

Profile, Practices, and Challenges of Goat Farming Industry in Talavera, Nueva Ecija: Basis For a Strategic Marketing Plan

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Abstract

This study examined the market conditions, marketing practices, and operational challenges of goat farming enterprises in Talavera, Nueva Ecija as the basis for developing a strategic marketing plan to improve competitiveness, profitability, and sustainability. Anchored on the concept that effective strategic marketing contributes to enterprise competitiveness and long-term sustainability, the study analyzed goat farming enterprises in terms of business profile, marketing practices, and market-related challenges. A descriptive research design was utilized, involving 54 goat farming enterprise owners selected through purposive random sampling. Data were gathered using a structured survey questionnaire validated for reliability through Cronbach's Alpha and analyzed using frequency, percentage, and mean statistical tools. Findings revealed that most goat farming enterprises were small-scale, newly established, and financed through personal savings under sole proprietorship management. Farmers commonly raised hybrid and native goats within limited farm areas. Marketing practices emphasized direct selling, maintaining goat quality, fair pricing, and traditional promotional approaches such as word-of-mouth marketing. Seasonal demand, consumer preference for healthy and heavier goats, competition, and livestock-related risks such as theft and natural events were identified as major challenges affecting operations. The study further showed that farmers relied heavily on traditional pricing and marketing systems with limited use of digital promotion and formal market analysis. The study concluded that strategic marketing practices, proper production management, effective pricing, improved promotion, strengthened distribution systems, and risk management are essential in enhancing the competitiveness and sustainability of goat farming enterprises. The proposed strategic marketing plan focused on improving goat care, pricing strategies, digital marketing adoption, market participation, financial management, and operational efficiency to strengthen long-term enterprise growth. The study supports Sustainable Development Goals (SDGs) such as SDG 1 (No Poverty), SDG 2 (Zero Hunger), SDG 8 (Decent Work and Economic Growth), and SDG 9 (Industry, Innovation and Infrastructure) by promoting sustainable livestock enterprises, food security, entrepreneurship, and rural economic development. Its sustainability impact lies in strengthening rural livelihood opportunities, improving agricultural enterprise resilience, supporting local food systems, and providing data-driven insights for sustainable agricultural planning and community development.

Keywords: Backyard Farming, Competitiveness, Goat Farming Enterprises, Market Conditions, Marketing Practices, Nueva Ecija, Rural Livelihood, Strategic Marketing Plan, Sustainability, Talavera

1. Introduction

Goat farming is recognized as a sustainable and practical livestock enterprise that contributes significantly to food security, rural livelihood, and economic development. Due to their adaptability, low maintenance requirements, and ability to thrive in harsh environments, goats remain a preferred livestock option among smallholder farmers. In the Philippines, goat farming continues to expand as both government and private sectors promote it as a viable agricultural enterprise. Despite its growing popularity, many goat farming enterprises still experience challenges related to marketing, competitiveness, access to capital, and limited use of modern business strategies. In Talavera, Nueva Ecija, goat farming is commonly integrated with crop farming, yet limited studies examine the strategic marketing practices, market conditions, and operational challenges experienced by local goat farmers. This study addresses these concerns by evaluating goat farming enterprises and proposing a strategic marketing plan that may improve competitiveness, profitability, and sustainability.

1.1 Background of Goat Farming Enterprises in Talavera, Nueva Ecija

Goat farming is one of the most sustainable livestock enterprises in agricultural and rural communities because goats can survive even in areas where other livestock struggle due to their adaptability and low maintenance requirements. Goats

provide meat, milk, hide, and manure, which support both household consumption and income generation. Because of these benefits, goat farming has become an important contributor to food security and rural development (Lohani & Bhandari, 2021). Across Asia, goats are widely preferred by smallholder farmers because they require lower capital investment, less feed, and simpler management than larger livestock. Their short reproduction cycle also enables faster income generation. In the Philippines, goat farming has gained recognition as a profitable enterprise supported by technological advancements that improve productivity and efficiency. Goat inventory in the country reached 3.67 million heads, with approximately 98% raised in backyard farms. Goat slaughtering rates exceeding kid births further indicate the profitability and viability of the enterprise (Orden, 2023). In Nueva Ecija, goat farming is commonly practiced alongside crop production because of the availability of natural forage and agricultural by-products suitable for feeding goats. For many households, goats function as “living savings” that can be sold during financial emergencies. However, profitability is influenced not only by production efficiency but also by entrepreneurial practices such as product diversification, customer engagement, cost management, and record-keeping (Taruc, 2025). Despite these opportunities, goat farmers continue to experience challenges including limited capital, weak market linkages, inadequate agripreneurial training, and limited use of digital marketing tools. Most goat farmers in Talavera, Nueva Ecija still depend on traditional selling methods and informal market systems, which may restrict business growth and competitiveness.

