

### **Program Justification**

U.S. has emerging sheep & goat producers.



Whaley, Froehlich, & Carroll, 2022.

2. Despite declining U.S. sheep numbers, the amount of small ruminant operations has increased (USDA NASS 2017, 2012).

### 3. Although beginning producers have flock/herds of all sizes. Emerging producers often have smaller flocks/herds.



100 to 499 head Prefer not to Respond ≥1000 head

Whaley, Froehlich, & Carroll, 2022.

4. U.S. has seen a 27% growth in small producers (USDA NASS 2017, 2012). These producers are often challenged with lack of available resources and information.

The SD Emerging Sheep Program is designed for producers ( $\leq 10$  years of management experience) wanting to develop or improve a full or part-time sheep operation. The long-term outcome is to develop learning communities comprised of emerging and experienced producers, industry, extension professionals, and regional agencies to foster support and sustainability of the industry. This is being accomplished by providing production and risk management information and mentorship to establish early success of these emerging producers.

Participants level of knowledge pertaining to sheep related skills and learning priorities were evaluated prior to program acceptance. Most marketing, finance, and legal topics had greater than 60% indicated as a skill weakness. Similarly, marketing has been a topic of concern in both the USDA Sheep NAHMS study (USDA, NAHMS, 2021) and the U.S. Sheep and Goats Needs Assessment (Whaley, Froehlich, & Carroll, 2022).

Setting production and operation goals

Preparation and value of wool for sale Lamb cuts, flavor, and fabrication Direct marketing and value-added Regulations impacting marketing

Regulations for marketing lamb meat Regulations for sheep medicine use

# A comprehensive risk management program for emerging SD sheep producers Kelly Froehlich, Jaelyn Whaley, Heidi Carroll

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### **Purpose & Proposed Outcome**

## **Pre-evaluation of participants**

### Sheep Production Skill Level Learning Priorities GENERAL GENERAL Setting production and operation goals Keeping and using good records Keeping and using good records Business or plan of operation Business or plan of operation PRODUCTION PRODUCTION Sheep health Sheep health Lambing Lambing Nutrition Nutrition Sheep behavior/handling Sheep behavior/handling Breeding and reproduction Breeding and reproduction Sheep facilities Sheep facilities Pasture and range management Pasture and range management MARKETING MARKETING Developing a marketing plan Developing a marketing plan Animal market value Animal market value Preparation and value of wool for sale Lamb cuts, flavor, and fabrication Direct marketing and value-added Regulations impacting marketing FINANCIAL FINANCIAL Cost of production/benchmarks Cost of production/benchmarks Enterprise budgets Enterprise budgets Software recordkeeping Software recordkeeping LEGAL LEGAL Contracts and leases Contracts and leases Regulations for marketing lamb meat Regulations for marketing wool Regulations for marketing wool Live animal regulations Live animal regulations Regulations for sheep medicine use HUMAN HUMAN Develop a VCPR Develop a VCPR 0% 80% 100% 0% 60% 40% Weakness Intermediate Strength ■ High ■ Medium ■ Low





### **Curriculum & Activities**

This is a 9-session program (September 2022-August 2023) that involves:

- 4 Face-to-Face Workshops
- 3 Webinars
- South Dakota Industry Tours
- 2 Sheep Producer Tours
- Networking and Mentoring
- Participants are:
- Working on a comprehensive business plan to develop or improve their current sheep operation.
- Developing hands on skills (e.g., tubing lambs, calculating cash flows, fabricating lambs, etc.

Alongside the curriculum, participants are receiving essential tools to accompany hands on skills and tangible learning resources to develop their business plans.

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### References

J.R. Whaley, K.A. Froehlich, & H.K. Carroll. 2022. Surveying Production and Management Needs of U.S. Sheep and Goat Producers. USDA NASS. 2012. Census of Agriculture. USDA NASS. 2017. Census of Agriculture. USDA NAHMS. 2021. Sheep Needs Assessment















