

# New Free Webinar Program Offered For Cattle, Hair Sheep And Goat Producers

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**MT. VERNON, ILL**

The program, Diversifying Production: Educating Cattle Producers Considering Raising Hair Sheep or Meat Goats, is designed for cattle producers wanting to diversify their operation to reduce risk.

The recent economic downturn and increased production costs have impacted profitability of beef producers. Entrepreneurship into unfulfilled US markets represents a key opportunity for beef operators. Foreign-born and ethnically diverse populations have a strong preference for lamb and goat meat. Their growing numbers among the US population provide dynamic markets for producers seeking ways to diversify their operations.

Entering the goat/sheep market may seem as a feasible alternative due to higher live-weight prices, shorter kid/lamb growth period, and utilization of alternative forages. Also multispecies grazing spreads the risk of losses more than one cow; five or six small ruminants equals one cow on an animal unit basis.

Cattle producers are knowledgeable about cattle husbandry, but goat/sheep production have their own inherent and very specific manage-

ment issues that can increase risk.

While improving the bottom line, reducing risk for beef cattle producers entering goats/sheep production is extremely important. This program will provide cattle producers with the knowledge necessary to minimize this risk, specifically focusing on marketing and production management. Areas of particular concern include the following: nutrition, parasite and predator control, fencing, breeding, purchasing stock, kidding/lambing, and marketing.

Although this program is directed towards beginning sheep/goat producers, the latest technologies will be discussed that may be relevant even to seasoned sheep/goat producers.

This free webinar is held every week on Wednesday, from: Jan 26, 2011 to Apr 13, 2011 6:30 PM - 8:30 PM CDT. Registration for the program is at: <https://www1.gotomeeting.com/register/913197256>.

For more information please contact Teresa Steckler at [tsteckle@illinois.edu](mailto:tsteckle@illinois.edu) or 618-242-0780. Δ

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