



DECEMBER 1, 2015

# EXPORTING GOAT HOOF TRIMMERS TO NEPAL

FINAL WRITE UP

AODIN MACDONELL

AGR 1110  
SECTION 0104



## Exporting Goat Hoof Trimmers to Nepal

### **Part 1**

#### Product description

The product is a hoof trimmer designed specifically for goats, it is a small easily held easily stored pair of trimmers. It has a plastic handle fitted to a regular sized hand, which comes in all different colors. It has two very sharp blades on the end that are used to cut and trim excess skin growing at the bottom of a goat's hooves. There is a small spring in between the handles which separates the blades after making a cut. Goat hoof trimmers are often made for a right handed users but can come in left handed upon request. Goat hoof trimmers are very similar to branch pruners except with two identical straight blades, it also resembles a small version of cattle hoof trimmers. The perfect dimensions are 14cm long handles with a Blade length of 5cm, long enough to make clean long cuts and short enough to get between the goat's hooves (Oz farmers, 2015). Goat hoof trimmers are a very simple yet effective technology.

#### Precautions to be taken

Hoof trimmers are very sharp and can easily hurt goats and humans, if someone was to catch a finger or their arm it could be serious danger, same goes for a goat. if it is improperly clipped it can cause serious pain. Goats hooves need to be

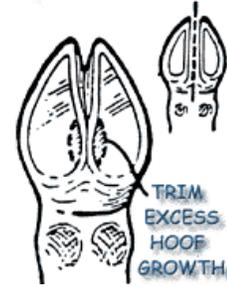
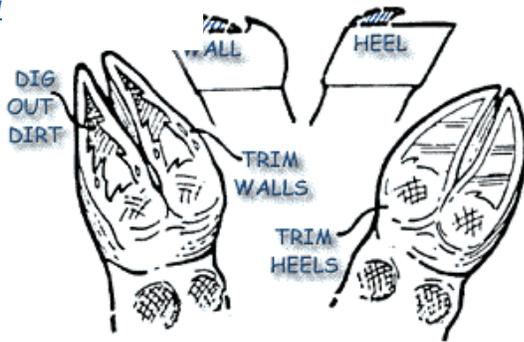


Figure 2 image from <http://www.tennesseeatgoats.com/articles2/trimminghooves.html>

trimmed but more importantly they need to be

Figure 1 image from <http://www.tennesseeatgoats.com/articles2/trimminghooves.html>



trimmed properly, where is quickly explained in figure 1 and 2. General rules are, it is better not to trim enough than to trim to much, always wear gloves, make sure it is done in a safe environment where the goat will not be scared or forced to move,

be sure to keep focus the entire time and to trim all 4 hooves (Tips on hoof trimming, 2015).

### Critical analysis

The analysis of exporting Canadian goat hoof trimmers to the Nepali market explained in 4 simple pieces.

**Strengths:** Expands Canadian goat farming to form a global presence, allowing more research to be done, more technology to be developed and possibly enough goats raised to sustain the Canadian demand. Canada is currently importing approximately 800 000 pounds of goat meat a year (Canadian National Goat Federation, 2003). With the access to knowledge and technology Canadian goat farming can become popular enough to sustain the demand.

**Weaknesses:** Due to the lack of knowledge about the product it might not be sold in as large of quantities as hoped by a Canadian manufacturer. Other weaknesses include the price being so

high and the lack of specifics known such as in which of the three regions would have the highest demand.

**Opportunities:** It opens Possibilities for entrepreneurs, Hoof trimmers are a very simple technology and are not patented, therefor if an entrepreneur saw fit he or she could start manufacturing the product themselves and beginning a sale. Either a Canadian or a Nepali could easily get into the business Nepal and Canada are rich in minerals and can make full steel trimmers. Nepal is not well known on the global market, however if they began selling simple products such as goat hoof trimmers it could force a presence slowly.

**Threats:** Multiple nations are already producing Goat Hoof trimmers on a large scale, many being closer to Nepal than Canada including India, China, New Zealand and Australia. This could make it harder to enter their market unopposed as Canadians. If the market proves good it could cause prices to be lowered.

