

Advertising and Promotion Committee Meeting
Minutes
November 20, 1995
Llano, Texas

Margaret Beck called the meeting to order with the following members present:

Pete Gilbert	Linda Orsak
Donna Downen	Linnelle Wilson, staff

The committee began discussion of the mechanism of advertising and promoting the goat to the public and the food industry. The committee wholeheartedly supports the recent actions of the Board of Directors to establish ABGA on the Internet, and strongly suggests that the Board continue its research on production of an informational video about the goat and its place in the meat industry.

The committee first established its mission:

Promoting the animal and the industry on a global level by educating the public on the healthy and tasty aspect of goat meat (chevon) and educating the market place on the supply and demand of chevon.

The committee identified the following ways to achieve this mission:

- Establish ABGA on the Internet
- Create an informational video
- Participate in Texas Products Shows promoted by the Department of Agriculture
- Participate in opportunities to show the meat in specialty grocery stores
- Establish a listing of specialty meat buyers
- Create a cookbook, menu sheets
- Develop a slogan and or jingle
- Support a show and party for grocery meat buyers
- Participate in Goat Cookoffs
- Participate and support Fairs and Shows outside the state of Texas
- Promote a cooking contest
- Publish nutritional value of goat meat
- Advertise in Texas Airline magazines
- Advertise in flight magazines
- Put BGI on airplanes
- Get introductory articles in magazines outside the industry
- Get informational brochures in Dr.'s offices
- Get advertisement/cooking on national T.V., Cable
- Establish a clearinghouse for need (meat) on Internet
- Produce seminars to educate potential buyers
- Produce seminars to educate consumers
- Don't overlook the opportunity for coalition work

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The Committee respectfully suggests the following as the top five (5) means to meet this mission are:

- Develop a slogan, using either the membership or an ad agency
- Mount a national advertising campaign including but not limited to: T.V., Radio, Print, Billboards
- Participate in fairs or shows inside and outside the state of Texas (in San Antonio, Houston, Dallas, San Angelo, Ft.Worth, one east of MS and one west of Texas)
- Promote cooking shows, contests, producing handouts
- Involve restaurant target markets: Dallas, New Orleans, Houston

There being no additional business the meeting was adjourned at 3:00 pm

Respectfully submitted

Margaret Beck