



GoatVest
.AFRICA

Buy Dairy Goats You Can Trust

Every goat verified. Every record confirmed.

www.goatvest.africa

Buying a goat should not be a gamble. On most platforms, you have no way to verify the breed, the health history, the milk yield, or even whether the seller actually owns the animal. You drive hours to see a goat that looks nothing like the photo. You pay cash and hope for the best. That ends here.

GoatVest is the only auction platform in Kenya where every farm is physically inspected, every goat comes with verifiable records, and every transaction is protected by escrow. When you buy on GoatVest, you know exactly what you are getting — before you pay.

THE PROBLEM WITH BUYING GOATS TODAY

- **No verification.** Anyone can post a goat photo on Jiji or Facebook. No one checks if the breed, age, or production data is real. You are trusting a stranger's word.
- **No health records.** You cannot see vaccination history, deworming schedules, or disease screening results. You might bring a sick animal into your herd.
- **No breed guarantee.** A seller says 'F3 Toggenburg cross' — but there is no documentation. You could be paying purebred prices for an unknown cross.
- **No payment protection.** You send money via M-Pesa and the seller disappears. Or you arrive and the goat has already been sold. Your money is gone.
- **No production data.** The seller says the goat produces 5 litres a day. How would you know? There are no recorded milking figures, no independent assessment.

THE GOATVEST DIFFERENCE — WHAT YOU GET AS A BUYER

Farm-inspected stock

Every farm on GoatVest is physically visited and approved before they can list a single goat. We check housing, health, feeding, and vet access.

Verified breed & generation

Crossbreeds are classified F1 to F6 with sire and dam breeds stated. No vague descriptions. You know the exact genetic quality.

Complete health records

Vaccination dates, deworming history, and vet certificates are attached to every listing. You see the records before you bid.

Real production data

For dairy goats: daily milk yield in litres, independently assessed.
For meat goats: weight and age.
Numbers, not promises.

WHAT EVERY GOATVEST LISTING INCLUDES

When you browse goats on GoatVest, you are not looking at guesswork. Every listing is structured to give you the complete picture before you spend a single shilling:

- **Breed & generation category** — Exact breed name. For crossbreeds, the filial generation (F1-F6+) with both sire and dam breeds identified, so you are not guessing what you are buying.
- **Age, sex & weight** — Verified age in months, clearly stated sex (buck or doe), and current live weight in kilograms. For does: pregnancy status if applicable.
- **Daily milk yield** — For dairy goats, the recorded daily milk production in litres — assessed during the farm's normal milking routine, not a one-off peak number.
- **Vaccination & deworming history** — Dates, products used, and the administering vet where available. You can see at a glance whether the programme is current.
- **Vet certificates** — Where available, health certificates from the farm's veterinarian are attached directly to the listing. Downloadable before you bid.
- **Clear, recent photographs** — Minimum two photos per listing — full body side view and front view, taken in natural daylight. No stock photos or old images.
- **Verified farm badge** — Every listing shows which approved farm it comes from, with the farm's location, inspection date, and seller rating visible to you.

If a listing is missing required information, it does not go live.

GoatVest reviews every listing before it appears on the platform. Incomplete or inaccurate listings are held back.

YOUR MONEY IS PROTECTED — HOW ESCROW WORKS

Every purchase on GoatVest goes through escrow. This means your money is held securely by GoatVest until you receive the goat and confirm the transaction. The seller never sees your payment until you are satisfied. Here is how it works:

- 1 **You pay into escrow** — When you win an auction or purchase a goat, your payment goes to GoatVest's secure escrow account — held until you receive the goat to the seller.
- 2 **You collect or receive the goat** — You arrange collection from the farm, or the seller arranges delivery. You inspect the goat against the listing description.
- 3 **You confirm or dispute** — If the goat matches the listing, you confirm. If it doesn't match, you raise a dispute within 48 hours with evidence. Your money stays in escrow until resolved.
- 4 **Seller gets paid only after you confirm** — The seller receives their payout only after you confirm the transaction. If a dispute is unresolved, the seller receives a refund.

You never risk losing money to a dishonest seller. Escrow protects every transaction.

UNDERSTANDING CROSSBREED CATEGORIES — WHAT YOU'RE BUYING

Every crossbred goat on GoatVest is classified by its generation category. This tells you exactly how close the animal is to purebred quality — and helps you make informed decisions about price and breeding value.

