



DARE to DAIRY

Small Stock Dairy in SA -

the view from Bapsfontein





How is the Dairy Goat and its products viewed?

Western Europe, UK, USA -

High End and/or Health Product

The rest of the World –

animal of the poor, subsistence level



The view in South Africa

- From most Consumers - High End and/or Health Product
- From Some Consumers – Something they are reluctant to taste
- From some Farmers – the poor man's cow



Looking Back

- ▶ Actual origin in SA not well documented
- ▶ Namaqua prince presents a 1661 expedition with Nubian type Dairy Goat obtained from Briqua (goat) people
- ▶ 1896 report refers to a few milk goats at Great Constantia – origin?
- ▶ Langebaan
- ▶ First import of Saanens 1896 and again early 1900 – no attempts to keep breed pure
- ▶ SA Milch Goat Society formed 1926 but no transfers recorded
- ▶ 1947 – only two registered females and a male imported from England
- ▶ Other breeds



Looking Back

- ▶ inter-breeding, mixed-breeding and cross-breeding common - reasons unchanged
 - ▶ Farms far apart and reliance on in-line breeding
 - ▶ Use of meat goat males
 - ▶ Breeders have more than one breed in the erroneous belief that they are in control
- ▶ Small gene pool - few protocols for importation – also cost prohibitive
- ▶ Small market for animals – not really worthwhile
- ▶ Breeders are almost accidental breeders



Reputation

- Industry has reputation of being capricious
- Supply waxes and wanes continuously
- Many products have 'barnyard' taste
- Often viewed as a product for consumers with 'problems' – usually self-diagnosed lactose-intolerance

What attracts people to the Industry

- Historical reasons for having goats
 - Easy to transport on board ship and have ready milk
 - Inexpensive to keep
 - Village animal
 - Dairy on tap





What attracts people to the Industry

➤ Modern days

- Romantic connotation – cheese and wine
- The Heidi syndrome
- Manageable on small holdings – especially around towns / cities
- Already in the dairy industry and looking for diversity
- Seen as a get-rich-quick option
- Surrogate mothers/milk – for other animals



Recent Past

- ▶ ± 14 years ago
- ▶ More people exiting than entering – scary
- ▶ Industry had poor reputation for stability
- ▶ Small range of products
- ▶ In many cases poor quality
- ▶ Industry earmarked by isolation from
 - ▶ one another – perceived threat from others
 - ▶ formal dairy industry
- ▶ Steady growth in numbers over past 7 years



Current Situation

- Again – many people exiting but quite a number of new entrants
- Better products on offer
- Larger range and more innovation
- Steady increase in demand for products - 25% year on year (last few years)
- Formed own organisation SSDA
- Good network of producers and Dairy goat owners
- Greater support structures within industry
- Marginally better attention from formal dairy industry



Challenges facing the industry


- Low barriers to entry – camouflages complexities
- Expensive 'school fees'
- Duality – primary and secondary industry
- Input costs – mainly feed
- **Seasonality**
- Obtaining small equipment
- Lack of data surrounding the industry
- Small players – multi-functionality
- Entry to formal markets – limited
- Conforming to Bovine standards

Small Equipment





Opportunities – for the lateral thinker

- ▶ Lifestyle eating
 - ▶ Banting
 - ▶ Celebrity cooking
 - ▶ Adventurous consumers
 - ▶ Ease of electronic Marketing
 - ▶ Individuality is hallmark of Goat's Cheese – capitalise on it
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Success or Failure – the reasons?

➤ Failure – possible reasons

- Milk yields
 - Milking once daily
 - Leaving kids with mothers
 - Inadequate feeding – too little / free ranging!
- Passionless cheese-making & lack of imagination
- Ad hoc decisions – not based on any basic info
- Distance from markets
- No marketing skills & inability to sell
- Lack of commitment
- Inflexible



Success or Failure – the reasons?

- Success – possible reasons

- BHAG

- Optimising milk production – feed : milk yield

- Proper planning

- Innovative cheese-making - differentiation

- Marketing strategy & selling ability

- Financial control

- Commitment and dedication

- Flexibility

Innovate



Differentiate





AND Where to now?

- Building respect for Dairy Goats
- Keeping track of new entrants to prevent fragmentation
- Involvement with the formal dairy industry
- Encouraging producers to
 - be even more innovative
 - eliminate 'barnyard' flavour
 - improve quality
 - pasteurise

THANK YOU!!

