE DIFFICULT.

- ▶ For safety as well as theft deterrence, never leave collars on pastured livestock.
- ▶ Do not feed livestock close to the pasture gate or near the road. Although convenient for owners, this practice actually helps potential thieves. Hungry livestock will congregate around the usual feeding area, making them easy to catch.
- ▶ Keep pasture gates locked.
- ▶ Check on pastured livestock regularly and vary the time of your trips to the pasture. Absentee owners sometimes don't realize for several days that their livestock have been stolen from pastures.

7. DO NOT HANG COLLARS AND LEAD ROPES ON STALL FRONTS, CORRAL GATE POSTS OR ANY WHERE IN THE OPEN. Secure halters in a locked tack room or feed room.

8. PERMANENTLY IDENTIFY AND LOCK UP EXPENSIVE TACK. Consider having your driver's license number engraved on the underside of saddles, expensive headstalls and other valuable items. While it will not prevent theft, locking the tack room does deter it by increasing the time a thief must be on your property. Avoid the temptation to leave collars on pastured livestock.

9. MAKE HORSE AND LIVESTOCK TRAILERS INACCESSIBLE, HIDE THEM FROM VIEW AND BE ABLE TO PROVE OWNERSHIP.

- ▶ Use commercially available locks to secure the hitch on a bumper-pull trailer. Many gooseneck trailers can be padlocked.
- ▶ Park trailers in a barn or somewhere hidden from traffic to make it harder for thieves to determine what is available and when or if horse owners are home.
- ▶ On commercially manufactured trailers, know where the VIN or serial number is located (frame, tongue, etc.) and have that number on file.

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- ▶ Know and record your trailer's license plate number.
- ▶ Take and file photographs of your trailer.

10. USE SIGNS AND WARNING POSTERS WHERE APPROPRIATE. To signal to potential thieves that the owner is informed, active and aware, post such notices as:

- ▶ No trespassing signs;
- ▶ Security system signs; and
- ▶ Farm or livestock association membership signs.

11. INSTALL MOTION-SENSOR LIGHTS. Motion-sensor lights turn on when they detect activity in strategic areas. Note: If livestock are on a lighting program (i.e., 16 hours of daylight, 8 hours of darkness), be careful about where motion-sensor lights are located. Something as simple as the family dog can trigger the light to come on and could interrupt efforts to maintain the photoperiod effect for brood stock.

12. TALK TO LOCAL LAW ENFORCEMENT AUTHORITIES ABOUT THE VALUE OF DOGS AND OTHER ANIMALS IN DETERRING THEFT. Thieves dislike dealing with dogs. However, consider that dogs also require management.

13. KEEP THE ACTIVITY LEVEL UP AROUND LIVESTOCK. Livestock isolated from well-traveled areas and often left alone are easy targets. To deter theft:

- ▶ Vary your routine to make it difficult for potential thieves to know when you will be away.
- ▶ Avoid advertising when you are leaving town.

14. ESTABLISH A LIVESTOCK AND FACILITIES WATCH PROGRAM WITH OTHER OWNERS IN YOUR AREA.

- ▶ Take turns checking on each other's livestock.
- ▶ Check on group members' livestock regularly when they are out of town.

Although livestock and equipment will never be entirely safe from theft, many are stolen simply because it was made easy for thieves. Taking these steps to prevent theft will help you keep your livestock and equipment safe. Resources For more information or more specific guidelines for individual situations, contact law enforcement (police, sheriff departments) authorities in your town, city or county. Many communities have crime prevention guidelines, suggestions or programs, and some- times even resource people who will speak to livestock groups and associations.

Recipe of the Month – Red, White, and Blue Dessert

VANILLA CUSTARD (7 TO 8 CUPS)

- 1/2 cup cornstarch
- 1/2 teaspoon salt
- 2 cups full-fat milk
- 4 large egg yolks
- 4 cups milk
- 1/2 cup granulated sugar
- 2 teaspoons vanilla extract
- Top with strawberries and blueberries

Make the vanilla pudding: Whisk the cornstarch and salt together in a 1 quart mixing bowl. Slowly whisk the full fat milk, making sure there are no lumps. Whisk the egg yolks. It is important this is all smooth before proceeding.

Warm the milk with the sugar over medium heat in a 3 quart saucepan until bubbles start to appear around the edges of the milk. Turn off heat.

Pour 1 cup of the hot milk mixture into the bowl with the cornstarch and eggs and blend together vigorously. If you see any lumps, add more liquid. Pour the combined mixture back into the pot slowly, whisking constantly. Turn heat back on to simmer while whisking. The custard will come to a boil with large bubbles coming to the surface. Boil, whisking constantly, for 2 minutes. Turn off heat and stir in vanilla extract. Use immediately.

Note: add squares of sponge cake for an English trifle-like dessert

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!