MINISTRY OF AGRICULTURE,
FISHERIES & MINING

GOAT MEAT
INDUSTRY ASSESSMENT

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Date: August 2025

Contents

Introduction

Goat meat (chevon) remains a staple in Jamaican cuisine and culture. However, local production has declined in recent years, whereas demand continues to grow. This has led to a sharp increase in imports, raising concerns among several stakeholder groups about the future of the local goat meat industry. Imported sheep meat (mutton) is seen as a cheap substitute for chevon, due to its price point and relative accessibility in international markets, importation has also increased in recent years. As a consequence, several industry stakeholders have signalled a downturn in the movement of locally produced chevon. This, they say can possibly stymie the growth of the industry while also undermining the recent achievements of the Ministry of Agriculture, Fisheries & Mining under its Small Ruminant Development Programme. As such, a rapid industry assessment was conducted to evaluate the current state of the industry, drawing on survey data from key stakeholder groups during the period August 04-18, 2025. It is important to note that the last goat survey was conducted in 2007.

This report brings together data from production, prices, imports, along with surveys and interviews conducted with 215 goat farmers, 10 importers, 20 supermarkets, and the Small Ruminants Association of Jamaica (SRAJ). It explores key trends in production, market demand, and supply chain dynamics, while highlighting the challenges faced by stakeholders and the potential for growth.

These findings offer an overview of the local goat meat industry and aim to inform decisions that will bolster domestic production and lessen the dependence on imports.

Executive Summary

This executive summary presents a comprehensive overview of the current state of the local goat meat industry. It highlights key trends in production, imports, and market dynamics during the period 2020 and 2025. The executive summary is divided into five sections, each outlining the key findings.

Production and Imports

- During 2020 to 2024, the local production of chevon averaged 450,892 kg annually but declined by 32.6% when comparing 2020 and 2024.
- During the same period, chevon imports surged by 610.9% in volume and 439.2% in value, totalling 577,200 kg at a CIF value of US$2.4 million.
- Mutton production remained low, averaging just 5,124 kg annually, while imports soared to over 2.6 million kg annually, with an 81.2% increase from 2020 to 2024. Despite low production levels, the focus remains on premium cuts such as lamb chops.
- Australia remains the dominant source of imported chevon, supplying 92.3% of total imports to Jamaica.
- According to the Veterinary Service Division a total of 653,879 kg of goat meat was imported during January-July 2025, already surpassing total imports in 2024 (317,135 kg)

Key Findings from the Farmer Survey

- ***Aging farmer base:*** 57% of goat farmers are over 45, while only 17.5% are under 35, highlighting a low youth participation and raising concerns about the sustainability of the industry.
- ***Mainly small-scale operations****:* 70% have herds of 1–30 goats, limiting economies of scale and increasing vulnerability to imported competition.
- ***High experience, low new entry****:* While 53% of our farmers have over 10 years of goat farming experience, new entrants remain low at less than 1% in the past year.
- ***Key Challenges****:* Major issues include animal theft (46%), high feed costs (42.8%), and limited access to veterinary, financial and technical support.
- ***Herd Development:*** Farmers retain approximately 80% of mature does for breeding, selling only about four per year, showing a strong emphasis on expanding their herds.
- ***Impact of imports****:* 32.1% of our farmers reported a reduction in sales due to imports, with smaller farmers being more affected due to lower production volumes and higher input costs.
- ***Consumer Preference****:* 73% of farmers believe consumers prefer local goat meat for its perceived quality, though some consumers opt for cheaper imported alternatives.
- ***Sales Channels****:* Direct-to-consumer is the dominant sales method for our farmers (55%) with less than 1% selling directly to hotels/restaurants.

- ***Policy needs****:* 87% indicated a desire for government support, focusing on feed subsidies, security, veterinary services, breeding programs, and import regulation.

Interview Insights from Small Ruminant Association (SRAJ) of Jamaica

- ***SRAJ Membership:*** The SRAJ reports approximately 500 active goat farmers.
- ***Imports of live goats:*** While helpful for genetic improvement, are eroding market share for traditional breeders.
- ***Higher tariffs on imports:*** The Association recommends a cess be imposed on imports with proceeds being used to establish a National Small Ruminants Development Fund.
- ***More support from RADA:*** The SRAJ emphasized the need for greater support from RADA, noting that the Authority has fallen short in assisting producers. In many instances, farmers are unaware of the officers assigned to their specific regions

Key Findings from the Supermarket Survey

- ***Product availability***: 90% of surveyed supermarkets currently sell goat meat, confirming strong consumer demand.
- ***Form preference****:* Frozen goat meat dominates (77.8%), though niche opportunities exist for canned, and processed products.
- ***Consumer preference****:* 50% of retailers reported that customers prefer locally produced goat meat, while only 27.8% favour imports, primarily for cost reasons.
- ***Sourcing decisions***: Price and quality are top sourcing drivers for supermarkets followed by customer demand and preference for local products.
- ***Local sourcing potential****:* 65% express strong interest in sourcing more local goat meat provided it's price-competitive and high quality.

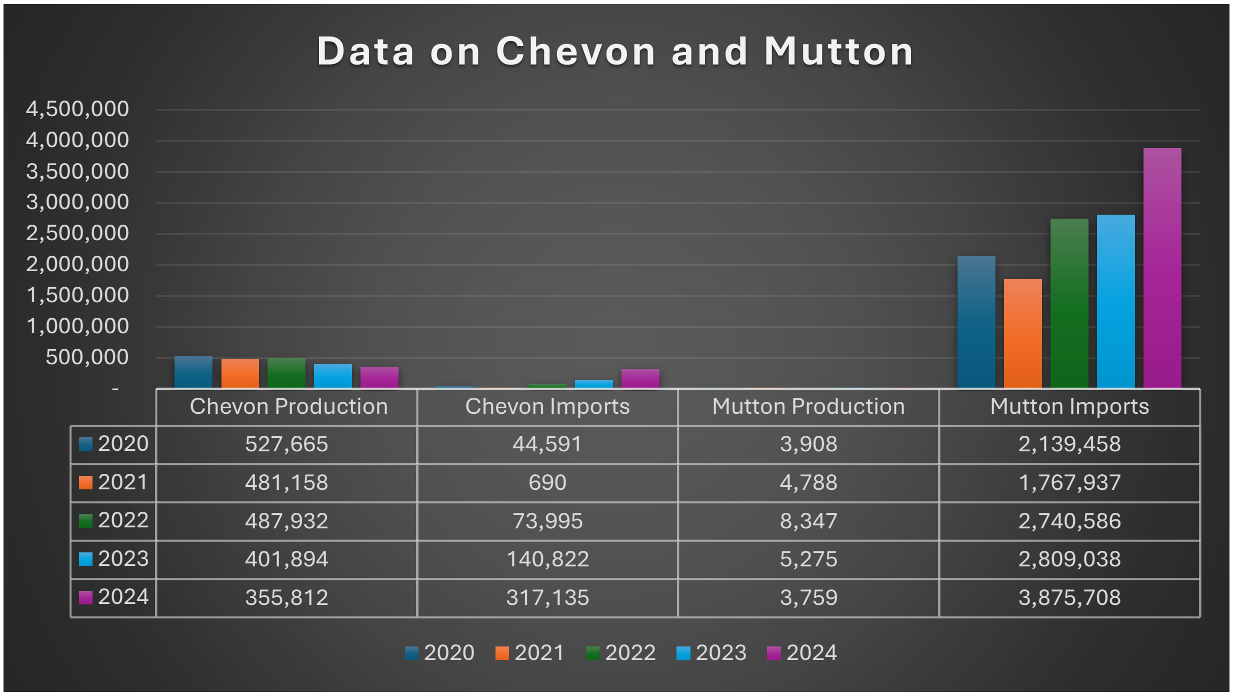
Importer Survey Insights

- ***Participation rate:*** Ten (83%) of the 12 active importers participated in this survey.
- ***Main reasons for importing:*** most importers say insufficient local supply and lower prices.
- **Local goat meat purchase:** 60% of importers also buy locally, however approximately half of the respondents import more than 75% of their goat meat supply.
- ***Willingness to purchase more local goat meat:*** Importers indicated a willingness to source more locally if supply consistency and pricing improve.

