



ANDDA

American Nigerian Dwarf Dairy Association

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Sell More Goat Products with Better Signage

By Westi Haughey, [Twin Pear Farm LLC](#)

Without a doubt, selling your farmmade products like goat milk soaps, eggs and jam, is a great way to supplement your income while pursuing your passion. At our farm, 55% of our total annual income is generated by selling goat milk soap and lotion at farmers' and crafters' markets. However, with event booth fees from \$20-\$200, it's essential we get the most bang for our buck everywhere we pop our tent. One key to our success? Better signage.

SAY IT WITH PICTURES

There's a basic graphic design principle that you either show a picture of an apple or write the word apple, never both (think of the Apple computer brand). As Nigerian Dwarf breeders, we have the gift of incredibly photogenic creatures that naturally draw people in. Make it clear at just a glance that you're a goat farm with large, eye-catching photos in your booth. This will engage attendees and easily start a conversation with potential customers. We have beautiful photos printed on 2' x 4' banners we use at every event we attend. You don't have to explicitly say you're a goat farm, your photos will do it for you.

(Continued on page 2)



INSIDE THIS ISSUE:

National Photos	2
BoD Notes—DNA	3
Election Biographies	4
Recipe—Soup	7

(Continued from page 1)

MAKE IT READABLE

In addition to our goat photos, we always have a banner with our brand or farm name, logo and our location. It's absolutely essential that the text on your banner be readable at a distance. This means someone several yards away can read your banner at just a glance. The keys here are using an easy-to-read font (not too thin or too many serifs), making sure the font is large, and using a background color and font color that make the text pop. When designing your banner, print out test sheets and tape them to a wall in your home. Walk several yards away and see if you can still read the text.

LESS IS MORE

For the copy on your banner, keep it simple! Include your farm name, what you make (if it's not clear from your business name) and maybe your tag line. We save our social media and contact information for our business cards, otherwise your banner gets cluttered. If your farm name is clear on your banner, shoppers will naturally search for you on Facebook or Google, and phone numbers are no longer needed on banners. However, shoppers DO like to know where your farm is located, so I recommend including your city and state. Buyers are especially excited to learn if you're local to them, and may lead to repeat business.

PERSONALIZE THE STORY

Your signage tells the story of your farm, your values and the way you care for your animals. In addition to our banners, we often have smaller pictures of our most recently born kids or farm news at our "checkout" area. Buyers love knowing they're buying from real people with well cared for animals. I always mention the names of the goats in the photos, personalizing the image they're looking at. As you and I know, these are REAL animals we know and love, sharing that with the buyer turns them into loyal customers. But there is a caveat. I will warn you that the general public does not want to see udder pictures of our does ("Why so many goat butts?" they'll ask). Keep it to happy, smiley goats and kids, but save your beautiful mammary photos for other breeders.

Giving a little extra thought and care to your market signage will make a big difference in engaging potential customers. Don't forget that there may be another aisle of vendors and shoppers behind your booth, so consider a double-sided banner. At the end of the day, good signage works, and bad signage is just a blur that will be forgotten. Employing these tips will help you be the former, not the latter!



From the ANDDA Board:

Our letter to the ADGA Registration Committee:

The officers of the American Nigerian Dwarf Dairy Association would like to thank you for the opportunity to give our opinion on the topic of DNA Breed Identification for providing a pathway to allow the registration of Nigerian Dwarfs when unresolvable DNA exclusion is encountered.

It is clear at this time our members need more education on this subject and would like more information on the proposal the Registration Committee of the American Dairy Goat Association is suggesting.

We feel any change made to the Purebred Herd Book of the Nigerian Dwarf should be decided by the breeders involved in the breed and would respectfully ask for the opportunity to vote on any proposal put forth by the Registration Committee.

Thank you,
ANDDA Board of Directors

Board of Director Nominee Biographies

Director at Large

LeRoy Satter Introduction/Bio:

I bred Nubians for many years but added Nigerians in 2017. They are almost the complete focus of my current breeding program. I participate in shows, including at the National level, Linear appraisal and DHIR. My primary focus is on milk production accompanied by sound structural conformation. I currently have 13 Elite does in my herd as well as 4 Elite bucks. I currently serve as ANNDA Director At Large, ADGA Director from District 7 (2nd term) and am Vice President of Northwest Oregon Dairy Goat Association. There are some important decisions that will soon have to be made regarding our breed and it's Registry. I hope to be a part of this process and provide some continuity on our Board. THANK YOU' LeRoy Satter

Lorene Toth Introduction/Bio:

I am Lorene Toth from Connecticut, a retired music teacher and passionate goat breeder. I had Toggenburgs, as a 4-H youth in the 1970's, and rebooted my goat adventure with Nigerian Dwarf in 2003, establishing Sunnydale Farm. I have hosted AGS Nigerian goat shows starting in 2007 and transitioned to hosting ADGA sanctioned shows for all breeds. In 2023 started the Little Sunnysisters, Nigerian only show, with very positive results. I am entering my second term as ADGA District 1 Director, and am actively working on the 2025 ADGA Convention to be hosted in Danvers, MA, am the Scholarship Committee Chair and on the Annual Meeting Long Range Committee. I presently am a Director for the American Lamancha Breeders Association, chairing Specialty Shows and Facebook editor. My strengths are I am a hard worker and a practical thinker. I enjoy showing and constantly evaluate my herd, with the goal of improving. I would strive to increase ANDDA membership, particularly in my region, increase member participation in contributing to the newsletter and other ANDDA programs. Thank you for your consideration of me as an ANDDA Director at Large.

