

ORGANISATIONS INVOLVED

Cabrito, ZLTO, Spessart Regional, AC3A/CAPDL, Laval Mayenne Technopole

Goatober

CONTACT

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LEAD PARTNER ORGANISATION

Cabrito

The Food Waste Problem

The goat sector in Europe is growing with the demand for goat's cheese, yoghurt and milk. In order to keep up with the milk production, lambs are born. Only half of the lambs are billy goats. Because billy goats don't give milk, they currently have little to no value and can be considered as valueless by-products from the goat dairy industry.

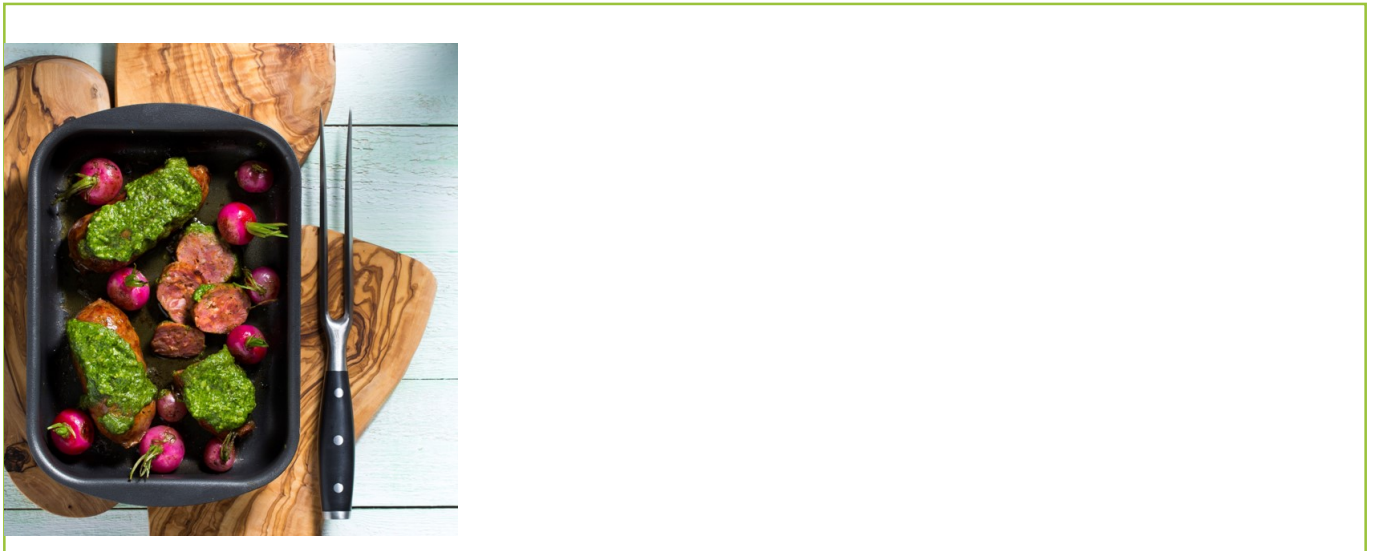
Because in Europe eating goat meat isn't in the culture, most billy goats are slaughtered at a very young age and exported to Mediterranean countries (where there is a culture of eating goat meat) or go to pet food. With the Goatober campaign we created publicity for the billy goat issue to create awareness and to show how tasty goat meat can be. This is how we can increase the demand for goatmeat as a product in Europe and more goats can have a nice and longer life.



The Food Waste Solution

As a solution James Whetlor started with raising billy goats on his goat milk farm to a weight of 30 – 35 kg and sell the meat to restaurants in London supported by a Goatober campaign in October. This campaign already existed in America, but wasn't introduced in Europe yet. The first introduction in London was a great success. www.goatober.com In this project the Goatober campaign was also introduced in the Netherlands, Germany and France with a great success. With the Goatober campaign we created publicity for the billy goat issue to increase awareness and to show how tasty goat meat can be.

This is how we can increase the demand for goat meat as a product in Europe and in this way more goats can have a better and longer life. We focused on restaurants because chefs are the best to show how tasty goat meat can be. But we also developed different kinds of goat meat products to sell to consumers (for instance via supermarkets). Which makes it also attractive for the direct consumers.



The Food Waste Impact of the Solution

How much food was saved by this solution during the project?

5.509 male goats 2017-2019 by France, Germany and the Netherlands

How much food do you expect to save in 2020?

3.250 male goats by France, Germany and the Netherlands

How much food will be saved 5 years after the end of the project (on a yearly base)?

21.000 male goats a year

How much food will be saved 10 years after the end of the project (on a yearly base)?

27.000 male goats a year. In Germany they expect even a higher saving, because they expect to save all male goats who will be born.

Project Food Heroes aims to reduce food losses in the primary sectors (on farm and fisheries) by creating higher value uses for byproducts and products that are out of specification. Throwing it away is such a waste. This project is funded by INTERREG North West Europe, European Regional Development Fund.