

# AMERICAN Small Farm

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Stevia has a huge market potential. It practically sells itself once the customer tastes a leaf and learns this sweet herb is nonglycemic and practically calorie free. The best way for most growers to get started is by selling bedding plants or seeds. Field production for local shops or the wholesale trade is another possibility.

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state in our continuing project to let you know where you can find small farm information and help. We welcome your additions and suggestions as we continue our mission of finding profit-making ideas.

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This month Bill Schaefer asks the question, "Is It Time For You To Wrap Yourself In A Blanket Of Optimism?"



### About the cover

The demand for 'chevon', or 'cabrito', or 'goat meat' in the United States is so high that producers can't keep up. Because of this vacuum, much of the goat meat sold in the United States is imported from New Zealand or Australia. About 1.5 million pounds of goat meat is imported every week. And demand just keeps growing.

Much of the demand is generated by the changing ethnic demographics of the continent. About 63 percent of the red meat consumed worldwide is goat. Much of the goat meat demand in the United States comes from ethnic groups that include Middle Eastern, Asian, African, Latin American and Caribbean heritage. Most of these groups buy goat meat whenever they can find it, and they are willing to pay better prices for higher quality meat. - Photo by Jim Ritchie, Lebanon, Mo.