Despite the challenges faced by the industry, the findings also point to clear areas for strategic intervention such as investment in youth participation, improved access to veterinary, RADA and financial services while strengthening breeding programs, and implementing an import substitution policy.

Section 1: Production and Imports of Chevon and Mutton

Figure 1. Chevon and Mutton Production & Imports 2020-2024



	Chevon Production	Chevon Imports	Mutton Production	Mutton Imports
2020	527,665	44,591	3,908	2,139,458
2021	481,158	690	4,788	1,767,937
2022	487,932	73,995	8,347	2,740,586
2023	401,894	140,822	5,275	2,809,038
2024	355,812	317,135	3,759	3,875,708

Source: STATIN Trade Data

Chevon: Production averaged 450,892.20kg throughout 2020-2024 and followed a downward trajectory. Comparing 2020 to 2024, there was a 32.57% decrease in production volumes. This coincides with trends in imports demonstrating a strong relationship between imports and production. Chevon imports grew by 610.9% in volume and 439.2% in value. Imports totalled approximately 577,233kg valued US$CIF 2.4M. Regarding exports, Jamaica exported a total of 50kg during the period 2020-2024. Mirroring the patterns observed in Mutton imports, Jamaica's primary sourcing partner for Chevon was Australia (92.3%) and New Zealand with 7.7%.

Mutton: Production averaged 5,124.4kg during the period 2020 to 2024, while average annual imports amounted to approximately 2,666,545.26kg. Over this five-year period (2020 -2024), imports showed a general upward trend, despite a dip in 2021. Notably, imports rose significantly from 2,139,457.90kg in 2020 to 3,875,707.92kg in 2024, reflecting a substantial 81.15% increase. Exports of mutton amount to 253kg over 2020-2024 period.

Goat Population: According to Ministry Paper 58/2014, Jamaica's goat population was approximately 700,000 in 2011. Currently, RADA (ABIS) is reporting a 32% increase, bringing the total to 923,079 goats across 103,062 farms.

Table 1: Jamaica's Imports of Mutton, Ram, Goat and Lamb for the period January-July 2025

Meat Type	Total Imported (Kg)	Top Three Importers
Mutton *(sheep)*	1,137,445.64	CPJ, Master Mac, Rainforest
Ram *(sheep)*	569,596.63	Everything Fresh, Master Mac, AID Global
Chevon *(goat)*	653,878.53	Nation Choice, Dainex Dist., Glastonbury
Lamb *(sheep)*	139,640.19	Rainforest, Nation Choice, CPJ
Overall Total	**2,500,560.99**	

Source: VSD

The analysis of Jamaica's import for select meat highlights that mutton is the dominant category, representing 45.5% of total imports, followed by goat (26.1%), ram (22.8%), and lamb (5.6%). In the goat segment, Nations Choice Ltd, Dainex Distributors Company Ltd, and Glastonbury Purveyor Co. Ltd are the top three importers. Importing patterns suggest that firms such as Caribbean Producers, Nations Choice and Master Mack Enterprises Ltd operate as major players across multiple meat categories.

Section 2: Key Findings from Goat Farmer Survey

This section focuses on insights garnered from 215 goat farmers across Jamaica in relation to key challenges faced, the opportunities for growth, and the impact that imported goat meat has on the local industry.

2.1 Demographic Information of Farmers:

- 56.8% are over 45 years old.
- Only 17.5% are under age 35.
- 80% male, 20% female.
- All parishes surveyed, response range 14 – 23 farmers per parish

The goat farming population is aging, with over half (56.8%) of farmers aged 45 and older, and only 17.5% under the age of 35, pointing to low youth participation.

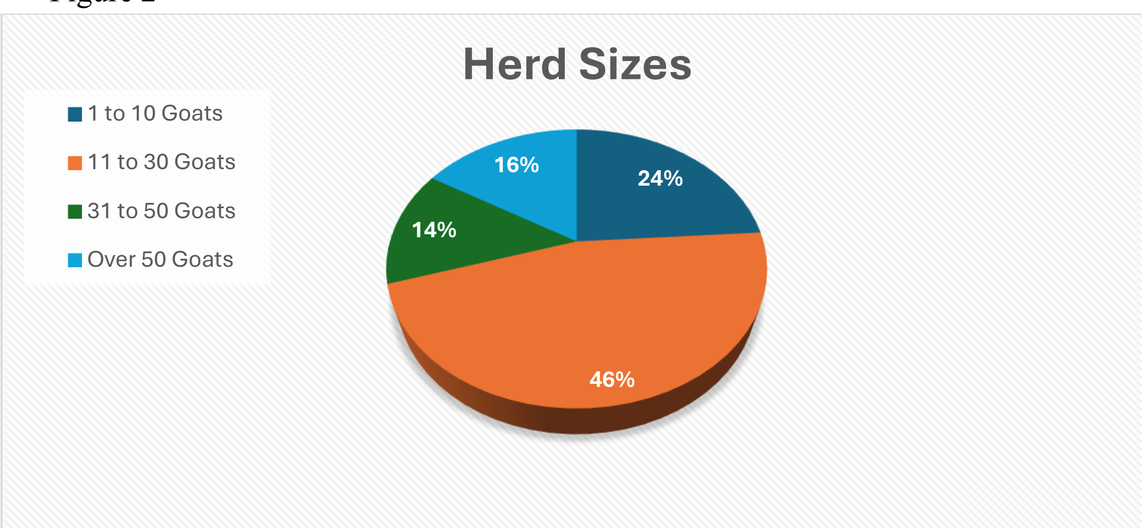
2.2 Years of Experience in Farming Goats:

- 52.6% have been raising goats for over 10 years.
- Only 2 farmers (1%) have started in the past year. 8.8% started within the last 3yrs.

The industry comprises of mainly experienced farmers while new entries are low and presents possible concerns surrounding the sustainability of the industry.

2.3 Average Herd Size of Goat Farms:

Figure 2



Most herds are small with approximately 70% of farmers having between 1–30 goats. The average herd size ranges between 28-31 animals, which indicates low economies of scale resulting in a reduced ability to compete with imports.

