



Meat Goat Market in Minnesota



Minnesota is one of the largest marketplaces for goat meat in the U.S. This market spotlight provides information to producers interested in the goat market. We use publicly available information to describe market opportunities, demand, channel, price, and challenges. This is part of a series of market spotlights from AURI on different ag and food industries in Minnesota.

Market Spotlight

Industry Outlook

The Minnesota Demographic Center, in 2023, reported there are 76,000 Somalis living in Minnesota. Goat is the primary meat consumed by Somalis, making the state one of the larger marketplaces for goat meat.

Minnesota farms produce 30,000 goats annually, which only serves a small percentage of the market. Many of these are small commercial farms raising less than 50 goats annually.

The Agricultural Utilization Research Institute (AURI) is highlighting this market because of the potential to develop further local goat meat production and processing in the state.

Market Demand

With 76,000 regular consumers of goat meat in Minnesota, the estimated market demand is \$37 million per year. This number does not include other goat meat-consuming populations that only eat goat meat once or twice annually.

The total addressable market is estimated primarily upon the potential consumption of Somali residents. The average Somali purchases 81 lbs¹ of goat per year (Agricultural Utilization Research Institute [AURI], 2020). The average market retail price of frozen goat meat in the Twin Cities Metro area was \$6 per pound in 2023.

Due to the low production levels in the United States and Minnesota, frozen goat meat imports from New Zealand and Australia are filling the supply gap to meet demand.

This large volume of imports underscores the opportunity for increased local production and processing to meet the growing demand and reduce reliance on imports, presenting a clear opportunity for potential goat meat producers.

**\$37
Million**
Total Addressable
Market

¹ More market research is needed to confirm this number because of the significant divergence in the literature on the goat consumption of Somalis.



Where do I sell my goats?

Typically, meat goats are marketed at live auction markets, which are the primary outlet for goats because of the high sales volume they can manage. Alternatively, farmers sell their goats to state or Federally-inspected meat processors, who process and sell the meat into retail and wholesale channels. Lastly, farmers can sell their meat goats directly to consumers and utilize custom slaughter services.

Auctions²

1. Pipestone Auction Market

- This auction operates every 1st and 3rd Wednesday of the month.
- Clients buy on average 90 goats per auction day.

2. Central Livestock

- This auction operates every Tuesday.
- This auction processes 110 goat transactions per auction day.

² Auctions are not necessarily buyers; they are marketplaces connecting buyers to producers.

Processors

Fresh Concord Meat

- A slaughtering capacity of 90 goats per week.

French Lake Butcher Shop

- Slaughtering number varies.

Kerkhoven Country Butcher

- Slaughtering number varies.
- Slaughters for halal and conventional markets.

Geneva Meats

- Slaughtering number varies.

Happy Halal (in progress)

- Will have the capacity to process about 150 goats weekly by the third quarter of 2025.
- The plant is under construction and will be in Willmar. It will have a license to sell directly to retailers.

Prices

The price of goats varies depending on the market outlet. Direct marketing channels often offer better pricing for goats than auctions. However, the availability of cheap, imported frozen goat meat is the main barrier to establishing a local fresh goat meat value chain.

AURI staff collected the prices of goats sold at local auctions for the second quarter of 2024.

Pipestone auction pays per hundredweight; for the first and second quarter of 2024, the price varied between \$100 and \$300 per hundred weight (cwt). Large goats (between 70 to 90 pounds) tend to receive a higher price (\$) at this auction.

The prices at Central Livestock Auction are per head and bigger goats, due to their larger size, are more likely to be sold at a higher price.

Following are price ranges from the Central Livestock Auction (1st and 2nd quarter of 2024)

Kids
(Under 70#): \$88-\$184/head

Med goats
(70-90#): \$160-\$236/head

Large goats
(Over 90#): \$220-\$400/head

Nanny goats:
\$168-\$272/head

Five Essential Facts About the Goat Market in Minnesota

- 1 Market Calendar** Goat meat consumption increases during both Muslim and Christian holidays. Planning production around the holidays can result in higher prices for goats. The link below is a resource from the Sheep and Goat Marketing at Cornell University providing the complete list of ethnic holidays that drive goat meat demand, and the type of goats preferred for each holiday.
<http://sheepgoatmarketing.info/calendar.php>
- 2 Consider Halal** Islam is the main religion of Somalia, practiced by over 99% of Somalis. Muslim consumers seek fresh, high-quality, affordable meats processed using halal methods, opening the door for a significant market of halal goat meat in Minnesota. Producers can learn more about halal production and processing methods at: <https://auri.org/research-reports/halalkosher-minnesota-meat-market-assessment/>.
- 3 Market Development** No structured marketing strategies exist to connect goat producers to different buyers. Thus, consistency and relationships are the primary keys to success in the goat meat market.
 - **Consistency** Consistency refers to providing a given number of goats regularly when expected. Given the small scale of goat production, this is challenging. Producers can overcome the inconsistency gap by planning and defining specific quantities of goats that can be delivered regularly to a processor or retailer.
 - **Relationship** The goat meat market is small, with few market outlet options for producers. Because imported frozen meat is price-convenient, many ethnic retailers prefer to work with importers; therefore, limiting market opportunities for local producers. Building long-term relationships with downstream institutions (conventional retailers, halal retailers, processors) could help producers with market positioning and development.



This document is part of the Agricultural Innovation Center at the Agricultural Utilization Research Institute (AURI) to provide market business development services to agricultural producers in Minnesota. The center assists farmers with market research, marketing plans, customer identification, and market intelligence issues. The center provides direct business, products, processes, and development services.

Questions or comments?

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