

Holidays for Specialty Meats Marketing

Christian Holidays	Eastern/Greek Easter	March – May Date varies	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	March – April Date varies	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	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)	August – December date varies	Goat and Lamb – No specific size or age requirements.
	Ramadan	March – April Date varies	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)	Date varies	Goat – Males (Intact preferred) About 60 lbs. Lamb – 60-80 lbs.
	Eid ul-Adha (Festival of Sacrifice)	Date varies	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)	Date varies	Same specifications as Ramadan.
Jewish Holidays	Pesach (Passover)	Spring Date varies	Lamb - 30-55 lbs. milk-fed.
	Rosh Hashanah	September Date varies	Lamb – Forequarters from weaned lamb, 60-110 lbs. (Kosher slaughtering preferred)
	Channukah	December Date varies	Goat – Milk-fed kids. (Kosher slaughtering preferred) Requires out of season April/May breeding.
Mexican Holidays	Cinco De Mayo	May 5	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 acceptable.

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 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.

Additional Information and Sources

- ❖ [Marketing Lamb and Goat for Christian, Islamic & Jewish Holidays](#)
- ❖ [Kosher and Halal Slaughter Practices](#)
- ❖ ["A Producer's Guide to Meat and Poultry Processing Regulations in Maryland"](#)