1.2 Themes and Insights on Strategic Marketing Practices and Goat Farming Competitiveness

Existing literature emphasizes the economic and agricultural importance of goat farming in both local and international settings. Goat farming remains highly significant in developing countries, which account for approximately 96% of the global goat population. The Philippines continues to experience growth in goat production because goats are adaptable, require low-cost feeding systems, and are suitable for small-scale farming operations. Studies on market demand indicate that goat farming is a sustainable livelihood option because of increasing consumer preference for chevon and goat milk products. Goat production offers lower input costs than swine and poultry while producing high-value outputs such as meat, milk, and hide (Tangol, 2023). Demand for goat products has also increased globally because of nutritional benefits and expanding specialty markets (Lu, 2023). Related studies also emphasize the importance of strategic marketing in improving goat farming enterprises. Success in goat farming depends not only on production but also on effective marketing strategies, proper infrastructure, quality assurance, and consumer accessibility (Niepes, 2023). Organized marketing systems, scientifically designed facilities, and value-added processing improve industry competitiveness and profitability (Rajak, 2024). Literature further reveals that weak breeding systems, poor performance monitoring, and dependence on imported stocks limit the competitiveness of the Philippine goat industry (Manalili, 2020). International experiences demonstrate that competitiveness improves when supported by organized production systems, government policies, extension services, technical support, and efficient value chains (Miller & Lu, 2019; Wakchaure & Sethi, 2024).

1.3 Local, National, and Global Market Conditions of Goat Farming Enterprises

Locally, goat farming in Talavera, Nueva Ecija serves as an important supplementary livelihood integrated with crop farming systems. Farmers benefit from the province’s available forage resources and agricultural by-products suitable for goat production. However, many local enterprises still rely on traditional marketing approaches with limited strategic positioning and formalized business practices. Nationally, the Philippine goat industry is dominated by smallholder and backyard farming systems (Orden, 2023). Government and private sector initiatives continue to support dairy goat dispersal programs and community-based goat farming projects to improve rural livelihood and productivity. Despite increasing demand for goat products, the industry continues to face productivity and competitiveness issues caused by weak breeding programs and inefficient production systems (Manalili, 2020). Globally, goat farming is recognized as a growing livestock enterprise due to increasing demand for goat meat, milk, and value-added products. Countries such as India, China, the United States, and European nations demonstrate the economic potential of organized goat industries supported by infrastructure, government regulation, and efficient marketing systems (Rajak, 2024; Miller & Lu, 2019). Goat farming has become increasingly market-oriented because of its adaptability, low investment requirement, and contribution to livelihood and food security worldwide.

1.4 Conceptual Basis of Strategic Marketing Planning for Goat Farming Enterprises

The study is anchored on the concept that effective strategic marketing practices contribute to the competitiveness and sustainability of goat farming enterprises. The conceptual framework identifies the business profile of goat farming enterprises as the foundation for evaluating current marketing practices, operational conditions, and market challenges. Key variables include years of operation, capitalization, number of goats, farm size, breed type, source of capital, legal compliance, and business form. The framework further examines marketing practices based on product, price, place, and promotion, alongside market conditions such as demand, consumer preferences, competition, distribution channels, and investment risks. Data collection through survey questionnaires, interviews, and observation provides qualitative and quantitative insights necessary for developing a strategic marketing plan aimed at improving competitiveness, operational efficiency, and market sustainability.

1.5 Research Gaps and Rationale in Goat Farming Market Analysis and Strategic Planning

Although existing studies discuss goat farming productivity, marketing strategies, and industry development, limited research specifically examines the marketing practices, market conditions, and operational challenges of goat farming enterprises in Talavera, Nueva Ecija. Previous studies largely focus on productivity enhancement, breeding systems, and general industry performance, with minimal emphasis on localized market analysis and strategic positioning. This study addresses these gaps by evaluating the business profile, marketing practices, and market-related challenges experienced by goat farming enterprises in Talavera. The findings aim to support the development of a comprehensive strategic marketing plan that may improve competitiveness, profitability, and sustainability among local goat farming enterprises.

