



ANDDA

American Nigerian Dwarf Dairy Association

ANDDA

JUNE 2023

Branding Your Products

By Shelley Cleveland, The Vendor Life

You are now selling at markets and people love your products. They love them so much, they want more! My next question to you is, Will they be able to find you to get more? Branding is one of the most important aspects of building a following in business. Your customers want to find you again so let's 5 key ways to get you seen and keep you relevant to your customers!

1. **Make sure your business name is on your products, not your packaging.**

Many of the things we sell will be in cellophane bags, wrapped to protect fragile items, or bagged for final sale in plain brown paper bags. When these things get home, this outer packaging is thrown away. If you are only branded on your packaging with your logo and business contact information, there goes your repeat customer. Make sure you have your name and contact information directly on your products.

If it is in a jar, make sure the branding is waterproof. If it is a paper product, make sure branding is on the back. This month alone, I have had a new customer only because they received our artwork as a gift and they

found us by our branding on the back.

2. **Within your vendor booth, make sure all of your signage is clear and self-explanatory.**



Ask yourself this question: "If I were to walk away from my booth, would they know who I am, what I sell, and how it works? Make sure signage is clear to read, not cluttered with too much information, and eye catching. You can verbally tell people about things within your booth once you have grabbed their attention, but your signage will be your first impression. Now they are in your booth, make sure you remember that every inch of your tables, racks, and risers is valuable selling real estate. Do not clutter your space with so many small signs and pricing that people become overwhelmed. Many customers do not read signs anyway and even fewer enjoy asking prices. If



The authors personal brand.

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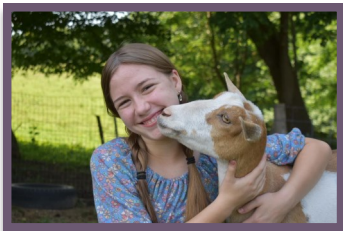
KID'S KORNER

By Melanie Bohren



ANDDA Youth Ambassadors

Congratulations to our new Youth Ambassadors for the American Nigerian Dwarf Dairy Association for 2023-2024! These 3 youth members have agreed to serve as enthusiastic supporters of ANDDA and the Nigerian Dwarf dairy goat breed this year.



Evey Burchett from Tennessee and she is 14 years old. She raises Nigerian Dwarf dairy goats under the herd name Evey's Hilltop Blessings. She shows her goats, is on milk test and participates in Linear Appraisal. Evey is excited to share her love of goats with other youth around the country.



Caden Hill is also from Tennessee and is 15 years old. He belongs to the Smoky Mountain Dairy Goat Association and is also involved in 4-H. He likes to help others learn about goats, especially with show prep and showmanship. His herd is in the ADGA performance programs such as a DHIA, Linear Appraisal, and he attends several goat shows yearly.



Makenzie Moon is from Kansas and she is very involved in her 4-H program. She wants to help promote Nigerian Dwarf dairy goats as the perfect goat for both beginners and experienced goat owners. She likes learning new things about goats such as AI, ultrasounds and making goat milk soap.

You can read more on the Ambassador program on our web page at <https://www.andda.org/youth-leadership-program>

YOUTH AT ADGA NATIONALS—What To Expect

It's almost here!

The ADGA National Show is just around the corner, and I couldn't be more excited to head to Redmond, OR. I look forward to working with youth members from all across the country as I work as the ADGA Alternate Youth Representative. It will be a week full of beautiful dairy goats.

I certainly can't wait to see our ADGA National Nigerian Dwarf show! However, I am most looking forward to the youth activities that will be taking place.

In addition to the youth orientation meeting and many opportunities for youth to get to know one another, the youth competitions will be a blast! Starting on Saturday, youth members will be able to participate in both the Junior and Senior divisions for the Judging and Management competitions. The judging competition will consist of placing a class of junior does and a class of senior does. The management competition is a written exam that will test your knowledge of dairy goat husbandry, management, diseases, breeds, nutrition, and more! Be sure to spend some time practicing your dairy goat evaluation skills and studying up on your dairy goat management information in preparation for these two contests!

On Sunday, the youth competitions that will take place will be showmanship and fitting team. The fitting team contest is my personal favorite, as it is such a fun experience and provides you with the opportunity to make lifelong memories with a team of fellow young goat enthusiasts. Be sure to prepare for showmanship by working with your animal daily, practicing your show ring maneuvers, and brushing up on your scorecard knowledge. If you haven't already, set up your fitting team, think of a team name, find a goat you can use for the competition, and get some cool props ready!