#### Moving the product from Canada

Shipping the product to Nepal, according too the Nepal government's website there is no restrictions on bringing hoof trimmers through their customs. Due to low odds of selling hundreds of hoof trimmers immediately the price of shipping is approximate to 50 hoof trimmers being exported to Nepal. Looking on several different sites the quickest way is to fly it directly from Carlton place Ontario or Lethbridge Alberta where the Canadian Cooperators wool growers has both their distribution centers. Shipping with FedEx they gave a quote of approximately 850\$ to go directly to Kathmandu, Nepal. However, if supporting Canadian jobs and people is intended using Purolator is the more viable option although it would cost

approximately 1260\$ to make the same trip in 1 less day. The price would be lower if the trimmers were sent in larger quantities although there is no reason to immediately send too many hoof trimmers with out verification that they would be a success in Nepal.

## Part 2

### Nepal

Nepal is small country, landlocked between China and India. Inhabited by 27 million people, (CIA world fact book, 2015) and is 150'000

square kilometers divided in three geographical regions. The

mountainous region containing eight of the highest fourteen peaks in the world, the hill region which is in the center or the red region in figure 3 filled with rolling hills and lastly the terai region where most of Nepal's habitants are located. Nepal is a democratic country, ran by president Bighya Devi Bhandari and prime minister Sushil Koirala. 81% of the population is Hindu and 9% Buddhists and some are considered mixed. Around 80% of the population is involved in agriculture, which creates approximately 41% of their Gross domestic product (GDP) (Nepal - Agriculture, 2015).

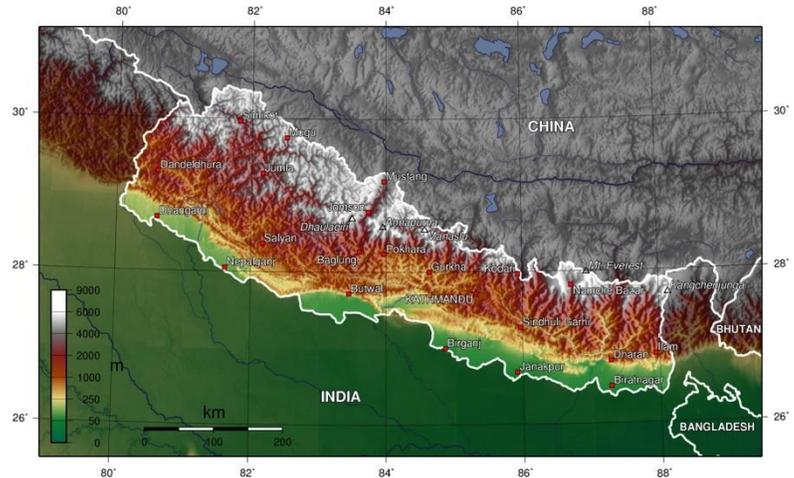


Figure 3 retrieved  
[https://upload.wikimedia.org/wikipedia/commons/2/23/Nepal\\_topo\\_en.jpg](https://upload.wikimedia.org/wikipedia/commons/2/23/Nepal_topo_en.jpg)

### History of goats in Nepal

Goat farming has been around in Nepal since Nepal became a country, and even before that in those regions. Goats have had a huge impact on the way of life for the Nepali people, being a provider of clothing, of dairy, of meat, as well as being included on many holidays or traditions (Himalayan Mountain Goats and Sheep, 2012). Goats have been around for so long due to being well adapted to the climate and landscape of Nepal, being able to live in all three prominent regions of the country has made it easy for them to be raised (Himalayan Mountain Goats and Sheep, 2012). A goat is a cheap animal to raise since it will graze for its own food and normally stick to a healthy diet without needing to be fed often, if a goat lives on a large enough pasture it wouldn't need to be fed at all (Raising Goats for Dummies, 2015). Goats have previously been used as part of dowry for a woman and her family to give to her future husband, as of now it is banned yet still occurs in parts of Nepal even against the protests (Dowry System in Nepal- Marriage is Supposed as Money Making, 2012).