1.6 Alignment of Goat Farming Enterprises with Relevant Sustainable Development Goals (SDGs)

This study aligns with several Sustainable Development Goals (SDGs). It supports SDG 1 – No Poverty by promoting livelihood opportunities and income generation for rural households through goat farming enterprises. It also contributes to SDG 2 – Zero Hunger by strengthening livestock production and food security through sustainable goat production systems. The study is also aligned with SDG 8 – Decent Work and Economic Growth because it encourages entrepreneurship, market competitiveness, and sustainable rural economic development. Additionally, the focus on improving production systems, marketing practices, and enterprise sustainability supports SDG 9 – Industry, Innovation and Infrastructure through the promotion of efficient agricultural enterprises and innovation-driven farming practices.

1.7 Importance of Goat Farming Enterprises to Multidisciplinary Sustainability

The study contributes to socio-economic sustainability by improving the competitiveness and profitability of goat farming enterprises, thereby supporting rural livelihood and local economic growth. Enhanced marketing strategies and operational practices may help farmers achieve long-term financial stability and business resilience. The study also contributes to agricultural and community sustainability by promoting efficient livestock production systems and supporting local food supply chains. By identifying challenges related to market access, infrastructure, and production practices, the study may assist government agencies, local government units, and agricultural organizations in designing policies and support programs for sustainable livestock development. Furthermore, the study supports institutional and policy sustainability by providing data-driven insights that may guide agricultural planning, extension services, and enterprise development initiatives. The findings may also benefit aspiring entrepreneurs, researchers, and agricultural stakeholders seeking to strengthen goat farming enterprises and promote sustainable rural development.

2. Material and methods

2.1 Research Design

The study utilized a descriptive research design to analyze the market conditions and marketing strategies of goat farming enterprises in Talavera, Nueva Ecija as the basis for developing a strategic marketing plan aimed at improving competitive growth. This design enabled the systematic assessment of existing marketing practices, competitive dynamics, and operational challenges affecting goat farming enterprises and their market expansion. According to Sirisilla (2023), descriptive research design is an effective approach for gathering information about a specific group or phenomenon through observation and data collection, allowing researchers to gain deeper understanding and generate useful insights for future studies.

2.2 Locale of the Study

The study was conducted in Talavera, Nueva Ecija, an agricultural municipality where goat farming is widely practiced as a source of livelihood. The area was selected because many residents are engaged in livestock farming, making it appropriate for examining goat farming enterprises and their market conditions. Talavera also has a steady demand for goat meat within the locality and nearby communities. Goat farmers in the municipality operate at different scales, ranging from backyard raisers to larger farming enterprises, which provided varied insights into marketing practices and operational challenges. The accessibility of local markets and traders further allowed the study to observe actual buying and selling activities related to goat farming. The locale provided relevant and realistic conditions necessary for analyzing the competitiveness and growth potential of goat farming enterprises.

2.3 Respondents of the Study

The respondents of the study were 54 goat farming enterprise owners in Talavera, Nueva Ecija. They were selected because of their direct involvement and firsthand experience in operating goat farming businesses within the locality. Their knowledge and experiences provided valuable information regarding market conditions, marketing practices, production challenges, and competitive strategies in the goat farming industry. The respondents' perspectives helped identify existing issues, opportunities, and limitations affecting goat farming enterprises in the area.

2.4 Sample and Sampling Procedure

The study employed purposive random sampling in selecting the respondents. Participants were chosen based on specific qualifications, particularly those who owned or operated goat farming enterprises in Talavera, Nueva Ecija. This ensured that respondents were directly involved in the industry and capable of providing relevant information related to the study. Random selection was then applied among qualified participants to provide equal opportunity for inclusion in the study. This sampling approach helped ensure that the gathered data accurately reflected the current market practices, operational experiences, and challenges encountered by goat farming enterprises in the municipality.