I'd also encourage you to participate in the national embedded youth show. Be sure to apply for your breed's premier youth exhibitor award as well as the premier youth exhibitor of show award. Take it from someone who has won several of these awards, it is hard work, but it is very rewarding when you do win! In the meantime, please reach out if you have any questions related to the ADGA National Show youth activities or about dairy goats in general. I am looking forward to seeing you all in Redmond very soon!

Take care,

Cade Cockburn

ADGA Alternate Youth Representative

Designing A Herd

A member discussion with Ellen Dorsey about how to design and improve your herd

Roughly 5 years ago, I saw a social media post where you were telling a group that if they wanted to start improving their herds with the doe stock they already had, you recommended they invest as much money as they could into the buck(s) they purchased. I read that post before I purchased my first buck. That single bit of advice has been so beneficial in the improvement of my herd, I really can't thank you enough for that. I really have been amazed at how quickly I've seen significant improvements from using a great buck. Each time I purchase, I spend a little more and each time I think I have to be insane for shelling out that kind of money but the results have been nothing short of amazing and quite enjoyable to see the improvements, overall. We don't hit home runs every breeding but enough of the time to be very happy with our progress.

Since I am a fairly new breeder, I decided to keep many of my doe kids to see how my buck choices panned out. I've now come to a point in my herd where "culling 'til it hurts" needs to happen. I saw a few posts where you've said keep your best. So I make a list and a few fall away but I still have too many.

What great Ellen advice can you give to help me and others cut our herds to our best animals?

Back about a hundred years ago, my friend and first mentor (Keith Harrell of PromisedLand) gave me a piece of advice that has stuck with me, which I pass on to everyone who asks. "Keep the bottom third cut out of your herd at all times." This works no matter what your goals are. High milk? Cut out those who are unproductive on the milk line (we're talking mature does here, you need to give grace to your yearlings). A show team; Learn your conformation and scorecard. Cut out anyone who lacks the strengths you're seeking to make a splash.

Linear Appraisal absolutely helps to develop your eye. You, yourself can make these determinations. A hands on approach makes a significant difference in learning correct dairy goat conformation. As most people know, I milk a lot of goats. Lots of them. I look at a lot of udders, flanks, feet, legs, toplines, rumps, etc.... One quickly learns what attachments are and what they're for. One quickly learns about texture and how much is ideal on that mammary system. One too soft will not hold up no matter how good it looked as a FF...yes, too soft is a thing. One full of meat will always be full of meat and will not collapse no matter how much you massage it or what creams you use. Edema and meat are very different things.

Appropriate teat placement matters. A misplaced teat can send milk up your sleeve, all over your leg, all over the doe's leg, across the milk room and all over the side of the

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fridge. Small teats are not nearly as much of an issue as poorly placed teats. I also do not like big teats that do not match the size of the udder. Aesthetics are important in a show team.

One other thing I find myself doing ALL of the time while milking....I feel ribs. Too much coverage? Not enough? Do they angle backwards like they should? Are they

straight up and down? Are they flat? Are they round? Can I splay my fingers through them? Or are they too close together? Testing rumps....Lay the palm of your hand flat on her rump. Is it a tee pee? Is it flat? Is the tail bone protruding too much? Has it settled into her hips where it belongs? Elbows; How much space is between her elbow and her flank? Does she stand like a bull dog or does she hold those elbows close? Withers....too prominent? Does she have a hump back look? Or do they gently blend into her topline? Or is it severe? How about shoulders? Can you put your fingers under those shoulder blades? How much movement can you see as she walks? Knees...look at her knee pads. Where do they point? Hocks....close together? Too far apart? Yes, there is such a thing as too much width. Skin should be soft and pliable. Soft and pliable does not mean wrinkled. This is easier to tell when the goat is in show clip...the skin should be silky, soft and pleasant when touched. Wrinkling tends to be a masculine feature on bucks, however too much is not aesthetically pleasing and does absolutely NOT indicate dairyness. Too much is too much. There are zero points on the scorecard for wrinkles. Feet, length of toes, depth of heel, spread to the toes or lack thereof. I actually prefer some splay to the toes but not too much. We're not talking east west, just a slight splay. The doe tends to travel better and has less tendency to develop hoof rot in the spring during mud season. Put all of things into a single package while evaluating your own goats, figure out what you find tolerable and what you don't, and cull accordingly. One big piece of advice, even though you're evaluating single traits, don't pick the animal to pieces. You do have to learn to see the forest and not just one tree. One "A" trait does not make a poor goat.



