Alpaca Industry Analysis, Producer Level Business Plan, & Regional Industry Impact Analysis

By Dr. Jennifer Bond, Colorado State University

Executive Summary*

Alpacas are relatively new to the U.S., having been introduced less than 25 years ago. As such, alpaca and alpaca product markets are still evolving and in the introductory to early growth phases. An industry analysis, similar to the National Academy of Science U.S. Sheep Industry Report summary, would provide needed information on opportunities for development and business guidance for current and future alpaca owners.

In addition, a study of the extent of the regional economic impact of the alpaca industry would assist in demonstrating the direct and indirect monetary benefits of alpaca operations, document their multiplier effects, and partially aide in securing continued legislative support for the industry.

Objectives of this study include assessments of the alpaca markets, analysis of competing industries, and marketing research that will identify industry opportunities and threats. Data will be collected from alpaca owners and alpaca industries, as well as from other agricultural databases.

Tools such as marketing plans and enterprise budgets will be created to assist alpaca producers in managing their operations and in marketing alpaca products. Specific marketing recommendations will be presented.

The results from this project will benefit the alpaca industry as a whole by educating industry organizations and individual alpaca producers about market opportunities, trends, tradeoffs, and financial implications associated with new markets and market institutions.

*Summary prepared by Deb Hill