2.5 Research Instrument

The researcher used a structured survey questionnaire as the primary data gathering instrument. The questionnaire was designed to obtain comprehensive information regarding goat farming enterprises. The first part gathered data on the business profile, including years of operation, capitalization, number of goats, farm size, breed raised, source of capital, legal compliance, and form of business. The second part focused on marketing practices in terms of place, product, price, and promotion. The third part examined market-related challenges such as market demand, consumer preferences, competition, distribution channels, and investment risk. The questionnaire also aimed to identify possible areas for improvement in product offerings and service quality to enhance customer satisfaction and business growth. A 4-point Likert scale was utilized to measure respondents' perceptions and attitudes, allowing the collection of quantifiable data necessary for market analysis and the formulation of a strategic marketing plan. Cronbach's Alpha was applied to determine the reliability and internal consistency of the questionnaire. A value of 0.70 or higher was considered acceptable, while values closer to 1.00 indicated stronger reliability. The analysis showed that the instrument possessed good internal consistency, making it reliable and appropriate for data collection and interpretation.

2.6 Data Gathering Procedure

The study followed a systematic data gathering process to ensure the accuracy and reliability of the collected information. A structured survey questionnaire was developed, reviewed, and validated by the adviser to ensure alignment with the objectives of the study. Prior to data collection, the researchers secured approval from the research instructor and adviser to ensure compliance with academic and ethical standards. The questionnaires were distributed to selected goat farming enterprise owners and operators through printed or digital formats to encourage a higher response rate. Each questionnaire included a cover letter explaining the purpose of the study and assuring respondents of the confidentiality of their responses. After retrieval, the accomplished questionnaires were organized, tabulated, and analyzed using appropriate statistical tools. The findings were then used as the basis for developing a strategic marketing plan intended to strengthen the competitiveness and growth of goat farming enterprises in Talavera, Nueva Ecija.

2.7 Data Analysis Techniques

The data collected from the respondents were organized, tabulated, and analyzed using descriptive statistical tools. Frequency and percentage were used to describe the profile of goat farming enterprise respondents in terms of years of operation, capitalization, number of goats, farm size, breed, source of capital, legal compliance, and form of business. Means and corresponding verbal interpretations were utilized to analyze marketing practices related to place, product, price, and promotion, as well as market-related challenges involving market demand, consumer preferences, competition, distribution channels, and investment risk. The scoring range and verbal interpretations were used to describe the numerical results obtained from the survey responses.

2.8 Ethical Considerations

The researchers adhered to established ethical guidelines throughout the conduct of the study. Sensitive information such as sales figures, customer preferences, and personal opinions were treated with confidentiality, anonymized, and securely stored. Informed consent was obtained by ensuring that participants fully understood the objectives, procedures, and intended use of the study. Participation was voluntary and free from coercion. The researchers also secured permission before publishing any identifiable information and ensured fairness and objectivity during sampling and data analysis procedures. Ethical handling of data and unbiased analysis were prioritized to preserve the credibility and integrity of the study and its findings.

3. Results and Discussion

3.1 Business Profile of Goat Farming Enterprises in Talavera, Nueva Ecija

3.1.1 Years of Operation and Capitalization

The findings revealed that most goat farming enterprises had been operating for 1–3 years, followed by those operating for 4–6 years, while only a few had more than 10 years of operation. Most respondents also operated with capitalization below 20,000, indicating that goat farming enterprises in the area are generally small-scale and relatively new in the industry. These results suggest that goat farming in Talavera, Nueva Ecija continues to attract new entrants because of growing demand for livestock products and livelihood opportunities. However, limited capitalization may restrict expansion,

technology adoption, and productivity improvement. This supports the report of the Philippine Statistics Authority (2023), which states that the livestock sector is largely composed of smallholder farmers, while Sugiarto et al. (2022) emphasized that both financial and intellectual capital significantly influence operational efficiency and sustainability.

3.1.2 Herd Size, Farm Size, and Goat Breed

The majority of respondents raised only 4–6 goats and operated within small farm areas, particularly below 100 square meters. Most farmers preferred hybrid goats, followed by native breeds, while only a few raised Boer goats. These findings indicate that goat farming is predominantly backyard-based and dependent on small land areas. The results imply that farmers favor breeds that balance productivity and adaptability while maintaining manageable herd sizes within limited spaces. Small-scale operations may limit expansion and infrastructure development but remain suitable for rural households with minimal resources. These findings support Barcelo (2020), who reported that most goats in the Philippines are raised under backyard production systems, and Jagdesh (2024), who explained that goat farming is ideal for small land areas because of lower space and feed requirements. Dela Cruz (2023) also noted that hybrid and native goats dominate small-scale systems because of their adaptability and lower production costs.

