



Southern University and A&M College System
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Research Impact

Benefits from State & Federal Partnership

ECONOMICS, MARKETING, POLICY AND COMMUNITY DEVELOPMENT

TOPIC

U.S. Food Consumption Patterns: Outlook for Goats and Rabbit Enterprises

ISSUE

Can goat and rabbit products become economically viable enterprises for small farmers?

WHAT HAS BEEN DONE?

The project was designed to provide data to assess the marketing outlook for two non-traditional meats and their by-products. Specifically, it examined whether viable markets currently exist or will exist in the future for goat meat, goat cheese, goat milk, rabbit meat, rabbit roasts, rabbit nuggets, and rabbit patties. A random telephone survey of 1,421 primary grocery shoppers or meal preparers in 13 southern states (Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, and Virginia) was conducted in 1998. The survey generated information on many other topics besides the two nontraditional meats and their byproducts.

IMPACT

The primary avenues for disseminating the project's results have been at professional meetings, and through journal articles. Two students used the data generated to develop and present papers at the 2000 and 2003 Association of Research Directors' Symposia. One of these papers was published in the July 2001 issue of the Journal of Food Distribution Research. This Journal is used by academicians and by personnel in the U. S. Food industry; therefore, its potential reach is very wide. To date, the principal investigator has received several requests for copies of papers and reprints of articles from researchers in Argentina, France, Germany, Italy, Japan, Portugal, United Kingdom, Iowa State University, The Ohio State University, Illinois State University, Fort Valley State University, University of Georgia, University of Missouri, and Texas A&M University. The project's data suggest that U. S. demand for goat and rabbit products is small, but growing.

WHO TO CONTACT?

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