2.3.1 Herd Size Breakdown:

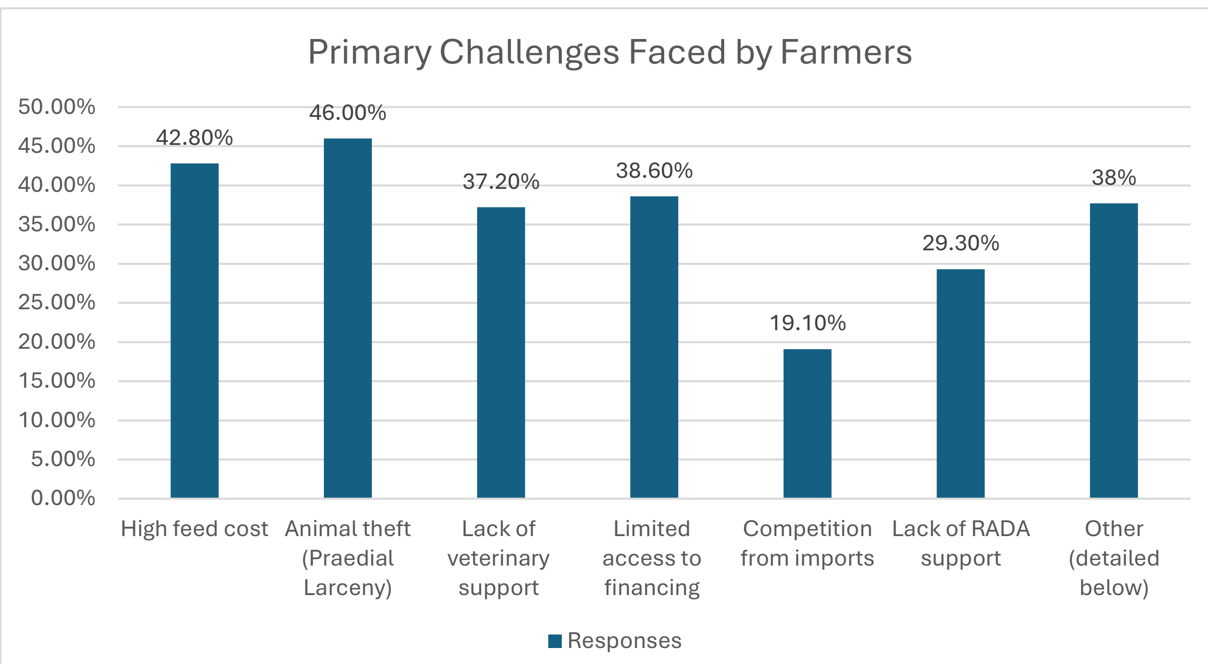
Table 2

Metric	Number
Total mature Does reported	**4,069**
Minimum Does retained for breeding (total)	**3,158**
Total Mature Bucks reported	**849**
Total Kids reported (Under 6 months)	**1,645**
Average mature Does per farm	**19**
Minimum Does retained for breeding per farm (average)	**15 (79%)**

The data suggests a strong focus on herd development and expansion among goat farmers, with approximately 80% of mature does being retained for breeding purpose. In other words, farmers reported selling an average of approximately 4 mature does annually.

2.4 Key Challenges Faced by Farmers: (multiple responses allowed)

Figure 3



Respondents face several significant challenges, with theft of animals (46.0%) and high feed cost (42.8%) being the two most reported issues. Other major concerns include lack of veterinary support (37.2%), limited access to financing (38.6%), and insufficient support from RADA

(29.3%). Notably, many farmers (38.0%) highlighted additional problems, mainly frequent dog attacks on goats and drought-related feed shortages (hay).

2.5 Market Demand Local Goat Meat:

Table 3

Responses	Percent	Count
Very high	**40.0%**	**86**
High	**29.3%**	**63**
Moderate	**19.1%**	**41**
Low	**9.3%**	**20**
Very low	**2.3%**	**5**
	Total	**215**

From the perspective of goat farmers, the demand for local goat meat is strong, with 70% of respondents describing it as either very high or high. An additional 19.1% consider the demand to be moderate. This suggests that local goat meat continues to be a valued and sought-after product, offering promising opportunities for goat farmers, provided they can overcome production challenges.

2.6 Primary Sales Channels Used by Farmers:

- 55% sell directly to consumers.
- Only 0.5% sell to restaurants/hotels.
- 23% sell to butcher shops.
- 11.7% sell to Purveyors

Most goat farmers (55%) primarily sell their goats or goat meat directly to consumers, while butcher shops account for 23% of sales. Purveyors (wholesalers or distributors) make up 11.7% of market channels, and only 0.5% of respondents sell to restaurants or hotels. An additional 10.7% specified "Other Channels" which primarily includes special events such as weddings, funerals, parties, and nine-nights. This indicates that direct-to-consumer sales dominate, with a notable portion of the market tied to community-based, or event-driven transactions.

2.7 Awareness and Perceived Impact of Imports:

- 97% of farmers are aware that goat meat is being imported into Jamaica.

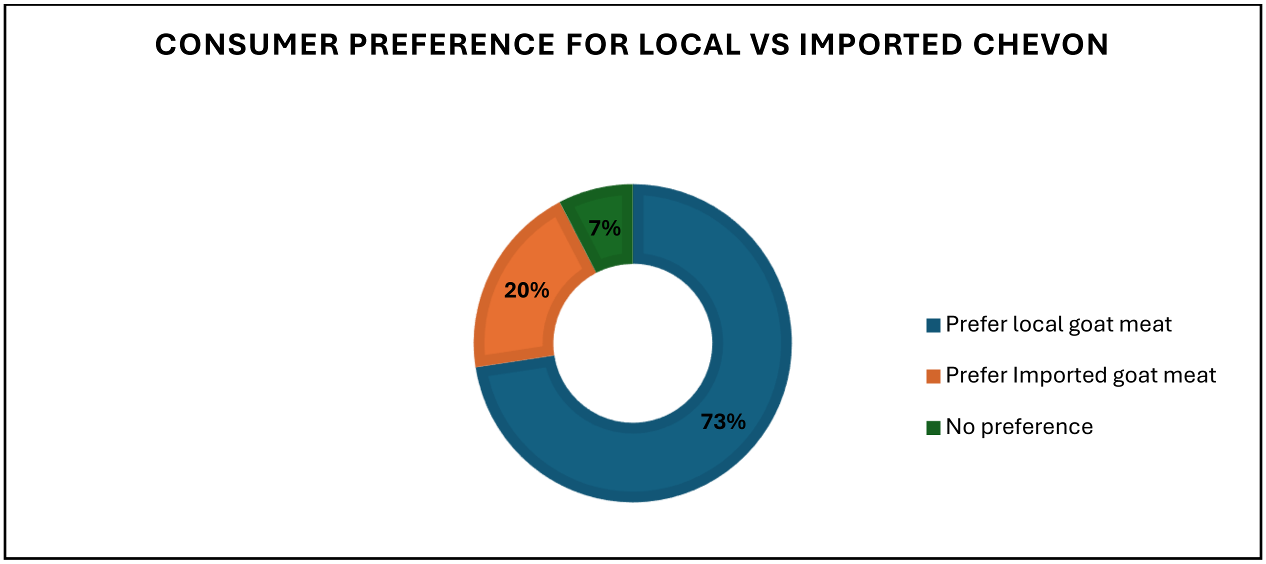
Reported Impact of Imports on sales during the past 12 months:

- 32.1% said imports affected their sales, negatively.
- 49.8% said there has been no impact on sales.

