



ANDDA

American Nigerian Dwarf Dairy Association

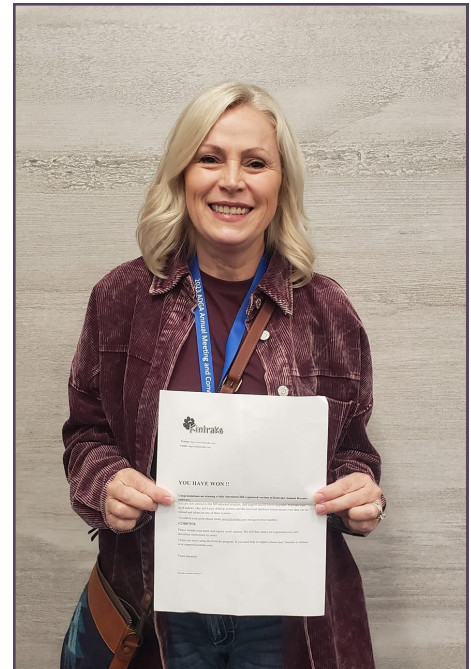
VOLUME 31 ISSUE 11

NOVEMBER 2023

ANDDA Meeting Raffle Winners—Thank you to our Sponsors!



What's better than goat cheese? Cheese kits and recipe books from [New England Cheesemaking Company!](#)



[Kintraks](#) is a livestock software option to keep all records in one place.



Members from [K Bar S Farm](#) and [Meyers Family Farm](#) offered personalized gifts in our raffle.

ELECTION RESULTS:

Jane Bailey—Vice President
 Stacey Collins—Eastern Director
 Melanie Bohren—Western Director

INSIDE THIS ISSUE:

| | |
|------------------------------|----|
| Kid's Corner | 2 |
| Registering Kids | 3 |
| Youth at ADGA Convention | 4 |
| Does Décor Make a Difference | 6 |
| Fall Pastures | 9 |
| ADGA Annual Convention | 10 |
| Recipe—Turkey Pot Pie | 13 |



KID'S KORNER



By Melanie Bohren Youth Chair

How did you participate with your Nigerian Dwarf goat this year? Let us know and get entered to win prizes! The Competition part of the ANDDA Youth program is coming to a close and we would love to hear what you did!

- Did you go to any shows? Anything from ADGA sanctioned to county fairs, conformation class to showmanship - it all counts!
- What about milk test? If you participated in a milk test, let us know!
- Compete at skillathon or quiz bowl? On a judging team? Let us know and get entered to win a prize! Come join the fun!

If you send us photos and a description about anything you did this year with your goats, we will publish it and help promote your herd. For more information, go to

<https://www.andda.org/youth-competition> and enter today!

• Youth Competition •



**Showmanship • Milk Test
Breed Classes • National Show**

NEED TO ADGA REGISTER BABIES FROM AGS PARENTS?

Follow these steps

1

Fill out your application for registration with the American Dairy Goat Association. Section 1 Birth Information; the parent that is only AGS registered, fill out with the AGS registration number and parent's name.

2

Make a copy of your goat's AGS registration papers.

3

Enclose the appropriate fee.

4

Mail it to:

American Dairy Goat Association

P.O. Box 865

Spindale, NC 28160

Youth at ADGA Convention

By ANDDA Representative Eve Burchett, [Evey's Hilltop Blessings](#)

To say my first experience at the ADGA National Convention is something I will always remember is not an exaggeration. When my mom told me we would be attending the 2023 ADGA National Convention in Tulsa Oklahoma I wasn't sure what to expect. I know she is working toward hopefully becoming an ADGA Judge someday but had no idea what attending as a youth had in store for me.

It was such an amazing time of learning and meeting like-minded people who share the same passion for their goat as I do. We arrived late Thursday evening just in time to attend the Art auction. I enjoyed seeing all the beautiful pieces of work people had poured their talents into. The next morning dawned on my first full day of convention fun. While my mom went to the Pre TC and Jenna Hill went to "goat college" as she called it, my friend and fellow ANDDA youth representative Caden Hill and I got up ready to enjoy our day.

