

### Assess your resources

- Land
- Buildings
- Fencing
- Capital
- Management Skills
- Labor
- Proximity to markets
- Transportation
- Access to shearers and feeds



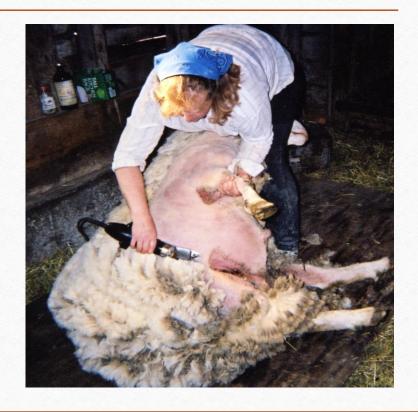
# Determine your goals

- Part time
- Full time
- Support a family



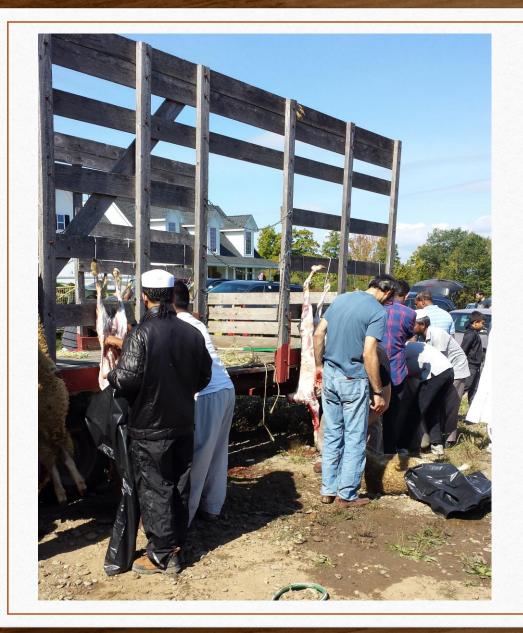
### Educate yourself

- <a href="http://www.sheepgoatmarketing.info/">http://www.sheepgoatmarketing.info/</a>
- Cooperative Extension Fact Sheets
- Pipestone
- SID Sheep Production Handbook
- Understand the USDA livestock reports
- Sheep and Goat Marketing Calendar
- Cornell Website



#### Develop a Marketing Plan and Work backwards

- Selling finished lambs weighing 90 to 120 lbs at livestock auctions or direct marketing
- Selling hothouse lambs 40 to 60 lbs at wholesale buyers or at livestock auctions
- Ethnic trade direct marketing from home or at livestock auctions (70-95 lbs)





# Select a breed that matches your marketing goals

- Frame size and confirmation
- Out of season breeding
- Prolificacy
- Wooled vs Hair sheep



# Different Methods of Marketing

- Farmers Markets
- Livestock auctions
- Ethnic Holidays
- On farm sales
- Wholesale accounts



# Getting Started – The Shepherd's Calendar

- Gestation 147 days, Breed at 1 yr to lamb at 1.5 years
- Prior to breeding shear, trim hooves, worm by famacha, condition
- Breeding time release rams
- Gestation pasture (non red clover), water and minerals
  - 6 weeks prior to lambing: convert rumen over with grain, Psitacci vaccine for first time lambers
- Lambing time jugs, mixing pens, grafting box, processing lambs







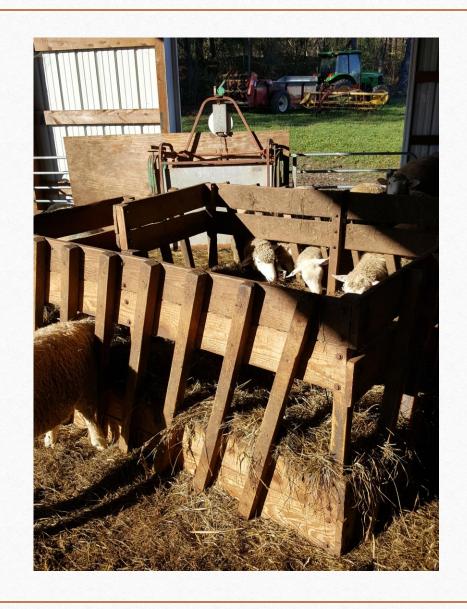




# Getting Started – The Shepherd's Calendar

- Lactation clean barn, lime for drying
- Weaning creep feed
- Raising lambs coccidiosis
- Marketing & transporting sheep and lambs













#### The Harris Farm Model

- May breeding for October lambing
- October breeding for March lambing
- No border collies or guard animals
- Pasture ewes and barn feed the lambs



### Questions and Discussion

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