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

VERMONT WORKING LANDS ENTERPRISE INITIATIVE

GRANT RECIPIENT UPDATE - FEBRUARY '14

The growth in number and size of Vermont dairy goat farms results in an increasing number of surplus kids. Vermont Chevon LLC applied their Working Land funds to developing a market plan to sell the meat, called chevon, from the surplus dairy goat kids raised for meat. The Working Lands Enterprise grant allowed Vermont Chevon the resources to do market research to find markets, distribution channels and retail customers.

The Vermont Chevon's next objective is to establish a Vermont farm to raise 650 to 700 surplus dairy goat kids into grown livestock producing ten 50-55 pound hanging weight carcasses weekly. Vermont Chevon's market research results show a demand of this scale does exist in the New England and Mid-Atlantic coast regions. Vermont Chevon's attention is currently focused in those areas.

Vermont Chevon goats are sold fresh or frozen as whole or half carcasses or as boxed 6-way primal cuts. The basis for the size, quantity and product selection is Vermont Chevon's experience in buying, processing and selling chevon in New England over the past two and a half years.

Vermont Chevon's plan is designed to produce multiple benefits. Dairy goat farms will now have a market for their surplus animals. Farms will be established to raise the surplus goats to market weight. Processing facilities will have an increased and regular supply of small animals. In addition industries can be created for prepared meals and the manufacture of products from goat hides, horns and hoofs.

Mehuron's Market

Portsmouth Tasting Preparation