



Meat Marketing Calendar 2015

Holiday	Date (2015)	Quality of goat required	Market comments* (2012-2014 [where applicable])
Roman/Western Easter	April 5	<ul style="list-style-type: none"> Fleshy milk-fed kids Light-coloured meat preferred Three months or younger, 20-50lbs (9-23kg) 30-35lbs (14-16kg) optimal 	<ul style="list-style-type: none"> Prices peak around two weeks before the holiday
Eastern Orthodox Easter	April 12	<ul style="list-style-type: none"> Same as Roman/Western Easter 30-35lbs (14-16kg) optimal 	<ul style="list-style-type: none"> Same as Roman/Western Easter
Passover	April 3-11	<ul style="list-style-type: none"> Milk-fed and fat Kosher processing desired 25-50lbs (11-23kg) 	<ul style="list-style-type: none"> Stable prices
Cinco de Mayo	May 5	<ul style="list-style-type: none"> Milk-fed kids 20-35lbs (9-15kg) 	<ul style="list-style-type: none"> Prices stable, seem unaffected by holiday within Ontario's market
Start of Ramadan	June 18	<ul style="list-style-type: none"> Males (intact or castrated) and females under 12 months old Overly fat kids not desired Optimal weight: 60lbs (27kg), 45-120lb (20-54kg) accepted 	<ul style="list-style-type: none"> Kid and buck prices spiked beginning one month before holiday date Prices do not reach Easter premium
Eid ul-Fitr (Feast of the Breaking of the Fast)	July 17	<ul style="list-style-type: none"> Same as for the Start of Ramadan 	<ul style="list-style-type: none"> Prices stabilize after Eid ul-Fitr
Eid ul-Adha (Feast of the Sacrifice)	September 22	<ul style="list-style-type: none"> Prefer yearlings Blemish-free (no broken horns, no open wounds, no torn ears, no physical unsoundness) Prefer males to be intact 	<ul style="list-style-type: none"> Stable prices
Dussehra /Dassai	October 22	<ul style="list-style-type: none"> Females are not acceptable Tenderness is important Weights depend on individual consumer 	<ul style="list-style-type: none"> Stable prices
Hanukkah	December 6-14	<ul style="list-style-type: none"> Milk-fed kids Kosher processing desired 	<ul style="list-style-type: none"> Prices increase during this time of year
Christmas	December 25	<ul style="list-style-type: none"> High demand for all goat meat 	<ul style="list-style-type: none"> Prices peak right before Christmas

* Market comments are based on general observations through compiled market report information from Ontario livestock auction markets. Producers targeting these holidays should allow two to three weeks before the holiday date for processing to not miss out on the market peaks.