3.1.3 Source of Capital, Legal Compliance, and Form of Business

All respondents relied on personal savings as their source of capital and were fully registered businesses. Most enterprises operated as sole proprietorships, while fewer were family-owned businesses or partnerships. These findings indicate that goat farming enterprises are independently financed and formally recognized within the locality. Reliance on personal savings minimizes debt risk but may limit expansion opportunities and technological improvements. The dominance of sole proprietorships reflects the preference for individual management and easier business registration. This supports Santos (2022), who found that small-scale farmers commonly depend on personal savings due to limited access to formal credit, and the Department of Trade and Industry (2021), which stated that sole proprietorship remains the most common form of small enterprise because of its simplicity and managerial control.

3.2 Current Marketing Practices of Goat Farming Enterprises

3.2.1 Place

The results showed that goat farmers strongly agreed that selling directly to buyers increases income and that proper housing and transportation are important for maintaining goat quality and efficient selling. Farm accessibility to buyers and traders received a lower but still positive evaluation. These findings indicate that farmers prioritize direct selling and efficient distribution systems to maximize profitability. Proper facilities and transportation contribute to maintaining product quality and market accessibility. This supports Niepes (2023), who explained that accessibility, proper housing, and effective distribution systems are essential for improving sales performance and maintaining livestock quality.

3.2.2 Product

Farmers strongly agreed that ensuring goats are disease-free and maintaining good quality increase sales. Buyers were also satisfied with the size and weight of goats, while proper feeding and care received slightly lower ratings. The results imply that goat health and product quality are major factors influencing market performance and customer satisfaction. Farmers recognize that healthy animals attract more buyers and improve profitability. These findings align with Dela Cruz (2023), who emphasized that proper feeding, disease prevention, and animal health management significantly affect livestock quality and market acceptance.

3.2.3 Price

Fair pricing was rated as the most important pricing factor because it attracts more buyers. Farmers moderately agreed that competitive pricing and profit despite price fluctuations are important, while pricing based on market demand and production costs received lower ratings. These findings suggest that farmers rely more on traditional pricing practices and buyer negotiations than on structured pricing strategies based on market analysis or production expenses. This may limit opportunities for maximizing profitability and strategic financial planning. According to Tangol (2023), rural goat farmers often base pricing decisions on local market practices rather than formal cost-based pricing systems.

3.2.4 Promotion

Word-of-mouth promotion was identified as the most commonly used promotional strategy, followed by maintaining a good reputation and repeat customers. In contrast, the use of social media and participation in livestock fairs or local markets received very low ratings. These findings indicate that goat farmers continue to depend heavily on traditional relationship-based marketing approaches rather than formal advertising or digital promotion. Limited use of modern marketing platforms may reduce market reach and growth opportunities. This supports Niepes (2023), who stated that small-scale livestock farmers commonly rely on personal networks and word-of-mouth marketing because of limited access to formal advertising systems.

3.3 Challenges Affecting Goat Farming Enterprises Based on Market Conditions

3.3.1 Market Demand

The findings showed that farmers strongly agreed that demand changes during different seasons and that high-demand periods allow easier selling opportunities. Sales fluctuations, production planning, and increased demand during special occasions received moderate agreement. The results indicate that seasonal demand significantly affects goat farming operations and sales planning. Farmers tend to align production with periods of high market demand to maximize income. These findings support Dela Cruz et al. (2023), who explained that seasonal consumption patterns and cultural events strongly influence livestock sales and production decisions among smallholder farmers.

3.3.2 Consumer Preferences

Respondents strongly agreed that meeting customer preferences improves sales and that buyers prioritize healthy, clean, bigger, and heavier goats. Breed and price were considered less influential factors. These findings suggest that customers place greater importance on visible quality indicators such as animal condition, cleanliness, and size rather than breed type or lower prices. Farmers who meet these expectations are more likely to improve sales performance. This supports Tangel (2023), who stated that livestock buyers often prioritize animal quality and condition over breed or cost considerations.

