



UNIVERSITI TEKNOLOGI MARA

**A STUDY ON CONSUMPTION TREND OF GOAT MEAT
PRODUCED BY SMALL FARMERS
IN KOTA KINABALU DISTRICT**

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Organization

The primary audience of this study will be small-scale goat producers. One of the main goals of the study is to provide a “snapshot” of the industry for small scale farming. In a chaotic and disorganized market such as that of Boer goat meat, it is difficult to grasp the big picture. Ideally, this study will provide a decision-making tool to help guide future planning activities for the Boer goat producers.

Boer Goat meat producers deserve to achieve greater profitability if they choose to do so. This study is designed to assist them in that process by providing an overview of the industry. The study outlines major points about supply, demand and processing. At the end of the study, recommendations will be made. These need to be carefully considered because they could influence the future of the goat meat industry in the state as well as in Malaysia.

1.2 Back ground of Study

Goats, one of the world’s smallest domesticated livestock, have been actively managed for food and fiber earlier and longer than cattle and sheep. Goats can