While a majority of farmers (49.8%) reported no current impact from imports, nearly one third (32.1%) indicated that imported meat is hurting their sales. It is to be noted that smaller herd owners feel more exposed to import pressures possibly due to lower production volumes, less negotiating power, and higher unit costs.

2.8 Consumer Preference (According to Farmers)

Figure 4



Local goat meat is highly preferred for quality, but price-sensitive consumers are choosing the cheaper imported alternative. So, while demand for local goat meat remains high, imports are undercutting local prices and affecting profitability.

2.9 Farmers in need of Government Support:

- **87%** of farmers indicated that want Government support in the form of:
    - Reducing feed costs.
    - Land access for forage.
    - Providing breeding stock.
    - Addressing animal theft and stray dogs.
    - Reducing imports.
    - Subsidies for goat housing and fencing.

Overall, the responses reflected a desire for a more supportive infrastructure, better market protection, and targeted government interventions to enhance local goat production and sustainability.

2.10 Farmgate Price Goats (as reported in the survey)

Table 4

Most Frequent Farmgate Price for Goat J$/kg		
Breed	Live Weight	
	Buck	Doe
Nubian	$1,540	$770
Boer	$1,760	$880
Cross Breed	$1,760	$770
Native	$1,760	$860

A common observation in the goat industry, and generally in local livestock agriculture is inconsistent valuation practices. Farmers price their animals mostly based on personal perception of value of the goat rather than on a structured framework which contemplates cost of production, market dynamics and competition. This highlights the importance of continued market reporting to track movements and guide farmers in the proper valuation of live goats.

As seen above, Boer goats have the highest live weight prices for both Bucks and Does while Nubian is traded lower at J$1,540/kg. Additionally, live weight prices for Does vary more significantly than the prices for Bucks, with Nubian and Cross Breed Does being sold for J$770/kg, Native Does slightly higher at J$860/kg, and Boer Does again leading at J$880/kg. while it is the common practice for farmers to sell.

Cost of Production: In 2025, the Agricultural Economic Planning & Policy Section conducted a preliminary in-house cost of production using a herd of 102 goats comprising of 35 Does, 1 Buck & 66 Kids. The total estimated cost for the enterprise amounted to $1,742,200 with production of 1,650kg/3,630lbs of goat meat (liveweight) resulting therefore, in an estimated Cost of Production of $1055.88/kg/$480/lb.

Using the most frequent selling price at farmgate of $1,760/kg and a production cost of $1,055.88/kg, local farmers are currently applying a markup of approximately 67%.

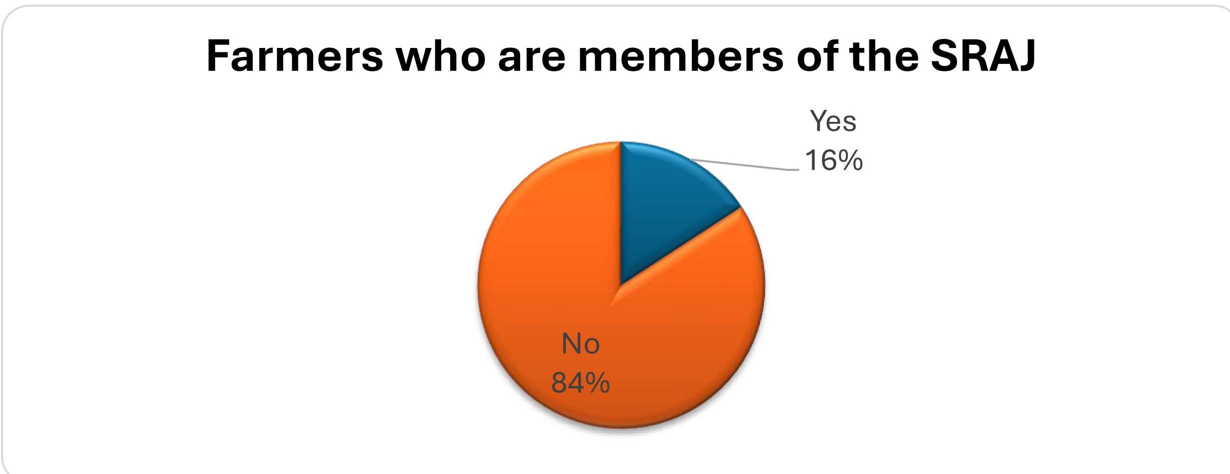
Farmgate Price for Goat Meat (Dressed Weight): According to JAMIS Farmgate Meat Price reports, the price of dressed weight goat meat ranged from $2,700/kg to $3,050/kg between July 2023 and July 2025. The average price over this period was approximately $2,915/kg, with the most recent recorded price (July 2025) at $3,046 per kilogram

Landing cost per Kg for Goat Meat and Mutton**:** Imported goat meat and mutton, sourced from Australia and inclusive of duties and charges, averages $1,003.50/kg and $938.22/kg respectively. (for a container load dated August 22, 2025). As a consequence of the prices of imports, restaurants, wholesalers, and other major stakeholders have shifted to the imported meat, as it offers greater value to their business from a profit-making perspective.

Wholesale Prices for Goat Meat and Mutton: A survey conducted on August 22, 2025, among wholesalers found that the most frequent wholesale price for imported goat meat was $1,474 per kg, while local goat meat sold for $2,860 per kg. In relation to imported Mutton, the most frequent wholesale price was $1,760/kg. Notably, the farmgate most frequent price for goat meat ($3,046) is six percent (6%) higher than the most frequent wholesale price for goat meat ($2,860). This can be attributed to wholesalers benefitting from bulk purchases which results in a lower per unit price at point.

2.11 Goat farmers who are members of the Small Ruminants Association of Jamaica (SRAJ)

Figure 5



Only 16% of goat farmers surveyed indicated that they are members of the SRAJ, while a significant 84% are not members.

Interview: Small Ruminants Association of Jamaica

In August 2025, an interview was conducted with the Small Ruminants Association of Jamaica (SRAJ), to discuss the current state of the goat meat industry. The discussion focused on production challenges, market conditions, and areas where support is needed. The key findings are outlined below:

The SRAJ has approximately 500 active goat farmers. According to the association, local goat production is limited due to the high costs of inputs, drought conditions which affects forages, praedial larceny and the competition from lower priced imports. It was noted that while the importation of breeding animals has benefited the local herd genetics, it has also reduced the market share of large established breeder who rear more traditional breeds of goat. To address this, the SRAJ suggested the introduction of tariffs on imports with the funds dedicated to a National Small Ruminants Development Fund that would support the local goat industry.

Regarding the preferred breed, Boer are favoured by meat farmers for their weight and yield while Nubian is typically reared by milk farmers. It was also noted that the two are commonly crossbred to combine the length of the Nubian with the thickness of the Boar achieving more meat per goat.

Distribution channels identified included restaurants, personal gatherings/events and supermarkets. However, farmers continue to face difficulties selling their animals, with concerns about the low-farmgate prices. Regarding quality standards, the SRAJ relies on the Public Health Personnel to test meat and encourages members to use approved slaughterhouses, obtain food handler's permits and avoid the mixing of animal to reduce the risk of diseases.

The SRAJ also highlighted the need for stronger support from the Ministry through the RADA pointing out that the agency has been lacking in its efforts to support producers and in many cases, farmers are not aware of the officers responsible for their respective areas.

