

Holidays for Specialty Meats Marketing

Last updated: November 2013

Christian Holidays	Eastern/Greek Easter	April 20, 2014	Goat – Fleshy milk-fed kids 3 months old and younger. Acceptable weight generally 20-55 lbs., optimum 35 lbs. Lamb – Milk-fed, 40-55 lbs.
	Western/Roman Easter	April 20, 2014	Goat – Milk-fed kid 20-40 lbs., 30 lbs. optimum. Lamb – Milk-fed, 30-45 lbs. Pork-Ham – Cured, Smoked, or Brined. Poultry-Turkey/Goose —Under 6 months of age.
	Christmas	December 25, 2014	Goat and Lamb – Milk-fed kids and lambs. (Requires out of season April/May breeding) Pork-Ham – Cured, Smoked, or Brined. Poultry-Turkey/Goose —Under 6 months of age.
Islamic/Muslim Holidays *Animals must be unblemished* Halal Slaughter preferred	Mawlid al-Nabi (Prophets Birthday)	January 13, 2014	Goat and Lamb – No specific size or age requirements.
	Ramadan	June 28, 2014	Goat – Male and female with milk teeth intact (less than 12 mos. of age), overly fat kids not ideal. Preferred live weight about 60 lbs., although weaned kids from 45-120 lbs. accepted by some buyers. Lamb – Weaned, 60-80 lbs.
	Eid ul-Fitr (Festival of Fast Breaking)	July 29-31, 2014	Goat – Males (Intact preferred) About 60 lbs. Lamb – 60-80 lbs.
	Eid ul-Adha (Festival of Sacrifice)	October 4-7, 2014	Goat – Yearling preferred (one set of adult teeth). Large kids from 60-100 lbs. are also in demand. Lamb - 60-80 lbs. generally preferred.
	Muharramm-Hajsa (Islamic New Year)	October 25, 2014	Same specifications as Ramadan.
Jewish Holidays	Pesach (Passover)	March 15-22, 2014	Lamb - 30-55 lbs. milk-fed.
	Rosh Hashanah	September 24-25, 2014	Lamb – Forequarters from weaned lamb, 60-110 lbs. (Kosher slaughtering preferred)
	Channukah	December 17-24, 2014	Goat – Milk-fed kids. (Kosher slaughtering preferred) Requires out of season April/May breeding.
Hindu Holidays	Navadurgara	Varying Fall date	Goat – Male only, size of carcass dependent on number of people being fed.
	Diwali	October 23, 2014	Goat – Male only, size of carcass dependent on number of people being fed.
Mexican Holidays	Cinco De Mayo	May 5, 2014	Goat – Milk-fed kids, weighing 25-35 lbs. preferred for Cabrito. Larger animals sometimes preferred for stew.
Caribbean Holidays	Jamaican Independence Day (and other August holidays)	August	Goat – Young, smelly bucks 60-80 lbs. generally preferred, although some will accept either sex.

**Unblemished animals- Generally means animals should be intact, have horns, and be in good health. Animals with torn ears, open wounds, or any unsoundness's will generally not be accepted.*

Tips for Marketing your Meats for Various Holidays

Assess your consumer demographic. Consider mapping out a circular area which represents how far you are willing to travel to deliver product. Assess what urban areas fall within your circle. Using the internet and even the phone book, research ethnic restaurants, grocers, markets and even places of worship that fall within your circle.

Make your offerings known. After locating restaurants and stores within your area, reach out! Visit these places and make your offerings known. Be conscious of hours of operation, and attempt to contact at less busy times (i.e. never contact a restaurant at peak dinner hours, morning is usually best). Post fliers, talk to people, keep business cards readily available; word of mouth can be one of your strongest marketing allies.

Understand your customers' wants and needs. Gain a basic understanding of the ethnic groups you may be selling to, the product they are looking for, and the times of the year they are looking for it. For example, if selling to the Muslim community it is helpful to know that there are two significant holidays within a month of each other; so it would be convenient to have animals available for both. It is also imperative to be aware of each group's specifications for raising, handling, etc. For example, Muslims generally require an animal to be intact and unblemished (no broken horns, wounds, tears, torn ears, docked tails or other unsoundness's) at time of sale.

Consider slaughtering options. Another consideration when selling to ethnic communities is how they prefer the animal to be processed. Some groups prefer to do the slaughtering themselves in order to adhere to religious guidelines. For example, some Jewish customers may want an animal to be [Kosher](#), and some Muslim customers want their animals to be [Halal](#). It is important to have a basic understanding of these methods, and how you can meet the needs of these consumers.

Communicate with your consumers. When selling products to the ethnic community, be prepared to talk to people who do not speak fluent English or have thick accents. Do your best to communicate compassionately and clearly. It is also helpful to talk with your consumers about what they may be looking for in the future, so you can adjust your operation accordingly. Ask your customers about how they prepare their meats, and for recipes that can be shared. Be conscious of different terms that may be used (i.e. ram may be used instead of buck, and sacrifice may be used in place of slaughter).

Be respectful of varying beliefs. If you want to sell to the ethnic community, you will undoubtedly encounter people with different religious views and opinions than your own. It is important to be respectful of your customers varying beliefs.

For information on **USDA Inspected Slaughter Facilities in the Maryland Region** please visit the "Resources for SMM Members and Other Farms" page on the [Southern Maryland Meats Website](#)

Additional Information and Sources

- ❖ [Goat Consumption Holidays](#)
- ❖ [Ethnic Holiday Calendar for Lamb and Goat Marketing](#)
- ❖ [Sheep and Goat Marketing for the Holidays](#)
- ❖ [Jewish Holidays and Meat Marketing](#)
- ❖ [Islamic Holidays and Meat Marketing](#)
- ❖ [Christian Holidays and Meat Marketing](#)
- ❖ [Ethnic goat marketing strategies](#)
- ❖ [Eid-UI-Adha and local farms](#)
- ❖ [Halal Slaughtering is Gaining Ground](#)
- ❖ [Laws for Kosher Slaughter](#)
- ❖ [What is Kosher?](#)
- ❖ [Kosher and Halal Slaughter Practices](#)
- ❖ [USDA Inspected Facilities/Products and Services in Maryland](#)
- ❖ ["A Producer's Guide to Meat and Poultry Processing Regulations in Maryland"](#)