Linear Appraisal or Classification can help train your eye on the good traits to keep in your herd.

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Is there a magic question we should be asking or a formula? How do we know when it's time to let them to go?

The score card is your formula. After that, you have to figure out what your goals are. Is it having all "90" or better goats. Remember, those "89"s are darn fine animals! BUT....if you only have 6 goats, I'd want all 6 in the top of their classes and they all better milk! :) I kid... Truly you're going to have some lower scoring animals, especially in young stock.

Experience helps you figure out what your "lines" actually do. Do they come out of the box with a bang then fall apart with age? Or do they slowly mature from gangly to glorious? And all that takes time. Breeding good goats is a marathon, not a sprint! In regards to when to let them to go, you have to be brutal or you'll quickly become overwhelmed. Too many is the number one cause for burn out amongst goat breeders. Remember, we have litters.... Keep ONLY what you can comfortably enjoy. If that means 6 does, then keep 6 does. If that means 14, go ahead and keep 14. There is no one single answer to that question.

What's your advice on keeping and proving bucklings and when does a breeder decide to start playing around with line breeding?

Easy answer....I'm a line breeder to the depths of my soul. You will not become an overnight success. You will have some nice things come out of your program. You will have some mickeys come out of your program. Line breeding is not the practice of crossing back simply because they have relatives in common. Remember, you can just as easily have a consistently bad herd by line breeding on bad as you can have a consistently good herd by line breeding on excellence.



Excellence is about consistent conformation for an entire herd rather than defining each animal by a single trait.

The role of improved animal genetic programs in combating the effects of climate change

Christina Ballard, grant writer, SMART Reproduction <https://smartrepro.com/>

SMART Reproduction is a woman-owned biotech company specializing in small ruminant germplasm and live animal export with the unique designation of being the first in the industry to hold United Kingdom and European Union export certification. Our bio-secure USDA-approved facility collects and cryopreserves sheep and goat semen and embryos from high quality meat and dairy animals for a wide variety of international buyers. Other services offered are offer live animal export and training in reproductive physiology, herd management, and nutrition consultation.

Reprint from May *U.S. Sustainability Alliance*

Improved animal genetics promises to revolutionize the global food production system. Throughout history, this has been illustrated clearly in small ruminants. Selective human breeding has created sheep and goat breeds able to thrive in harsh climates and rugged terrain. In light of the current challenges of climate change and the reality of greater instability, these animals offer an example and a path for sustainable and efficient food production systems. By adopting improved genetics, farmers can maintain their livelihoods and provide food for communities even while dealing with extreme weather events and changing weather patterns.

Data Is the First Step

As the clock ticks and the need for sustainable solutions intensifies, data to identify the required genetics is the first step. Within the landscape of small ruminant production breeds in the United States, several stand out for their registries and industry's data collection programs. These data collection and evaluation programs are available across multiple protein production models and breeds of sheep and goats. By consolidating and organizing concise generational data, they enable producers to calculate reliably predictable transmission rates of

characteristics such as milk production and parasite resistance.

Monitoring the Performance of Kiko Goats

One such example is the yearly large-scale performance trials primarily used within the Kiko goat breed. This meat breed is known to be hardy, parasite-resistant, with excellent maternal traits. At these university-managed trials, bucks are infected with *Haemonchus contortus* or the barber-pole worm, the leading cause of death due to worm parasitism in small ruminants in the United States. The animals are closely monitored by veterinary health professionals, with the participants' well-being front of mind. Throughout the typically 101-day program, animals are weighed, and most importantly, parasite loads are evaluated using fecal egg counts every two weeks and while FAMACHA scores are taken weekly. Fecal egg counts are a simple laboratory method used to determine the number of worm eggs excreted per gram of feces while FAMACHA is a color eye chart system that estimates the level of anemia (blood loss) in sheep/goats through the visual examination of eyelid mucous membrane color. Both industry standard systems are widely applied globally and as anemia is

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the primary symptom of barber pole worm (*Haemonchus contortus*) infection these easily implemented benchmarks yield very applicable results. At the end of the trial, animals are ranked by average daily weight gain, muscling, and fecal egg count. With this factual data, producers can select herd sires with these crucial genetic factors in mind. The result is that Kikos are showing distinct promise as a critical global component of subtropical animal production systems, with genetics making it possible to minimize the acute threat of entire herd depredations due to parasite infection. This aspect is vital as large swaths of the world are encountering rapid escalations in temperature and disruptions of rainfall patterns, which impact internal parasite densities and distributions. The rising prevalence of warmer and wetter climates create the perfect conditions for internal parasites to not only increase in density but to also expand their distribution range into novel livestock populations.