Benefits of SRAJ Membership:

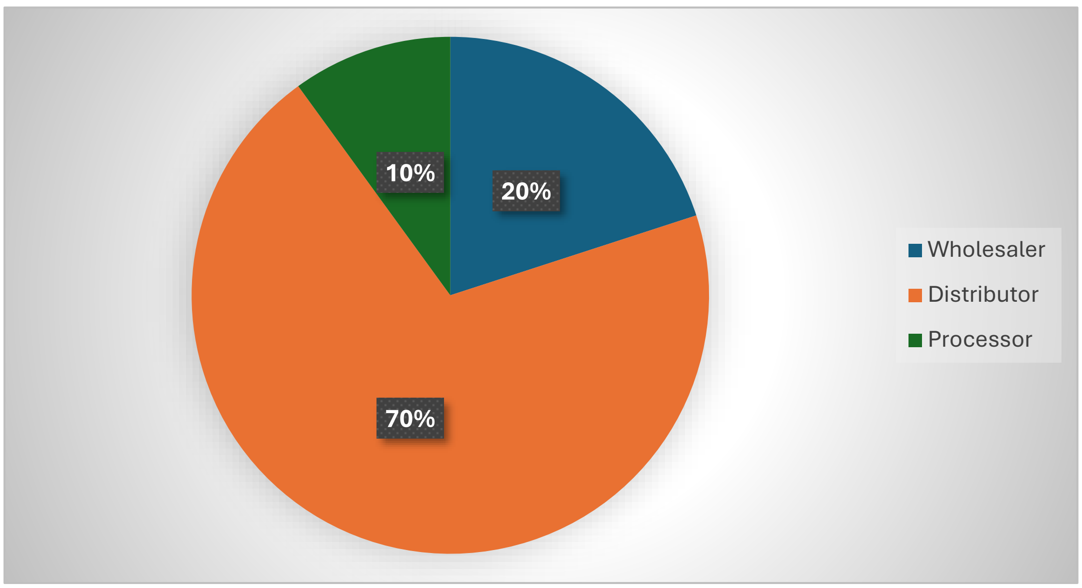
SRAJ members benefit from expert advice, training, herd appraisals, and help with importing live goats. The association also supports farm planning, herd health, marketing, feed guidance, and participation in agricultural shows. Members receive free publications and can sell goats through the society without paying a fee.

Section 3: Key Findings from Importers of Goat Meat Survey

This section of the survey focuses on businesses involved in the importation of goat meat. It aims to understand their sourcing practices, market dynamics, and factors influencing their decision to import versus source locally. According to the VSD, there are currently 12 importers of goat meat, responses were obtained from 10 (83%) of the population.

3.1 Importers of Goat Meat

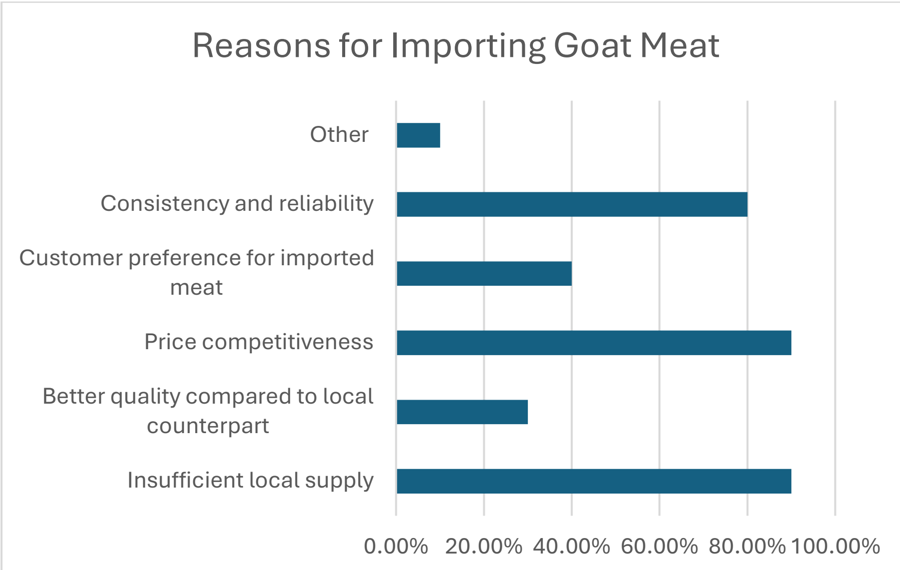
Figure 6



The importation of goat meat is dominated by distributors, who account for 70% of total imports. This suggests that the bulk of goat meat entering the country is being sourced by entities whose primary function is to channel products through established supply networks, likely targeting supermarkets, retailers, and the hospitality sector.

3.2 Why do you import goat meat?

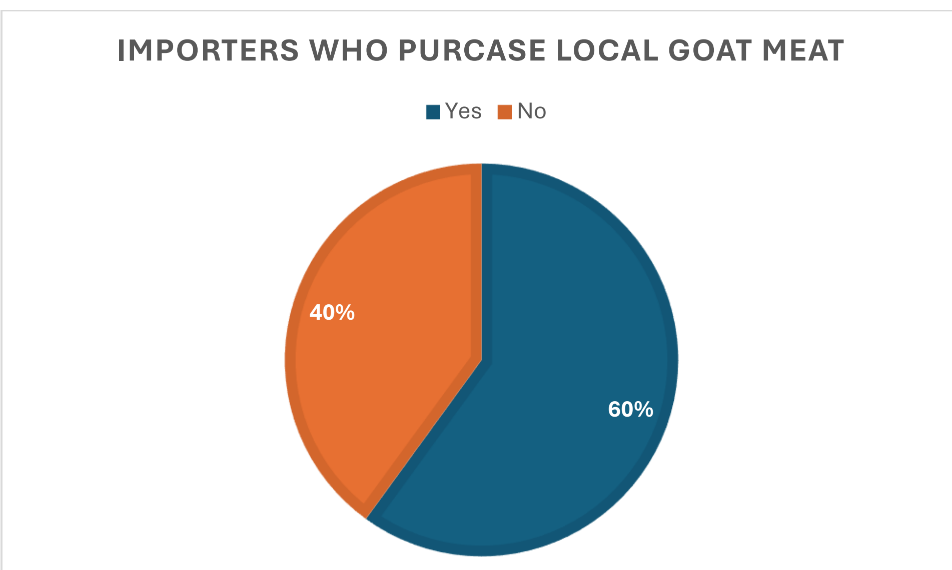
Figure 7



The findings reveal that the primary drivers of goat meat imports are insufficient local supply (9 respondents) and price competitiveness (9 respondents). This indicates that the domestic industry is currently unable to meet demand at the required scale or price point, compelling importers to rely on external sources. Consistency and reliability (8 respondents) were also cited as major factors, suggesting that local supply chains may struggle with stability in terms of volume and delivery timelines.

