

Instructional Scenario

Niche Markets



Course/Duty Area: Livestock Production Management / Exploring Specialty Animal Production

Scenario: The locality where you live is accepting proposals for how best to utilize an unused parcel of land. The area is rural, with several fruit and vegetable co-ops, and numerous livestock operations in the vicinity. Given that, community members are inclined to pursue a specialty animal operation to tap into niche markets and to generate some revenue to fund local initiatives, your neighbors approach you for help in creating a proposal.

Big Question: How can specialty animals be used to meet underserved needs in the local community while creating economic opportunities?

Focused Questions:

- What is a *specialty animal*? Give several examples and discuss consumer needs and/or wants that will be addressed by supplying specialized products, including fiber, meat, and/or oil, to the niche markets.
- What specialty animals are not readily available or produced in this locality?
- Which specific needs or preferences do these specialty animals satisfy that remain unaddressed in the current market?
- Is there a way to generate income from this specialty animal? Explain.
- Can this enterprise develop into more than a hobby? Why or why not?
- What is *foundation stock*, and who could supply foundation stock for this specialty animal?
- Where can the necessary equipment, feed, and supplies be obtained? How can more information about specialty animals be gathered locally?

Student Project or Outcome: Students will work individually or in small teams to develop a Niche Market Proposal for their local area. Each proposal must include

- selected specialty animal
- description of the local niche market
- identification of unmet needs, wants, or requirements
- explanation of income-generating opportunities
- determination of hobby vs. business potential
- list of local specialty animal resources
 - breeders
 - veterinarians
 - feed suppliers
 - extension agents
 - local experts or producers
 - postsecondary institutions
 - professional associations
- strategy for supplying goods or services to meet identified needs.

The final product should be a pitch presentation to a mock Agriculture Advisory Board.

Teacher Resources:

- [Farm and Agribusiness Management](#), FFA
- [Specialty Animals](#), Climate Hubs, U.S. Department of Agriculture