First we were excited to visit the amazing goats in the Spotlight Sale tent where we practiced judging each of them, which was extremely hard since they were such nice examples of their breed. After lunch, the youth events began at 1pm with a meet and greet game of Over The Mountain. It was so fun getting to know everyone. The rest of the day was spent playing games and really getting to know more about each other. That night we attended the Awards Banquet with a wonderful meal and watched legendary herds win awards of distinction.

Saturday began with Caden and I



The ANDDA Booth was one of our first stops after arriving at Convention.

learning about parasites, making posters and looking at fecals. It was very helpful to learn methods of parasite prevention that I plan on putting into practice in my own herd. After that, we made commemorative tee shirts which was a lot of fun. We headed to the local park to hang out and enjoy the nice weather for a bit. Upon returning we did a Kahoot to prepare our knowledge for the skillathon. We ate a nice dinner and then took the skillathon test. It was really hard being my first one and in the senior division. Once we met back up with our parents we got really dressed up for attending the Premier ADGA Event of the Year. The 2023 Spotlight Sale was such an overwhelming experience to see all the amazing goats that breeders presented. They were the best representation of years of breeding. The sparkle and allure will stay with me for years to come.

Sunday we played a buzz-in trivia game over management and general

(Continued on page 5)

(Continued from page 4)



The evening meals gave us an opportunity to meet and learn from a variety of breeders around the U.S.

ADGA goat knowledge. Soon after, we sat down with Caroline and Cade, the ADGA Youth Representatives who had been with us during all the youth events, to learn more about how to earn scholarships through ADGA, FFA, 4H and other avenues. I tried to take it all in and learn ways my goat journey can fund my future. My favorite learning seminar was Damsels in Distress where we learned when to intervene in kidding issues and how to correct them. The fun part was we had a barrel that simulated malpositioned kidding situations and we guided our hands through and corrected the kids presentation to deliver it successfully.

Lastly we broke into our groups for a poster project to present at the youth awards. Our topic was how to properly take a fecal sample. It was a lot of fun! Later that evening we attended the Youth awards banquet and listened to all the youths' speeches who were old enough and interested in being the new ADGA Youth representatives. I am anxious for it to be my turn to give a speech and aspire

to be like the wonderful youth representatives I met.

In conclusion if you ever have the opportunity to attend an ADGA Convention as a Youth or Adult I highly recommend you do so. I think my mom had just as much fun as I did! She and Jenna talked so much about all they learned in their classes. It gave me and my mom more drive to reach our goals of one day being an ADGA Youth Representative and ADGA Judge. It opened our eyes to so much knowledge and hearts to new friends who share the same passions as we do. It's nice to be amongst people who just "get" you and your love for goats!



The Spotlight Sale was a dressed up event where we were able to see the sale of four ANDDA member's animals, one which was the highest sale of the night at \$16,300!

Does Décor Really Make a Difference?

By Shelley Cleveland, *The Vendor Life*

We have previously covered the very small window of the literal seconds we have to get the attention of potential customers. It may be your product alone which draws them in, but having great décor and an inviting display can make all the difference. Let's talk about a few easy ways to insure people make the choice to stop and shop.



- ◆ **Decide on a booth size:** This may be out of your control as many show coordinators have set parameters but, it is still good to know for sure before deciding what extras to bring. If you are given an 8x8 space, your canopy will not fit. If you are given a 10x20 you want to have enough product to not look bare. My advice is to plan to have enough décor to accentuate the biggest booth you can fit in. You can always bring less but we all scramble to fit more at the last minute.



- ◆ **Capitalize on location:** If given an option of where to be placed within a show, remember these important tips! I was asked to participate in a young man's Doctoral Dissertation on "Shopping Habits of Customers during Vendor Events" and it was fascinating. I have seen the following to be true as I watch my fellow vendors as well as myself find success by following these few guidelines. First, we have the "Headlight Rule". Think of a shopper as a car with headlights on. The way they shop is the way headlights would light something in front of them. The "lights" as you turn hit the front items first...and to the right. Booths on the right are shopped quicker than booths on the left so ask to be placed in a booth

on the right as traffic flows. Second, they found the first two rows of most events were shopped more than booths on any other aisles. Many people think people do not want to carry items through a show but, if you have good packaging and bags, you want to be at the front end of the event rather than at the tail end.