Board of Director Nominee Biographies

Eastern Director

Shannon Lawrence Introduction/Bio:

Hello. My name is Shannon Lawrence and I am the owner of Yellow Rose Farm. I live in Shady Dale, GA. I have been actively raising Nigerian Dwarf Dairy Goats since 1997, first in Texas and now in Georgia. I would appreciate your consideration for Eastern Director of the ANDDA. I believe that my commitment to raising Nigerians, mentoring new goat owners, spearheading many goat shows and fairs, and serving on several national boards qualifies me. I am looking to help promote Nigerian Dwarfs while keeping to the ideals of our wonderful breed. I would continue to encourage everyone with Nigerians to join and participate in our awesome breed club. I know education is of utmost importance and would work to continue the work that has already been started. Please, if you have any questions or comments, contact me at yrfgoats@gmail.com, follow me/the farm on Facebook/Instagram, or call me at 706-816-9100 Thank you for your time.

Shannon Lawrence

Sabrina Kirk Introduction/Bio: In 2013, I remember walking through our county fairgrounds and the goat princess was walking her totally adorable little goat around on a leash. I asked her what type of goat she had and she replied, "Nigerian Dwarf." From that moment, I knew I just had to get me one. At that time, in Findlay, Ohio, the Nigerian Dwarf had not taken off yet. It was a relatively new breed and was pretty hard for me to find in northwest Ohio. I kept looking and in 2018 finally found someone within driving distance who

was selling out their herd. Like many of you, my journey started with that "pet quality" Nigerian. My first two Nigerians, Iris & Ruby, were registered but in no way registration quality. At the time, the registration didn't mean much to me as I was just wanting cute little goats to fill my barn but the more research I did, and the more networking I did, I quickly realized if I was going to have registered goats and be serious about it then I needed to dive in. I got into milk testing, earning both girls their AR stars and then I signed up as a performance herd and was able to get an LA stop for Iris & Ruby. Mark Baden was my first appraiser and what an education I got. I was inspired to "do better" and "make big improvements" after learning of all the challenges the breed had been through and areas still needing improvement. Mark was kind and patient and explained how to "breed by the numbers." That was a pivotal moment for me. I had the choice to keep pets, or begin a new lifestyle of keeping, breeding, raising & showing Nigerian Dwarves. Fast forward to where I am now, surrounded by, and immersed in, an organization that supports just that. The journey thus far has been extraordinary. I've met breeders I now call friends, mentors who I now consider family and lead a 4-H group of kiddos who have sparks of passion for goats that keep me wanting to do more. I'm forever a student to this breed and enjoy all the time I can be among you talking about our goats. I am humbled by the nomination to be the breed club's Eastern Director. Sincerely, Sabrina Kirk #1598973

Board of Director Nominee Biographies

President

Jane Bailey Introduction/Bio:

Thank you for the nomination! I have been a member of ANDDA for so long I am truly not sure when it started. I believe it was 2005 or 06. Over those years I have seen many changes in our breed and certainly our club and its role. When I first came on board, Nigerians were on the heritage species watch list and we struggled to get 2000 animals registered to meet our agreement with ADGA to move on to display status! Doesn't seem possible now with our current numbers! From those years until now, I have served ANDDA in many positions including multiple committee chairmanships, worker bee member of committees, the Eastern Director, and your Vice President. I have served under many presidents during these times, and had a great working relationship with all of them. As a breeder, I have participated in many programs and venues over these years including showing in the breed ring - milk testing - appraising - and in more recent years, coaching youth and helping to provide them the arenas to shine including showmanship - one day milk test- shows - fairs - nutritional talks- and mentorship. Here we are in late 2024, and there are several important issues our breed, and as the parent club, ANDDA will be charged with input amongst others the new DNA testing available, DNA exclusions and ramification to those as they emerge with the new mandatory DNA for bucks that is now on the books. It is my hope, that I can help guide the newer members and breeders and remind longer

term breeders/members of how working together we are, and will remain the strongest breed club in both registries. I believe that being a part of ANDDA leadership for almost two decades, I bring history and "intent" of the boards and founders of our past, to the newer generation who should consider these things as they take us into the next decade! With the growth of our breed and large participation in performance programs etc, I would like to see our club look into a more modern method of communication and board meetings - reactivate membership recruitment - and look for fresh ideas and reviews of our current programs to assure we are using the best set of parameters/rules/methods for not only strong participation, but but also an enjoyable experience for all members. We have some terrific volunteers and directors now, and with new ideas and new volunteers I am confident we can continue our mission of protecting our breed and promoting our wonderful Nigerian Dwarf Dairy Goats to each other, our registries, and to the next generation. Thank you for taking the time to review this bio, and if elected I look forward to renewing old relationships and starting many new ones in 2025.

Jane Bailey

Recipe of the Month— Cheese and Onion Soup

1 medium onion, chopped
1 oz butter
3/4 oz flour
6 fl oz milk
6 fl oz stock or water
2 fl oz cream
3/4 oz cheese
Freshly grated nutmeg
Salt and pepper

Melt butter in a medium-sized saucepan and sweat the onion over low heat with the lid on for approximately 15 minutes. Stir in flour and blend well to make a smooth paste.

Gradually add milk and stock, stirring well and finishing off with a whisk to make sure everything is smooth. Turn heat to low and let barely simmer for approximately 6 minutes. Just before serving stir in cream and grated cheese. Season with salt, pepper, and freshly grated nutmeg.

We're on the web
www.ANDDA.org



*Promoting the
Nigerian Dwarf Breed
since 1996*

Editor:
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OK Doe K Dairy Goats

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