3.3.3 Competition

Farmers agreed that competition exists among goat farming enterprises and that it encourages improvements in goat quality and business strategies. Competition's influence on pricing and sales reduction received lower ratings. The findings imply that competition motivates farmers to improve operational practices and product quality rather than engage in aggressive pricing competition. Farmers focus on maintaining competitiveness through quality improvement and planning. This aligns with Orden et al. (2023), who noted that livestock farmers commonly respond to competition through enhanced production quality and farm management rather than price-based strategies.

3.3.4 Distribution Channels

Most respondents preferred selling directly to customers and believed that proper planning of selling schedules and locations improves sales efficiency. Farmers generally disagreed that transportation is a challenge or that multiple selling channels and middlemen significantly improve income. These findings indicate that direct selling remains the preferred distribution strategy because it provides higher profit margins and stronger buyer relationships. Farmers also experience minimal logistical challenges within the locality. This supports Niepes (2023), who explained that small-scale livestock producers commonly prefer direct marketing systems over intermediary-based distribution structures.

3.3.5 Investment Risk

The highest-rated risks involved theft or loss of goats and financial losses caused by natural events. Farmers disagreed that market price fluctuations, unstable prices, and government policies posed major investment risks. The findings suggest that farmers are more concerned with tangible and physical risks affecting livestock survival than with economic or policy-related uncertainties. This reflects the realities of smallholder farming systems where animal security and environmental conditions directly affect income stability. Dela Cruz et al. (2023) explained that smallholder livestock farmers are generally more vulnerable to environmental and physical risks than to formal market or policy-related risks.

3.4 Strategic Marketing Plan for Goat Farming Enterprises

The proposed strategic marketing plan focused on improving goat farming operations, increasing profitability, and ensuring long-term sustainability. The plan emphasized proper goat care, feeding management, product quality improvement, competitive pricing, digital marketing adoption, market participation, seasonal demand management, breed improvement, strengthened distribution systems, risk reduction, and financial management. The findings indicate that successful goat farming depends not only on production efficiency but also on strategic marketing, financial planning, and risk management. Proper implementation of these strategies may improve productivity, expand market reach, increase customer satisfaction, and strengthen competitiveness among goat farming enterprises in Talavera, Nueva Ecija.

4. Conclusion & Recommendations

The study concluded that goat farming enterprises in Talavera, Nueva Ecija are generally small-scale, newly established, and primarily operated through personal savings under sole proprietorship management. Farmers commonly raise hybrid goats because of their productivity while maintaining native breeds for adaptability. Marketing practices are mainly based on direct selling, product quality, fair pricing, and traditional promotional strategies such as word-of-mouth and customer relationships. Farmers prioritize maintaining healthy and high-quality goats to satisfy consumer preferences related to size, cleanliness, and condition. Seasonal demand, competition, and livestock-related risks such as theft and natural events remain the primary challenges affecting operations. The strategic marketing plan developed in the study emphasizes improving product quality, market planning, pricing, promotion, distribution efficiency, and risk management to strengthen profitability, competitiveness, and long-term sustainability of goat farming enterprises.

Goat farmers are encouraged to maximize available support programs from government agencies and financial institutions to improve capitalization, farm operations, and productivity. Farmers should continue maintaining healthy, disease-free, and high-quality goats while considering consumer preferences and breed diversification to expand market opportunities. Fair and competitive pricing strategies, improved awareness of production costs and market demand, and proper production planning during peak seasons are also recommended to enhance profitability and sales performance. Farmers should strengthen promotional activities by maintaining good customer relationships while exploring social media and livestock fairs to increase market reach. Direct selling and effective sales planning should continue to improve distribution efficiency, while better housing, security measures, and financial planning should be implemented to reduce risks related to livestock losses and market fluctuations.

The study was limited to goat farming enterprises in Talavera, Nueva Ecija and focused primarily on small and medium-scale farmers within the locality. The findings were based on responses gathered through survey questionnaires and interviews conducted during the study period, which may reflect only the current market conditions, marketing practices, and challenges experienced by the respondents. The study also concentrated on descriptive analysis and did not include broader comparative analysis involving other municipalities or large-scale commercial goat farming enterprises.

Compliance with ethical standards

The researchers adhered to established ethical guidelines throughout the conduct of the study. Sensitive information, including sales figures, customer preferences, and personal opinions, was treated with confidentiality, anonymized, and securely stored. Fairness and objectivity were maintained during sampling and data analysis procedures to preserve the credibility and integrity of the study and its findings.

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