3.3 Do you also source goat meat locally?

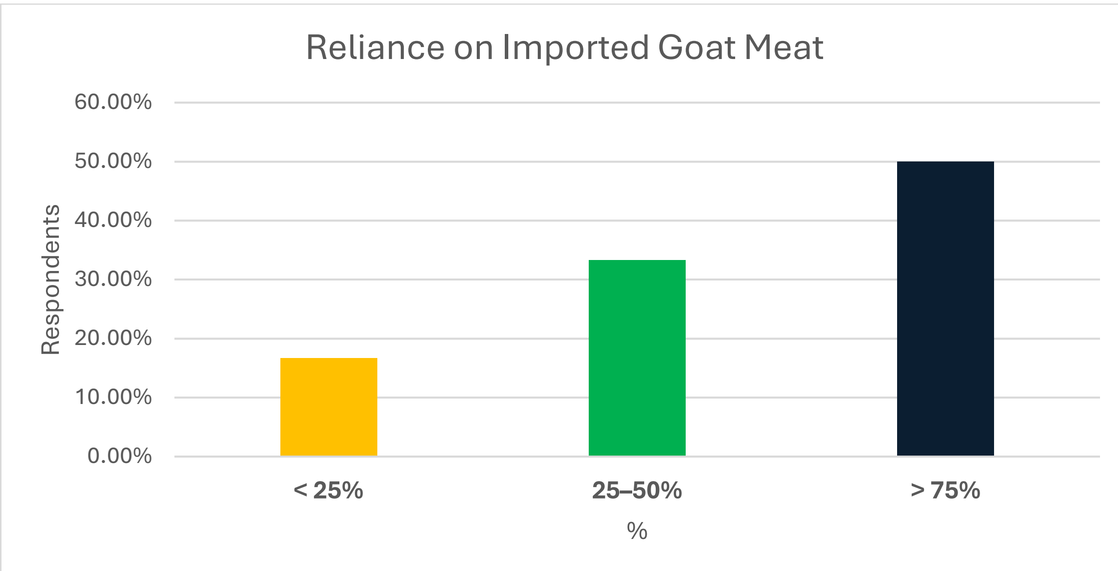
Figure 8



The data shows that 60% of importers also source goat meat locally, while 40% rely solely on imports. This indicates that despite the heavy dependence on imported goat meat, there is still a notable level of engagement with domestic producers. It is theorized that importers who source both locally and internationally may be using local supply to supplement imports when possible, or to satisfy specific consumer preferences for fresh, locally raised goat.

3.1 What percentage of your goat meat trade is imported?

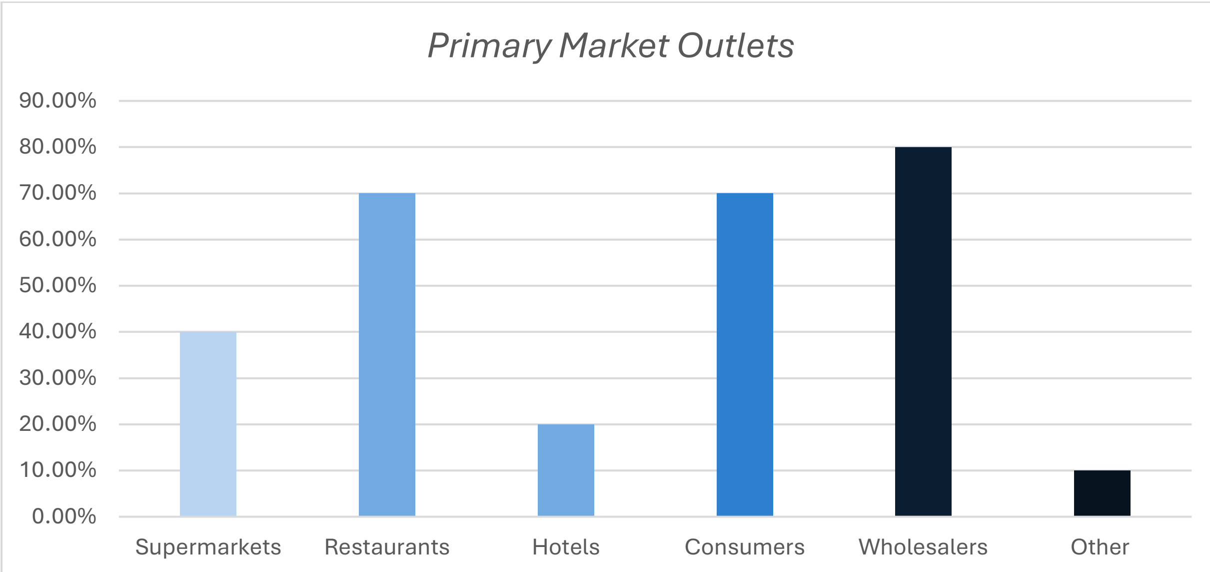
Figure 9



As expected, the data indicates that importers source majority of their goat meat from overseas. Half of respondents (5) reported that over 75% of their supply is imported, showing a heavy reliance on external markets. Importantly, 80% of respondents import at least a quarter of their supply from abroad reinforces the structural dependence on imports, while the 5 importers who import the vast majority (>75%) suggest that domestic production is insufficient to meet large-scale demand.

3.4 What are your primary market outlets? (multiple responses allowed)

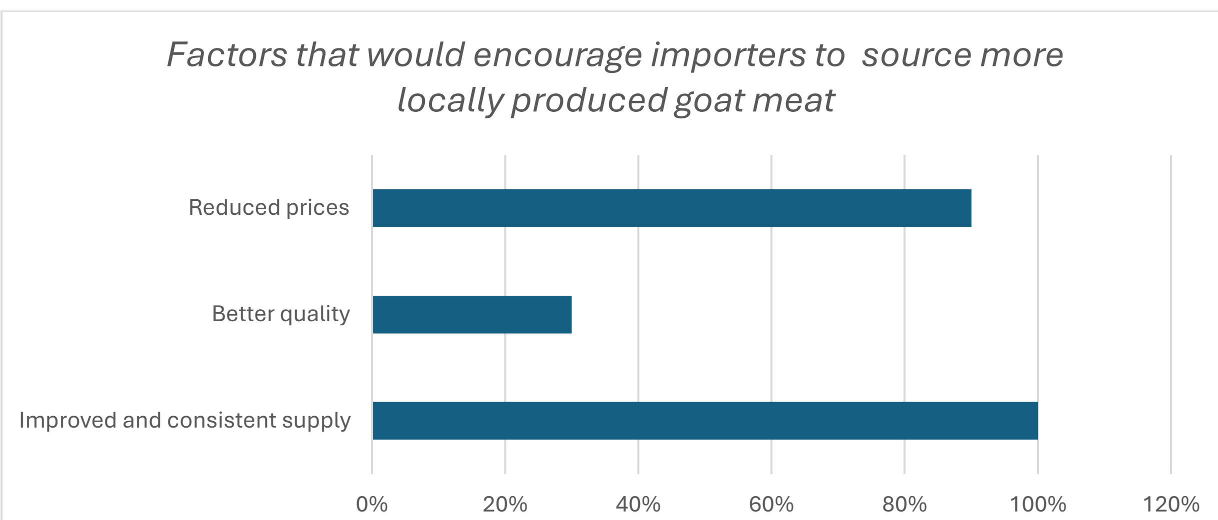
Figure 10



The results show that importers of goat meat supply a diverse range of market channels, with wholesalers (8 respondents), restaurants (7 respondents), and direct consumers (7 respondents) emerging as the dominant outlets. This pattern underscores the importance of both business-to-business and business-to-consumer markets, with wholesalers acting as key intermediaries while restaurants and households reflect strong end-user demand.

3.5 What factors would encourage you to increase your sourcing of locally produced goat meat?

Figure 11



The responses clearly indicate that the most critical factor that would encourage greater sourcing of locally produced goat meat is improved and consistent supply (all respondents). Every respondent identified supply reliability as essential, reinforcing the finding that current domestic production struggles to provide steady and adequate volumes.