#### Current goats in Nepal

As Nepal relies heavily on agriculture for their GDP, animals play a huge role in their daily lives. Animals are part of their religion and investments. Farmers from Nepal who need money quickly, could sell a goat or trade for something needed (Youth, Goats and food production, n.d.). As part of a religious event Gadhi mai festival goats are sacrificed to the gods, one of the largest animal sacrifices in the world (The origin of the Gadhi Mai sacrifice, 2014). Goats are also currently used for essential nutrients, from their milk and meat, as well as using their excrements for manure (Youth, Goats and food production, n.d.). Goats are essential to the lives of my Nepali people in today's day and age.

### Breeds of goats in Nepal

There are approximately 40 different goat breeds in Nepal (Himalayan Mountain Goats and Sheep, 2012), there are several breeds that live all over the country, these include Jamunapari and Barbari being the highest in numbers, they are triple use, meaning produce meat, milk and fleece, they do not have any attributes in which they excel (livestock production management, n.d.). Northern region includes, Chamba, Gaddi, Kashmiri, Pashmina, Chegu, Changtangi, all produce small amounts of milk, mostly farmed for fleece, they are smaller goat breeds, short and stubby would be the best description (livestock production management, n.d.). Hilly region includes Marwari, Mehsana, Zalawadi, Kathiawari these breeds all being triple purpose breeds producing large enough quantities of milk. To add these goats are large enough for meat and producing a nice fleece. Also from the hilly region are Berari, Surti solely for meat and Sirohi being just a dairy breed and producing one of the highest milk counts for any goat breed (livestock production management, n.d.). Breeds that live mainly in the southern region or the flatlands include Osmanabadi, Sangamnari, Malabari, Bengal and Banjam being very poor milk producers these 5 breeds are bred for strictly for meat. All male goats in Nepal are horned, varying in sizes, females can also be horned but are not all (livestock production management, n.d.). The colors of the goats range from black, brown, red, tan, grey and white with no color being associated with one specific breed (Himalayan Mountain Goats and Sheep, 2012).

### Neglecting hoof trimmers

Goats become more susceptible to disease when their hooves are not trimmed. There are five common diseases in which overgrown hooves are directly correlated with. First of five is footrot, this disease is caused by excess skin holding more dirt or mud in between the goat's hooves, this allows bacteria to get inside and eat away the flesh, it is extremely painful and contagious (lameness and foot conditions, 1981). Number 2 is foot abscess, this is also a bacterial disease, just as painful yet less contagious it is contracted into the blood stream and looks like an infection involving yellow puss (Hoof rot, hoof scald and hoof abscess, n.d.). The third problem, with the excess skin below the goat's hoof it causes the animal to begin walking on the wrong part of their feet and bruise the sole due to the pressure is on the wrong spot (lameness and foot conditions, 1981). The more the animal walks the worse the bruising gets. The fourth disease is the least common yet the most painful, laminitis is a foot disease caused by the dermal tissue tearing, and swelling making walking or running agonizingly difficult, laminitis is also hard to recognize and more difficult to treat (Robert A Eustace, Equine Laminitis). The last disease is tetanus, a common disease associated with rust entering the bloodstream, goats are highly susceptible due to walking in pastures which could easily have old rusty nails or scrap metal (lameness and foot conditions, 1981). All 5 diseases prohibit a goat from grazing as it can stop a goat from walking and force it down to its knees. If these diseases are not prevented a goat will suffer, until the day it starves.

#### Pros at different economic levels

**Single farmer:** Benefits for a single farmer include having good overall hoof care for his herd including less disease and cleaner animals, he would have access to his trimmers at any time in

case of emergencies. His pair of trimmers would stay sharp for longer and have a lower chance of breaking.

**Group of farmers or village:** If a large group of farmers split on a pair of hoof trimmers the price would be lower, all the animals in the area could be disease free and lower the risk of it travelling from one farmers herd to the others. If the community can share hoof trimmers they could also share other products to help raise their animals. Goats only need their hooves trimmed at monthly intervals therefor it would be easy for the community to only use one pair.

**Possible business beginning:** If one man or woman decided to purchase a pair of goat hoof trimmers, they could travel across the country and trim hooves well for a fair low price and benefit much of the Nepali people and goats. Someone could also purchase many hoof trimmers and open a store or stand to sell them on their own.

**Government:** If the government of Nepal invested in a large number of goat hoof trimmers it could easily lengthen the life expectancy of the goat population in Nepal. It would be in the governments best interest due to the large percent of their GDP comes from agriculture, putting money into it could generate more money to come out of it.

