

Southern Commercial Rabbit Producers Association, Inc

Producers of the Ultimate White Meat



Florida Department of Agriculture
and Consumer Services

CHARLES H. BRONSON, Commissioner

www.FLORIDA-AGRICULTURE.com/rabbits/

Getting Started

Once a market has been identified, the size and type of potential operation can be determined. When purchasing breeding stock, select for production qualities. A base of superior genetics is the foundation of a good livestock business. Review production/breeding records, herd health and the rearing facilities to determine potential productivity of breeders.

We Can Assist

*The Southern Commercial
Rabbit Producers'
Association, Inc. (S.C.R.P.A.)
wants to help you!*

S.C.R.P.A., a non-profit organization, was organized in 1997 to represent rabbit producers in marketing, education, and production assistance. Get to know the rabbit industry better through active involvement in S.C.R.P.A. We help producers adapt to changes in the marketplace, at the consumer level, and in the areas of education and research.





Goals of the Association

- **Education and sharing** of rabbit husbandry practices with an emphasis on the Southern environment and market demands.
- **Production stability** through farmer networking and sharing of best management practices.
- **Providing a forum** for the exchange of ideas, information and technology.
- **Monitoring** of foreign product competition.
- **The development** of relationships with governmental and university systems.

Membership Benefits

- **Annual conference and seminars**, in May, focus on producer education and resource networking.
- **Annual workshops**, in November, focus on practical, hands-on training for producers.
- **Subscription to The Commercial Rabbit**, the association newsletter.
- **Advertising opportunities** available through The Commercial Rabbit.
- **Membership directory** facilitates grower-to-grower networking.
- **Regional Directors elected** by the membership, represent their areas on the nine-member Board of Directors.
- **The Association maintains direct communications** with processors in the rabbit industry.
- **Association participation** in other agricultural networks.



YES! I want to join ... or recruit a neighbor

Southern Commercial Rabbit Producers' Association, Inc. Membership Application

1 year Regular Membership \$25
(For rabbit breeders and producers)

1 year Associate Membership \$25
(All benefits except voting privileges)

Name: _____

Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Mail form and check to:

S.C.R.P.A., Inc.

Maureen Daniels, Treasurer

7082 SR 6 West

Jasper, FL 32052

(386) 938-2082



Please make checks payable to

S.C.R.P.A., Inc.

New Producers Welcome!

Southern Commercial Rabbit
Producers' Association, Inc.

Membership is open to all persons
or entities having an interest in the
commercial rabbit industry.



The Industry

Rabbit farms vary considerably in size and scope, from a few rabbits for family consumption to large commercial operations. In the United States, approximately 200,000 producers market 6 to 8 million rabbits annually. Many breeds of rabbits are produced commercially in this country. Rabbits are raised for meat, research, breeding stock, and youth programs, such as 4-H and FFA.

Rabbit meat is considered a delicacy. It is white, fine grained, and delicately flavored. Rabbit is easy to prepare and can be utilized in numerous recipes and dishes.

Rabbit meat fits into a “heart healthy” diet. It is high in protein and low in fat, cholesterol, sodium, and calories.

Rabbit Farming as an Alternative Enterprise

Florida's mild climate is conducive to rabbit farming, which can provide full-time or secondary income and can be conducted on less than one acre of land. Rabbit production is less physically demanding than large-animal enterprises and rabbit byproducts can be utilized in the production of earth worms and other crops, including organic produce, to generate extra income. Florida's diverse population offers a ready market for rabbit products.

The initial investment for a new facility and breeding stock can amount to between \$70 and \$110 per doe unit. Existing facilities can often be utilized to reduce initial costs.

The rabbit industry lacks a structured market system common to most other agricultural enterprises. Consequently, the rabbit producer must develop a market before beginning production.



Marketing

Before rabbit production begins, markets must be identified. A well-planned marketing strategy is essential for a successful agricultural business.

A primary goal of the Southern Commercial Rabbit Producers Association is to stabilize production which will enhance the marketability of Florida rabbits and rabbit products. A reliable supply of rabbits will allow marketing systems to function to the benefit of the industry.

When raising rabbits for meat, consideration must be given to the availability of processing facilities, market requirements, transportation costs, and potential buyers. Buyers and processors of meat rabbits may have specific requirements such as breed, age, color and overall quality.

Restaurants, supermarkets, wholesalers, custom meat stores, and individual buyers are the primary purchasers of rabbit meat.

When marketing breeding stock, it is important to establish a reputation for high-quality animals. Demand for breeding stock is developed by the maintenance of accurate and detailed production records, a consistent supply, and advertising.

Other markets for rabbits include the pet industry and research sectors.