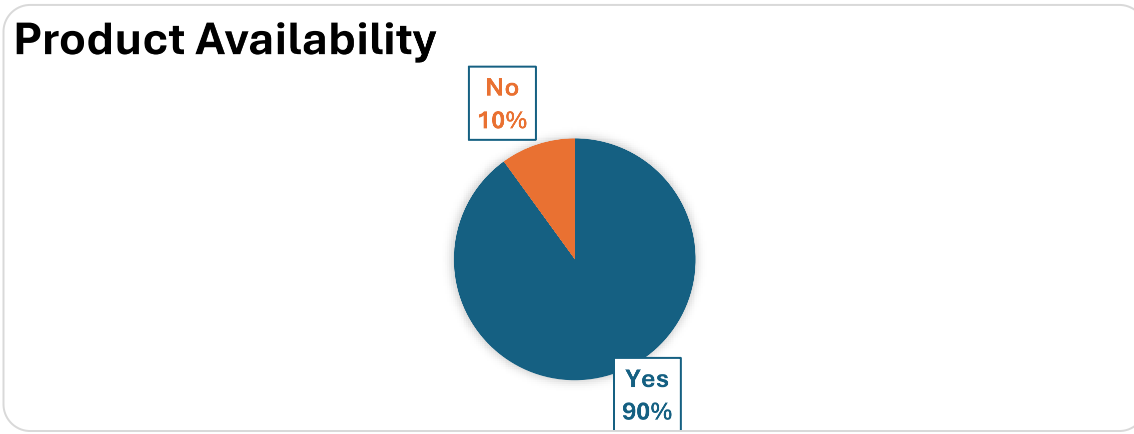
Reduced prices (9 respondents) was the second most cited factor, showing that cost competitiveness is almost as influential as supply reliability in shaping sourcing decisions. This suggests that importers are highly sensitive to price differences between local and imported meat and would increase their domestic purchases if local goat meat was more affordable.

Section 4: Key Findings from Supermarket Goat Meat Survey

This section provides insight into the current state of goat meat sales and sourcing practices among 20 supermarkets and retailers. The survey highlights a strong market engagement, evolving consumer preferences, and key factors that influence sourcing decisions.

4.1 Availability of Goat Meat in Supermarkets:

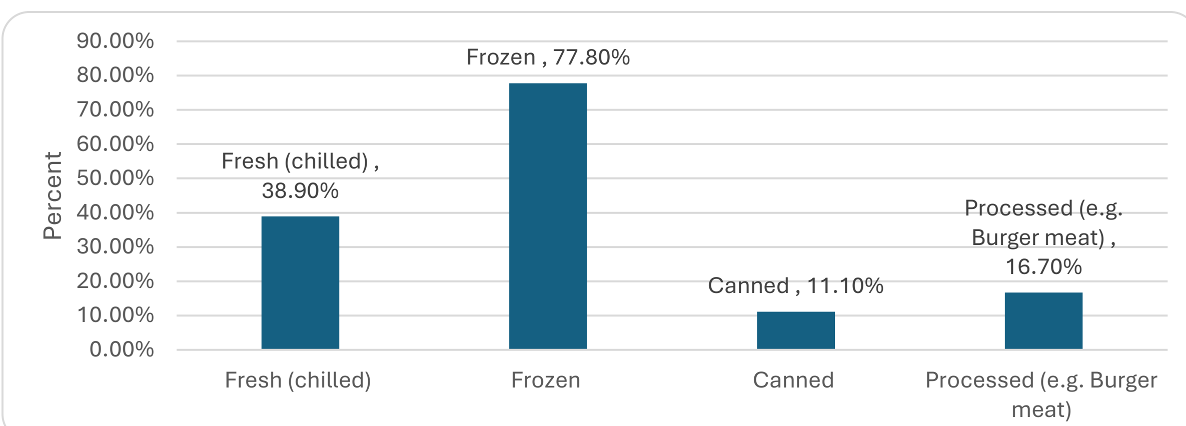
Figure 12



Ninety percent (90%) of respondents currently sell goat meat. This shows strong market penetration, suggesting that consumer demand for goat meat is significant enough to justify its regular availability in most establishments surveyed.

4.2 Consumer's Packaging Preference:

Figure 13



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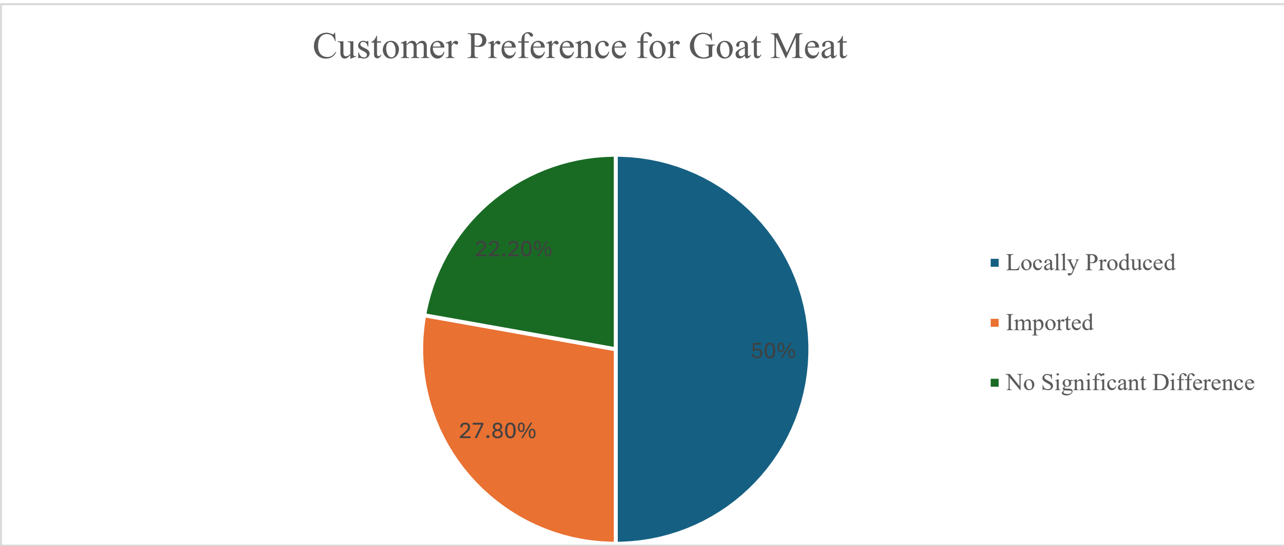
The data reveals a clear preference for frozen goat meat, with 77.8% of respondents offering it in this form. This dominant figure indicates that frozen goat meat is the most commercially viable option however, canned and processed forms suggest opportunities for diversification based on evolving consumer preferences. It is important to note that several local companies have seized the opportunity to utilize imported commodities as raw material in agro processing for creation of new products such as burgers, curried goat and soup.