### Marketing strategy

The ideal marketing strategy for the sale of goat hoof trimmers in Nepal, is to first send someone from Canada who is bilingual to interact with locals get a feel for the people. This person then should find several Nepali people who are good communicators and respected in the local communities, when all has been settled the hoof trimmers shall be sent from Canada. The Canadian shall teach the people he has found how to use the hoof trimmers. These locals

knowing the country can travel to local farms teach them how you use the product and hopefully make sales, to single farmers or even to towns, all in hopes to improve health of the goats from Nepal. If successful enlarging the process would be necessary and possibly setting up shops at local markets across the country.

Global comparison of pricing

<b>Country</b>	<b>Company</b>	<b>Product</b>	<b>Contact information</b>	<b>Pricing(Canadian dollar)</b>
Canada	Canadian cooperators wool growers	Goat Hoof trimmer	Phone: 613-257-2714	11.50\$
U.S.A	Magnum supply	Goat Hoof trimmer	Online site only	17.31\$
U.S.A	Amazon	Goat Hoof trimmer	Online site only	15.95\$
China	Hangzhou Yibao Machinery Technology Limited	Goat Hoof trimmer	Phone number 0086-571-89921597	5.61\$
Pakistan	RekHi international	Goat Hoof trimmer	Email: info@veterinary-tools.com info@Rekhiinternational.com	6.50\$
United Kingdom	Burgon and Ball	Goat Hoof trimmer	Email: maria@burgonandball.com	23.72\$

Goat hoof trimmers are made across the globe, seeing as the goat is a widely farmed animal. The prices range according to the price of manufacturing and size of the market; however, the quality of product also varies. As expected the Asian countries sell the cheapest products, yet according to many of the online reviews they are not as reliable as the American

or European products. European products have the best online reviews and are the most purchased worldwide, even though they are by far the most expensive (foot care, n.d.). All Australian and New Zealand sites redirect potential buyers to European companies, showing their dominance and expertise. European technology appears to be the best for goat farming.

### Future studies

For future studies, should look at selling more goat related products, such as feed holding containers to keep grain dry, animals are like humans and thrive off good healthy food, mould should never be fed to an animal under any condition. Other tools used to raise goats could be mineral feeders and minerals, clean water bowls and cleaner for the water bowls. Proper fencing and housing for goats could also be used to an advantage for farmers. All these would be great due to most companies which sell the trimmers also sell the other tools for raising goats.

Looking at the African market as well as a larger portion of the south eastern Asian market would be a good idea for an investor or any area which relies heavily on subsistence farming. Goats were one of the original species domesticated and to this day are still widely farmed especially on subsistence farms. As seen in figure 4 the goat populations are in the poorer countries, due to goats are more of a subsistence farming animal. The countries with less money shows less technology and a large open market. Goats are the perfect animal to live in such areas due to they can adapt to any climate, and normally have two or three kits (baby goats) a year. Therefor to help the people, the goats need to be helped as well, to help the

goats they need to be given proper care.

