



GOAT

BREEDERS ASSOCIATION
ZIMBABWE



THE GOAT BREEDERS ASSOCIATION OF ZIMBABWE

Commercialises The Goat Industry To Transform The Traditional Goat Industry



**TRANSFORM THE TRADITIONAL
GOAT INDUSTRY**



GBAZ Value Proposition

"The Goat Breeders Association of Zimbabwe aims to revolutionise the traditional goat industry by commercialising and modernising goat breeding practices. Through innovative strategies and industry expertise, we empower breeders to enhance productivity, profitability, and sustainable growth in Zimbabwe's goat farming sector."

1. Finances:

The association needs to provide training and resources to improve members' financial management skills, including budgeting, record-keeping, and financial planning. financial literacy is key in building sustainable and profitable goat breeding businesses. This area also covers the need to support members to access appropriate streams of funding for their goat breeding ventures

2. Nutrition:

The association is committed to promoting best practices in goat nutrition, including access to quality feed, supplements, and grazing. Nutrition plays a vital role in optimizing goat health, reproduction, and overall performance.

3. Standards:

The association is committed to establishing and upholding high breeding standards within the industry. The importance of selective breeding, genetic diversity, and breed improvement programmes to enhance the overall quality of goats bred in Zimbabwe cannot be emphasized enough.

4. Health:

There is a need for the association to focus on promoting preventative healthcare practices and access to veterinary services for goat breeders, address common health issues in goats, vaccination protocols, disease management, and the importance of regular check-ups for maintaining healthy herds.

5. Markets:

how can the association support members in accessing local and international markets for their goat products. What are the market trends, value-added products, branding, and marketing strategies that can help members increase sales and expand their reach? Examples include the farm field open days and newsletter

6. Business Skills:

What training programmes and resources are available to assist goat breeders in developing essential business skills such as marketing, sales, strategic planning, and risk management entrepreneurship and innovation in driving the success of goat breeding businesses.

7. Good Governance:

The association is committed to promoting transparency, accountability, and ethical practices in governance. What policies, procedures, and mechanisms can we put in place to ensure good governance within the association and among its members?

In conclusion, the Goat Breeders Association is committed to enhancing its value proposition by establishing goat clusters for local and export markets. The cluster approach offers advantages such as networking and opportunities to pool resources.

Furthermore, by reassessing its membership structure, the association aims to concentrate its efforts on a segment of members with substantial growth potential. Through the introduction of the "100 Plus Club" for members owning 100 or more goats, priority access to training and funding opportunities will be granted to drive the expansion of their enterprises effectively.

Lastly, the development of a members' code of conduct by the pilot cluster participants signifies a significant step towards integrating ethical guidelines into the association's strategic framework for sustainable growth and success.

With grateful thanks to the following GBAZ members for their invaluable contribution in the creation of this document:

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