

Department of Agriculture, Trade and Consumer Protections  
Division of Agricultural Development  
Agricultural Development & Diversification Program (ADD)  
Grant Project Final Report

Contract Number: 21022

Grant Project Title: Expanding Wisconsin's Goat Industry Through New Product Development.

Amount of Funding Awarded: \$17,000.00

Name of Principal Contact Person: Todd Michael Jaskolski

Email Address: [caprinesupreme@yahoo.com](mailto:caprinesupreme@yahoo.com)

Web Address: N/A

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1).The original intent of the grant was for product development and marketing of our goat milk products. We wanted to develop new goat milk products that were different from the commodity markets and also market these and existing products to the public. The national brand of goat milk yogurt and ice cream are coming from California. Our products are produced from Wisconsin milk and made in Wisconsin thus helping to strengthen the goat industry in Wisconsin. Our project is significant because we are a small producer/processor trying to compete with the large companies which is a tough hurdle to overcome do to the lack of funds and large volume of products needed to be produced. This grant project eased some of this burden.

2) Although we have not reached our goal at this time we have made some important steps to get us closer. We used CDR and consultants for product development, this proved to be money well spent. We also found that the farmers markets were the best and fastest way to get instant feedback on new products and product flavors from our consumers. Some of our products were winners and some not as well liked. This allowed us not to have to spend a lot of money on packaging for a product that was not well accepted. On the marketing we found that sampling was and is the most important resource to the sale of our products, people are hesitant to purchase a new product without trying it first, especially being goat products which tend to have an unlikable reputation to begin with. Our biggest challenge was time, operating a dairy goat farm, a processing plant and trying to find the time for marketing is challenging. Our challenge with Euro USA, in Cleveland was the distance, we could not be there to do store samplings to efficiently market our products, so in affect they did not sell, they were placed in stores but did not sell, we were then required to pay Euro USA \$10,000.00 for them to do the marketing for us, which is a road block of being a small company with limited resources so we are no longer working with them. The one thing I would do differently is hire someone to do the marketing for us. Trying to do everything tends to be overbearing at times and other responsibilities do not get done properly and completely.

- 3). We were able to accomplish new product development, find new markets and gain knowledge from this project. We gained a new market in Minnesota with Classic Provisions. We also had and will continue to sample to thousand of people at the farmers markets not only having people try our product but also educating them in the advantages and benefits in goat milk. We were also able to come up with a new product recipe for our frozen yogurt and certain cheeses.
- 4). We have come to the conclusions that it is most important for us or a representative for us to visit stores to tell our story, do promos and samplings on a regular basis or our products will not sell. We have also learned that is important to use the experts such as the people at CDR to help us develop new products.
- 5). The future of Caprine Supreme is going to depend on aggressively marketing our current products. When this is accomplished we will move into new product development and the production of products that have been developed but not launched into the marketplace at this time such as our frozen yogurt and new cheeses.
- 6). Caprine Supreme's main need to commercially develop this enterprise is additional funding for marketing.
- 7). The agricultural industry can use the results from this grant project to show that you can have the best product in the world but without the means and effort to properly market it you will hit a wall. I believe the agricultural industry needs to look into a way to help businesses like ours with the marketing, especially some effective ways of marketing with limited financial recourses.