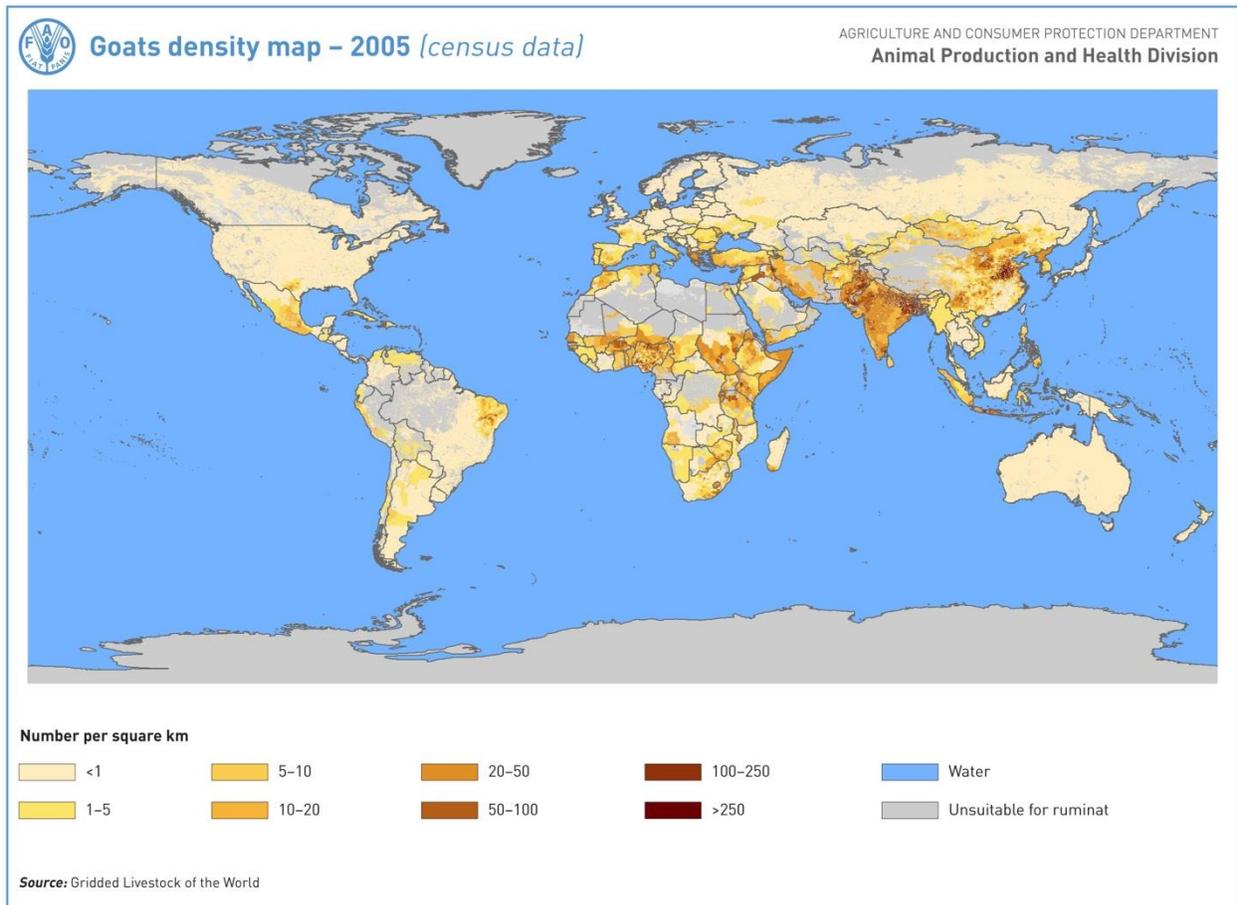


Figure 4 retrieved from [http://www.fao.org/ag/againfo/resources/en/glw/GLW\\_dens.html](http://www.fao.org/ag/againfo/resources/en/glw/GLW_dens.html)

### Conclusion

The final verdict of the product is unless there is a cheaper way to manufacture and ship this product to Nepal it is not a realistic project to take on without serious funding. The benefits of sending the product would be incredible and could slowly benefit all subsistence farmers all around the globe. Above all else this product could save the goats a lot of suffering help a struggling Nepal nation.

## Works cited

Agricultural tools. (2011, September 11). Retrieved November 28, 2015, from [http://www.appropedia.org/Agricultural\\_tools](http://www.appropedia.org/Agricultural_tools)

Animal Genetics training resource, October 2012  
[http://agtr.ilri.cgiar.org/index.php?option=com\\_content&view=article&id=26&Itemid=266](http://agtr.ilri.cgiar.org/index.php?option=com_content&view=article&id=26&Itemid=266)

Canadian Benefits and Integrative Trade - Export Development Canada (EDC). (n.d.). Retrieved November 17, 2015, from <http://www.edc.ca/EN/Knowledge-Centre/Economic-Analysis-and-Research/Pages/canadian-benefits.aspx>

Cheryl k. Smith. Raising Goats For Dummies. (2015). Retrieved November 30, 2015, from <http://www.dummies.com/how-to/content/raising-goats-for-dummies-cheat-sheet.html>

Clifton, M. (2014, March 11). The origin of the Gadhi Mai sacrifice. Retrieved November 30, 2015, from <http://www.animals24-7.org/2014/03/12/427/>