Evaluating Dairy Goats

There are also two data collection and evaluation programs widely used by dairy goat breeders within the United States. One is the Dairy Herd Improvement Registry (DHIR), a nationally recognized program that consists of a 305-day monitored test of milk volume, components (fat and protein), and herd health. This voluntary program provides year-to-year comparison data for individual animals within herds, including their relatives, and subsequent generations. The American Dairy Goat Association also offers the Linear

Appraisal Program, which evaluates a range of traits affecting structural and functional durability in both the mammary system and physical conformation. As breeders select for increased milk and solids production across all breeds, well-attached udders and correct leg and feet structure directly translate into animals with less physical issues as they age and an extended and higher quality of life. Trained and approved technicians evaluate each animal and trait individually from one observed biological extreme to the other, and evaluations are applied uniformly to traits that have economic importance and are, at a minimum, moderately heritable. The linear appraisal system includes 13 primary traits, one secondary trait, a research trait, and structural categories scored by the appraiser to evaluate functional conformation on mature does and bucks. Examples of some of the traits scored are width of the rump, fore udder attachment, udder medial suspensory ligament, teat diameter, shoulder assembly, and dairy character. With the combination of these two programs, breeders can select healthy, highly productive animals with an eye on longevity that directly translate into some of the most effective and economically valuable dairy goat herds on record.

Estimating Breeding Values for Sheep

Recognizing the need for comprehensive data for reliable and consistent breeding outcomes, the National Sheep Improvement Program created Estimated Breeding Values or EBVs. These values are science-based, industry-tested measurements of heritable traits that can be tracked and measured, including but

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Handling DRMS Paperwork

Valerie King, DRMS

Corrections to data at DRMS may be done several ways. Your first step should be to contact your service affiliate. They are best equipped to help you decide if your corrections may be done. The next option is for either you (if you use PCDART) or your technician / service affiliate to submit a correction in a special handling message on test day. Please include the following information when submitting a correction.

The INDEX as well as the barn name. DRMS does not know animals by their barn names.

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not limited to fleece quality, weaning rates, and parasite resistance. This program has resulted in clear breed-specific long-term improvements, as shown by NSIP-enrolled Polypay breeders increasing the breed average for pounds of lamb weaned per ewe by 13 pounds and Katahdin breeders demonstrating an increased 5% weaning rate (weaning rate represents the number of animals of a flock's lamb crop reaching market weaning age) and breed leadership, spearheading a national effort to develop resistance to internal parasites. These improvements, however minor to a layman, mean increased animal health and higher profit margins for producers.

Why do any of these programs matter? Many traits that effect an animal's economic value cannot be determined by visual appraisal alone, and these rigorous data collection and evaluation programs remove the potential guesswork from the equation. Any mechanism that allows

producers to increase their herds' productivity strategically and on an accelerated timeline ultimately benefits consumers and the environment. With more efficient production, fewer resources are required for the same or greater outcomes, cutting water use and reducing the cumulative carbon footprint of the farm. More efficient use of fodder, another benefit of more productive herds, is significant as those crops will also be under pressure from temperature and rainfall changes. Improved genetics also allows producers to integrate genetic traits such as parasite resistance or heat tolerance more quickly, in almost real-time, in response to currently unforeseen climate change responses, exponentially improving animal welfare outcomes and output. With these factors in mind, programs pinpointing and empowering animal producers' genetic choices will determine the future of sustainable climate-smart national and regional protein production programs.

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The correct information and the relevant dates

- Your phone number or your tech's phone number so we may contact someone for clarification.
- If it takes more than a couple sentences, or you have corrections on several animals, please contact your service affiliate or DRMS.
- DRMS support phone number: 919.661.3120
- DRMS edit request email: DRMSeditreq@ncsu.edu
- Several pieces of data can be corrected at DRMS but will not download to PCDART
- Reproduction changes

When entering new animals, you will need to determine if the animal came from a herd that is currently testing. If you have purchased the animal from a herd that does DHIA testing with any of the four processing centers, please provide the following:

Index in your herd

- Barn name in your herd
- DHIA ID / registration
- Index in the seller herd
- Herdcode of the seller herd

By providing all these pieces of information, the transfer of data from the seller herd to your herd will move smoothly.

If the animal you purchased did not come from a herd currently testing with any processing center, please provide the Index in your herd, the barn name in your herd, the DHI ID / registration, if available, and the current kidding date.