(Continued on page 7)

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- ◆ **Stick with Solid Color themes:** We never want to let our product disappear in a sea of colorful tablecloths and decoration. Stick to a pallet of one or two colors that compliment your product. Try not to match your product too closely with a coordinating color or your items disappear. Keep signage to a minimum and save that real estate for your products. Invest in nice tablecloths that go to the ground so your booth gives a professional vibe and people will take that important second look.
- ◆ **Do not compete with your own products:** I see it all the time. People enter a booth, see a darling accessory, and ask how much it is when it is not the item for sale in your booth. Do not be your own competition. If your décor is getting more interest than your products, that is a problem. Have just enough décor to enhance, not overtake your products.
- ◆ **Décor can double as displays:** When buying booth enhancements, think about how else they can help you in a particular area where space is at a premium. If you buy a spinning rack for cards, make sure it is a color that will compliment your products. If you buy a crate, turn it on its side so you can fill it and display on top of it. Look for items to add height while also adding places to share your wares.



- ◆ **Have a consistent theme:** When thinking about adding banners, cards, branded sales bags, etc. Pick a font and color and stick with it. People will return and look for the logo they saw on the product they purchased last time, and you want consistency. They can't buy from you if they can't find you. Rebranding over and over can kill a business as quickly as bad products. So, think carefully about your brand name. When making an introduction banner, keep it simple. Nobody is going to take the time to read your website and social media on your banner. It needs your business name and maybe what you make if it is not self-explanatory. Save all the information for your cards!

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♦ **Take time to look around:** If you have time after setting up or you have a helper during slow show times, take a walk around the show. Look closely at booths that are busy. What is drawing people in? See what you love about a booth and decide what you can do to tweak the design to fit your aesthetic. Do not copy any décor directly but we all draw inspiration from others.

♦ **Keep best sellers up front:** At every show, depending on how much space I have been allotted, I will have either a four, six, or eight foot “feature table”. This will be where I show my very best right up front to catch the shoppers’ eye and make them want to see what else I have to offer. This might be my newest product I want to introduce; it could be a seasonal item when I am at a Christmas themed show, or it could be my child specific items when at a carnival. No matter what you decide to have out front, make sure it faces the direction your basic traffic flow is coming from. You want to catch the eye quickly. You also want your repeat customers to see something new every time they come to the same show so change your feature table often.



You do not have to spend a fortune to have great-looking décor set up. Look around your home for things that can add height, be used as storage, or are a great enhancement for your products. Go to the dollar store and think outside the box about things you can use to keep your booth organized. Once you have it all together, mockup your booth at home and walk through it with the mind of a shopper. Is it cohesive? Does it flow to your check stand? Does it have eyecatchers in the right spots? Once you have it just the way you would like, take a photo and keep it with your set up so you can replicate it with ease, even if you have helpers.

You will have a professional look, a great flow, and an eye-catching way to get those customers to make the decision to shop booth the second they see it!



FALL PASTURE TIPS

FOR COOL-SEASON FORAGES

1. NITROGEN FERTILIZER

A light application of nitrogen (30-40 lbs/acre) applied in late summer will produce a flush of grass growth for fall grazing.



2. SOIL TEST



Fall is a good time to test soil fertility if you haven't done so in the last 3 years. It gives you time to apply lime and fertilizer, if needed, in advance of spring seedings.

3. PLANT SEED



Late summer or early fall can be a good time to plant cool-season forages because of lower weed pressure and cooler temperatures. Consult with your local Extension office for recommendations.