Gen.	Breed %	What it means for you as a buyer
F1	50%	First cross — purebred sire x local doe. Hybrid vigour but variable traits. Good for meat production. Lowest price point for crossbreeds.
F2	75%	Second generation — F1 x purebred or F1 x F1. Breed traits starting to stabilise. Better milk yield consistency than F1.
F3	87.5%	Third generation — strong commercial quality. Consistent breed characteristics. Good balance of price and performance.
F4	93.75%	Near-purebred quality. Does may qualify as purebred in some registries. Excellent for dairy production and breeding programmes.
F5	96.88%	Bucks may qualify as purebred. Very consistent traits, strong production data. Premium breeding stock.
F6+	98.8%+	Purebred status. Eligible for full breed registration. Commands highest prices. Ideal for stud and elite dairy herds.

On GoatVest, the generation is verified by the farm and checked during inspection. No guesswork.

HOW TO BUY ON GOATVEST — 5 SIMPLE STEPS

- 1 Create your free account** — Register with your National ID and M-Pesa number. Verify your phone with a one-time code. Takes 2
- 2 Browse verified listings** — Search by breed, location, price, generation, or production category. Every listing has full records and p
- 3 Place your bid or buy now** — Found a goat you want? Place a bid in the auction or buy at the listed price. A small refundable depo your bid.
- 4 Pay securely into escrow** — Your payment goes to GoatVest's escrow — not to the seller. Your money is protected until you confi received the goat.
- 5 Collect and confirm** — Pick up the goat from the farm or arrange delivery. Inspect it against the listing. Confirm the transaction and the seller gets paid.



HOW GOATVEST PROTECTS YOU AS A BUYER

- **Every farm is inspected.** GoatVest physically visits every farm before they are allowed to list. We check goat health, housing, feeding, breeding records, and veterinary access. Farms that fail inspection cannot list on the platform.
- **Listings are reviewed before going live.** No listing appears on GoatVest without being checked. Missing data, poor photos, or unverified information until the seller provides evidence.
- **Your payment is held in escrow.** Money never goes directly to the seller. It sits in GoatVest's secure escrow until you confirm receipt of the goat. If something goes wrong, you get a refund.
- **Disputes are investigated.** If the goat does not match the listing, you raise a dispute within 48 hours with photo or vet evidence. GoatVest investigates and makes a binding decision within 7 working days.
- **Sellers are held accountable.** Sellers who misrepresent breed, generation, health, or production data receive formal warnings and can be removed from the platform. Their track record is visible to you before you bid.
- **Your deposit is refundable.** If you are outbid or the auction is cancelled, your bid deposit is returned. You only commit money when you confirm your bid.

BREEDS AVAILABLE ON GOATVEST

GoatVest lists goats from approved farms across Kenya. The platform features both dairy and meat breeds, including purebreds and classified crossbreeds:

Dairy breeds

- **Toggenburg, Alpine (German, British, French), Saanen** — Known for excellent milk yield (up to 6+ litres/day in optimal conditions) and long lifespan.

Meat breeds

- **Boer, Kalahari Red, Galla** — Fast growth, high carcass yield, and strong market demand for nyama choma and export.

Dual-purpose & local breeds

- **Small East African Goat, crossbreeds** — Hardy breeds adapted to Kenyan conditions, suitable for smallholder mixed farming.

FREQUENTLY ASKED QUESTIONS

Q: Is it free to create a buyer account?

Yes. Registration is free. You only pay when you purchase a goat.

Q: What is the bid deposit?

A small refundable deposit that secures your bid — 10% for goats over KES 20,000, or KES 1,000 flat below that. Refunded if you are outbid.

Q: Who pays the M-Pesa fees?

The buyer covers applicable M-Pesa transaction charges on deposits, payments, and refunds. These are standard Safaricom rates, displayed before you confirm.

Q: Can I visit the farm before buying?

Yes. You can contact the seller through the platform to arrange a visit. The farm's location is shown on every listing.

Q: What if the goat doesn't match the listing?

Raise a dispute within 48 hours with evidence. GoatVest investigates and you receive a full refund if the claim is upheld.

Q: Can I buy goats for the GMA managed program?

Yes. Many buyers purchase goats on the auction and enroll them directly into a GoatVest Management Agreement for passive monthly income.



Start buying with confidence today.

www.goatvest.africa

Verified farms · Complete records · Escrow protection · Real production data