Continuing Test Days

After your first test, the DHI-100 and DHI-201 will come with information pre-printed from your last test. For the DHI-100, enter your test day and milking times for the current test and any new animals or ID corrections. These may include

Animals purchased from a herd that tests with a DHIA (transfers).

- Animals purchased from herds that are not on test (new does entering the herd)
- Youngstock animals that have kidded and entered the milking herd since last test day (new does entering the herd)
- Animals that need ID corrections

For the DHI-201, Enter any NEW status changes (kidding, dry, left) and milk weights, remembering to enter pounds and 10ths of pounds.

Once completed, submit this paperwork with your samples.

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possible, I recommend individually pricing each item. If there are steps involved to the use of your product, it should be on the product, not on your table. Yes, it may take more time in preparation, but people will not return to a product they could not figure out how to use the first time. Save space for your products. A back wall on your booth is a perfect focal point for branding. It can be as simple as a banner or as elaborate as a full wall print. The point is to make sure your customers know who you are.

3. Make 5 seconds count.

They say a booth has the attention of a potential customer for 5 seconds. In that time, they will decide whether to enter your space or not. We need to make those seconds count by standing out! Have your best sellers front and center. In my booth, I have a “feature table” which is a 4 foot to 6 foot table with all my newest and best sellers. They will be the draw that pulls them in for more. Make sure your signage is



Sample of brand pricing on the back of products.



Authors branded check-out stand.

clear. Décor is a wonderful way to make a booth appealing. I would caution here though. If your décor is getting more compliments or people asking the price of things within your booth you do not sell, that is a problem. Choose decorations that enhance your products, not overtake them. Make sure your aisles are wide enough to allow wheelchair and stroller access to your products. Also, make yourself available to customers who may have mobility issues by bringing products to them. Stay off your phone, stop talking with your friends or coworkers, do not sit and read. This is your business so be attentive. I have a chair but spend very little time actually sitting in it. You will learn which customers would rather browse on their own and which ones want to chat but EVERY customer should be greeted. I start with “Hello, welcome to (business name). If I can answer any questions for you, let me know.”

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Authors wooden indoor brand sign.

4. **Branding Guidelines.**

It is important to “Stay on Brand”. This means consistency is important. Your brand is your visual identity so pick a logo and stick with it. If you are always changing, people will not know how to look for you. Same goes for a company name. If you are always changing who you are, people don’t keep looking. Before you start making signs and branding stickers, check online registries to insure your name is not already taken in your area. Register your company with your respective state, pay for licensing, and make sure you have the right to use your name. If someone else has the name, you risk your followers finding the competition rather than you! Color palettes will be what draws the eye. Choose colors that represent your products well. When you post online, use your same brand colors. When you make signs and stickers, the same thing. People will begin to find, recognize, and follow based on your color scheme alone.

5. **Final things to consider.**

There are a few questions to think about before settling on your brand. Before you settle on any brand, consider these questions:

- What do I want to be known for? (If I sell candles, do I want that on my sign? If it is goats milk soap, do I want a goat or a soap bar on my sign?)
- How am I different from my competition? Sell yourself on those differences!
- What makes ME (not my business) special? Use those as your strengths.
- What is the mood of my products? Mine are serious in nature but yours may be funny, lighthearted, service oriented, etc. Make sure your booth matches your product vibe.



Authors outdoor branding banner

The vending world is big enough for everyone to succeed. You may not be the only one selling what you sell at any given show. Everyone will have competition so do not be intimidated by it. Make yourself stand out, show your confidence and knowledge of your products, and especially, have fun!

Recipe of the Month – Crepes and Chevre

By Lorelei Hallock, [Coyote Kidz](#)

6 fresh eggs

3 tbs flour

1/4 cup milk (ish I don't ever really measure just splash)

1-2 tbs sugar optional

Fresh cheese, just plain chevre is my favorite for filling

Jam, fresh fruit and/or syrup optional

Mix batter adjusting flour and milk for a really runny batter. Use a non-stick skillet or crepe maker pre heated to medium. Pour batter and rotate pan to allow to spread to a thin layer in desired size, flip once. To fill add a few spoons of a fresh chevre in a line down the center of the crepe. Add jam or other desired fillings. I like raspberry spread as its not too sweet and a little tart. Roll up crepe and repeat until batter is gone. Top with a sprinkle of powdered sugar, fresh fruit or your favorite syrup. A savory crepe can also be made by adding green chili, salsa or omelet type vegetables.

Will make 6-8 crepes depending on how big you make them.



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!