4. WEED CONTROL

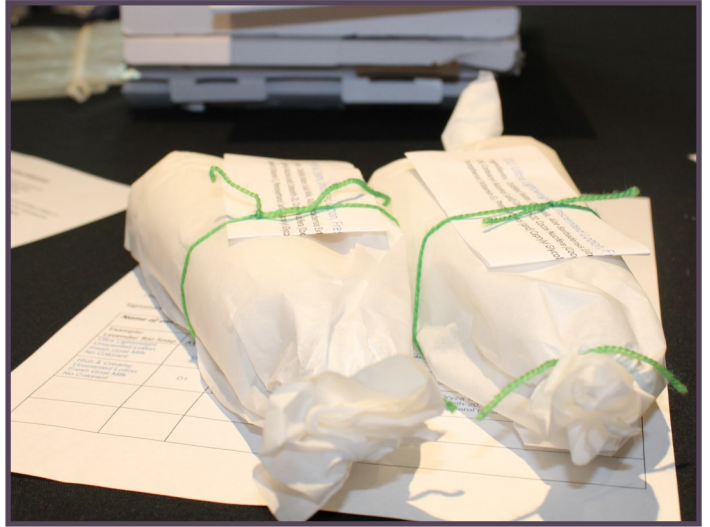


Many tough perennial weeds can be effectively controlled with herbicides in the fall if regular mowing doesn't do the trick. Consult with your local Extension office for recommendations.





Congratulations to member Samantha Meyers for her placement in the Body Care contest at the recent ADGA Annual Convention Contest.



Soaps, Lotions, and other Body Care products are lined up ready for judging.



Lather is one part of judging in the Soap Competition.



Both members of ANDDA and well-known soapmakers, Whitney Schneider of Cheeky Goat Soapery and Crystal Bower of Blue Cactus were the ADGA Body Product judges.



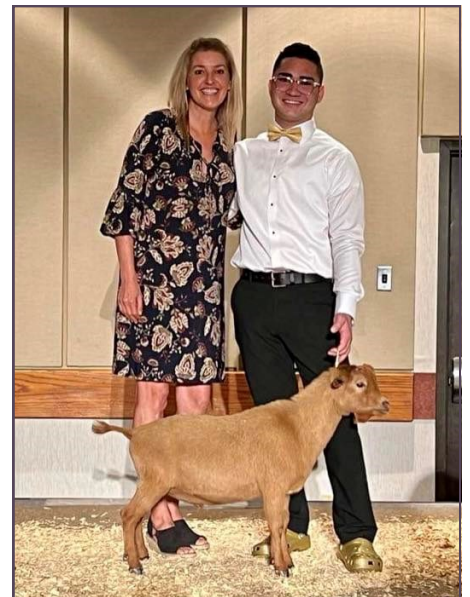
In addition to judging, Whitney Schneider of Cheeky Goat Soapery also hosted a Soap Making Class.



The cut of the Soap Making class at ADGA Convention. The class offered an introductory recipe, as well as how to use soap dough to make imbeds.



Congratulations to all of those who won contests and the breeder's whose animals were selected for the Spotlight Sale. It was a week of education and promoting our Nigerian Dwarf breed!





Recipe of the Month– Leftover Turkey Pot Pie

- 2 medium size onion, dice
- 1 stick of butter
- 2 cups sliced carrots , diced
- 1 cup celery, diced
- 4 garlic cloves
- 2 cups potatoe, diced
- 2 cups peas
- 2/3 cup flour
- 6 cups leftover turkey, shredded or diced.
- *Any leftover vegetables
- Dry vermouh, sherry, or Chardonnay, if preferred

Sautee onion and butter over low heat for about 15 minutes.

Add in celery, clove, and potato to pan and cook for about 4 minutes.

Deglaze with dry vermouh, sherry, or Chardonnay.

Sprinkle on 2/3 cup all purpose flour, mix into a roue.

Add 4 cups chicken stock, turn onto high

Once mixed, add 1 cup cold goat milk

Add turkey

Add 2 cups peas

Add leftover vegetables

Taste and add parsley, salt, pepper to taste.

Assemble into premade or store bought pie crust. Pierce vent holes in the top.

Bake at 350 for approximately 50 minutes.

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!