

## VERMONT WORKING LANDS ENTERPRISE INITIATIVE

# Vermont Chevon, LLC

Danville, VT



Vermont Chevon is committed to pursuing its mission of adding value to Vermont's dairy-goat industry.

This means growing the meat-goat industry in Vermont with a focus on maintaining the livelihood of the animals and the land while creating a sustainable source of goat meat for chefs and consumers.



Vermont Chevon will be conducting three phases to their project:

1. Market Research—To find out which restaurants, CSA's and COOPs will buy goat
2. Market Tools and Plan—Identify communication channels to reach identified targets, develop marketing materials appropriate to targets and channels, and identify contractors to do marketing.
3. Marketing Actions—Direct contact, group contacts, advertising, enter into contracts for sales.

Total Working Lands Grant—\$10,000.00

Total Match provided by Vermont Chevon—\$5,000.00