Countries and Regions. (n.d.). Retrieved November 17, 2015, from [http://www.international.gc.ca/cip-pic/mission\\_info-info\\_mission.aspx?lang=eng](http://www.international.gc.ca/cip-pic/mission_info-info_mission.aspx?lang=eng)

C322 Hoof Trimming. (n.d.). Retrieved November 30, 2015, from <http://www.infovets.com/healthysmrm/C322.HTM>

Department of Agriculture, Victoria, September 1993  
<http://www.acga.org.au/goatnotes/D013H.php>

Dowry System in Nepal- Marriage is Supposed as Money Making. (2012, April 19). Retrieved November 30, 2015, from <http://www.imnepal.com/dowry-system-in-nepal-marriage-is-supposed-as-making-money/>

Gasparotto, S. (n.d.). Hoof Rot, Hoof Scald, and Hoof Abscesses. Retrieved November 28, 2015, from <http://www.tennesseeameatgoats.com/articles2/hoofrot,hoofscald06.html>

Geography. (n.d.). Retrieved November 29, 2015, from <http://www.welcomenepal.com/know-nepal/geography/>

Goat breeds - Livestock Production Management. (n.d.). Retrieved November 28, 2015, from <https://sites.google.com/site/viveklpm/sheep-and-goat-production-management/goat-breeds>

Goat farm Nepal - Commercial goat farming in Nepal. (2013, July 31). Retrieved November 17, 2015, from <http://www.agricultureinnepal.com/goat-farm>

Gouvernement website. (n.d.). Retrieved November 29, 2015, from [http://www.customs.gov.np/upload/documents/HS 2071 20141012134903.72\(201](http://www.customs.gov.np/upload/documents/HS_2071_20141012134903.72(201)

FedEx Canada - Shipping, Logistics & Courier Services. (n.d.). Retrieved November 30, 2015, from [http://www.fedex.com/ca\\_english/](http://www.fedex.com/ca_english/)

Hays, J. (2012). HIMALAYAN MOUNTAIN GOATS AND SHEEP. Retrieved November 28, 2015, from <http://factsanddetails.com/china/cat6/sub38/item2875.html>

Khadka, A. (n.d.). Youth, goats and food production in Nepal. Retrieved November 17, 2015, from <http://www.ypard.net/2015-january-5/youth-goats-and-food-production-nepal>

Lucksom, L. (2013, August 30). The history of Nepali Cheese. Retrieved November 28, 2015, from <http://ecs.com.np/features/the-history-of-nepali-cheese>

Nepal - Agriculture. (n.d.). Retrieved November 30, 2015, from <http://www.nationsencyclopedia.com/economies/Asia-and-the-Pacific/Nepal-AGRICULTURE.html>

Nepal. (n.d.). Retrieved November 17, 2015, from <http://www.orskovfoundation.org/Nepal>

Pfalzbot, G. (n.d.). Foot Care - Foot Care - GOATWORLD.COM. Retrieved November 30, 2015, from <http://www.goatworld.com/articles/feet/footcare.shtml>

Purolator – Canada's Shipping Company for Courier and Freight. (2015). Retrieved November 30, 2015, from <http://www.purolator.com/en/home.page>

Shears Burgon and Ball Hoof. (n.d.). Retrieved December 1, 2015, from <http://ozfarmer.com/burgon-and-ball-hoof-sheep-and-goats-feet>

Snow, E. (2013, October 23). Heifer Community Vet Shines in Nepal. Retrieved November 17, 2015, from <http://www.heifer.org/join-the-conversation/blog/2013/October/community-vet-shines-in-nepal.html>

Starks, D. (2013, April 9). Heifer International | Charity Ending Hunger And Poverty. Retrieved November 17, 2015, from <http://www.heifer.org/join-the-conversation/blog/2013/April/over-the-river-and-to-the-goats.html>

The Canadian National Goat Federation, 2003 <http://www.cangoats.com>

The Canadian co-operators wool growers, 2014 [http://alberta.wool.ca/online\\_sales/?catID=9](http://alberta.wool.ca/online_sales/?catID=9)

The Role of Small Ruminants. (n.d.). Retrieved November 18, 2015, from <http://www.fao.org/docrep/004/t0706e/T0706E05.htm>