4.3 Customer Preference for Goat Meat by Origin:

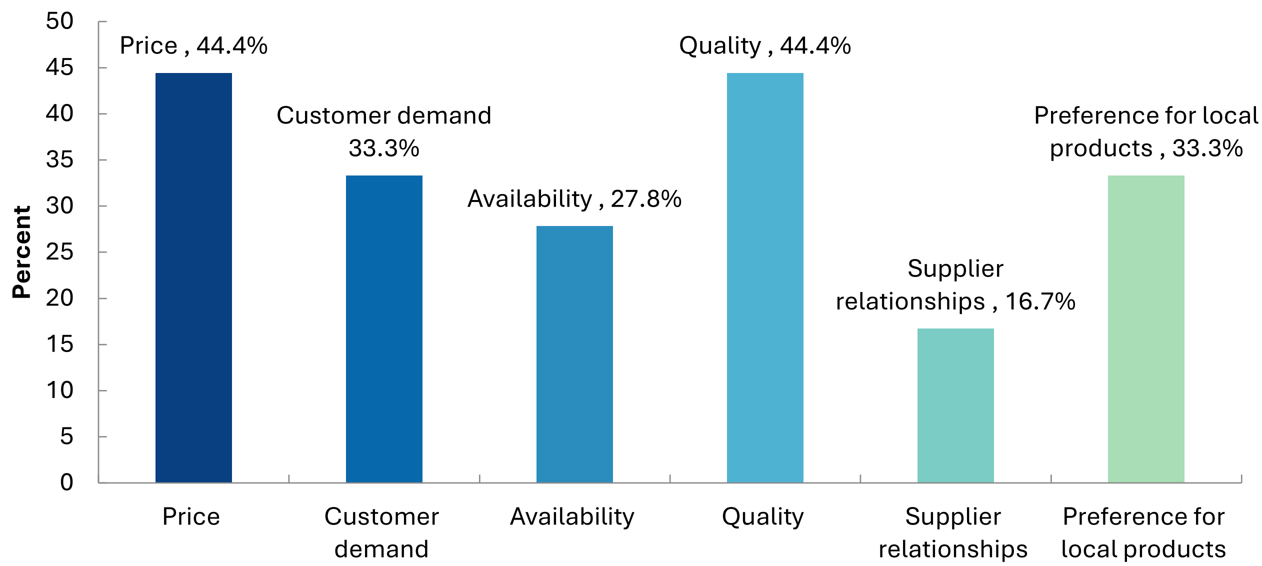
Figure 14



Half of the respondents (50%) indicated that locally produced goat meat is more popular among their customers while a smaller segment, over a quarter of respondents still see preference for imported goat meat. It is theorized that this could be due to a lower price point.

4.4 Factors Influencing Sourcing Decisions by Supermarkets:

Figure 15



When asked about the factors influencing their decision to source local or imported goat meat, price and quality were the most frequently reported consideration and was mentioned by 44% of the participants. Customer Demand and Preference of local products were the second most commonly cited factors, while supplier relationships were the least influential of all the factors.

4.5 Interest in Sourcing more local goat meat

Approximately two-thirds (65%) of respondents indicated a strong interest in sourcing more goat meat from local suppliers if pricing and quality are competitive.

Recommendations for the Goat Meat Industry

1. Reduce Dependence on Imported Goat Meat

Approximately 33% of farmers reported that imported goat meat is affecting their sales. The survey shows that while demand for local goat meat is high, farmers are experiencing a reduction in the quantity demanded and frequency of orders from existing outlets due to the increased imports on the market. As such, the Ministry should facilitate greater linkages of importers with farmers while imposing a monitoring regime for import permits.

2. Subsidize & Expand Feed Production Locally

High feed cost was the second most highlighted challenge reported (43% of farmers). The Ministry should explore the possibility of developing an incentive facility designed to subsidies bag feed (concentrates) or implement forage crop support programme (hay production etc.) to reduce reliance on purchased feed.

3. Improve Livestock Security & Theft Prevention

Animal theft affects nearly half of farmers (46%), and while it is envisioned that the Agricultural Wardens Programme will reduce the instances of animal theft, a recommendation is being made to engage the Jamaica Constabulary Force through discussions to develop a plan to increase patrols by the police in areas dominated by goat farming. Also, providing incentives to promote the use of locally sourced material for fencing and animal housing may have the dual effect of promoting the improvement of security measures among farmers, while providing increased revenues for local industries.

4. Launch Grant Programme for Youth Farmers to Boost Participation in Goat Farming

Based on the survey findings, less than 18% of farmers are under 35 years old, which threatens the long-term sustainability of the sector. A recommendation arising from this is to launch a Young Goat-Farmer grant program, through which the Ministry and/or partners would make available to youth farmers under 35, seed funding, mentorship, and starter herds to bolster their participation in the sector. As part of the marketing strategy for this grant programme, promoting success stories of young farmers on social media and through RADA outreach is critical to generating interest and facilitating long-term success of this endeavour.

5. Strengthen Farmer Organizations (e.g., SRAJ)

Only 16.8% of respondents indicated that they are members of the SRAJ, and the survey findings show that members of the SRAJ have shown stronger outcomes. It is therefore recommended that targeted consultations be had with SRAJ and goat farmers in the medium term, to understand the causes for the low uptake of membership and ultimately determine what kind of support the Ministry could undertake to address those concerns. This is with the view to encouraging membership of farmer organisations through increased access to subsidized inputs or extension services

6. Enhance Veterinary & Technical Support

Respondents cited the lack of adequate veterinary and technical support as two major challenges in the rearing of goats. To mitigate these challenges the following is being proposed:

- Develop a plan/programme to introduce/increase visits of mobile veterinary clinics to rural communities, on a scheduled basis.
- Through RADA/VSD, develop a plan/programme to provide more farmer training on animal health, feeding, and housing best practices. This should also be done through consultation with stakeholders to understand their needs and timelines.

7. Develop a Standardized Market-Drive Pricing Framework

Many farmers rely on subjective valuation methods when pricing live goats, which often leads to inconsistency and misalignment with actual market trends. As such, it is essential to develop and promote standardized pricing guides that reflect both market demand and production.

Conclusion

This report highlights the urgent need for strategic intervention in the local goat meat industry. Despite strong consumer demand for locally produced goat meat, production has declined significantly in the past 5 years, leading to an increased reliance on imports, primarily from Australia. This shift has placed a strain on local farmers, particularly smaller producers, who face challenges in remaining competitive from a pricing standpoint.

Some of the key issues identified by participants include high feed cost, praedial larceny, limited veterinary and technical support, inconsistent pricing practices, and an aging farmer population with limited youth participation. Most farmers operate on a small scale, which constrains their ability to achieve economies of scale and respond effectively to market demands. Additionally, the lack of standardized pricing frameworks has resulted in inconsistent valuation of livestock, further complicating market transactions.

However, despite the challenges, both supermarkets and importers have expressed interest in sourcing more locally produced goat meat, contingent upon improved supply reliability and price competitiveness. Furthermore, the strong consumer preference for local goat meat highlights the opportunity to strengthen domestic production and reduce dependence on imported products.

To address these issues, it is recommended that the following be considered: implementing feed subsidies and supporting local forage production; enhancing farm security; increasing access to veterinary and technical services; encouraging youth participation through targeted programs; strengthening farmer organizations such as the Small Ruminants Association of Jamaica (SRAJ); and developing standardized, market-driven pricing systems.

With coordinated actions from government agencies, industry stakeholders, and farmers, there is an opportunity to strengthen the goat meat industry, ensuring its long-term sustainability and reducing vulnerability to external markets.

Appendix: Chevon products sold in the Supermarkets