

# Meat Marketing Calendar 2023

for holidays where goat meat is part of the traditional holiday feast

Holiday	Date (2023)	Type of Goat Preferred
<b>Chinese New Year</b>	Sunday, January 22 <sup>nd</sup>	<ul style="list-style-type: none"> <li>Preferred weight range is 60-80 lbs (27-36 kg)</li> </ul>
<b>Passover/Pesach</b>	April 5-13	<ul style="list-style-type: none"> <li>Milk-fed and fat</li> <li>Kosher processing desired</li> <li>30-55lbs (13-25kg)</li> </ul>
<b>Roman/Western Easter</b>	Sunday, April 9 <sup>th</sup>	<ul style="list-style-type: none"> <li>Fleshy milk-fed kids</li> <li>Light-coloured meat preferred</li> <li>Three months or younger, 20-40lbs (9-18kg)</li> <li>30-35lbs (14-16kg) optimal</li> </ul>
<b>Eastern/Orthodox Easter</b>	Sunday, April 16 <sup>th</sup>	<ul style="list-style-type: none"> <li>Same as Roman/Western Easter, but heavier</li> <li>25-50lbs (11-23kg)</li> <li>35-40lbs (16-18kg) optimal</li> </ul>
<b>Ramadan</b>	March 22 <sup>nd</sup> – April 20 <sup>th</sup>	<ul style="list-style-type: none"> <li>Weaned, milk teeth</li> <li>Males (intact or castrated) and females under 12 months old</li> <li>Overly fat kids not desired</li> <li>Optimal weight: 60lbs (27kg), 45-120lb (20-54kg) accepted</li> </ul>
<b>Eid al-Fitr (Feast of the Breaking of the Fast)</b>	Friday, April 21 <sup>st</sup>	Same as for Ramadan
<b>Cinco de Mayo</b>	Friday, May 5 <sup>th</sup>	<ul style="list-style-type: none"> <li>Milk-fed kids, “Cabrito”, 20-35lbs (9-15kg)</li> <li>Larger animals for goat stew, “seco de chivo”</li> </ul>
<b>Eid al-Adha (Feast of the Sacrifice)</b>	Wednesday, June 28 <sup>th</sup>	<ul style="list-style-type: none"> <li>Prefer yearlings (animals with one set of adult teeth)</li> <li>Blemish-free (no broken horns, no open wounds, no torn ears, no physical unsoundness)</li> <li>Prefer males to be intact, but would accept castrated males if no wound from the castration</li> <li>Large kids 60 - 100 lbs also in demand</li> </ul>
<b>Muharramm/Hajra (Islamic New Year)</b>	Tuesday, July 18 <sup>th</sup>	<ul style="list-style-type: none"> <li>No preferred weight</li> <li>Animals should appear healthy</li> </ul>

<b>Mexico's Independence Day</b>	Saturday, September 16 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Milk-fed kids, “Cabrito”, 20-35lbs (9-15kg)</li> <li>• Larger animals for goat stew, “seco de chivo”</li> </ul>
<b>Dashain (Navaratri, Dussehra or Dasher)</b>	Oct. 15 <sup>th</sup> – Oct. 27 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Females are not acceptable</li> <li>• Tenderness is important</li> <li>• Weights depend on individual buyer</li> </ul>
<b>Mawlid al Nabi (Prophet's Birthday)</b>	Tuesday, September 26 <sup>th</sup>	<ul style="list-style-type: none"> <li>• No specific recommended size</li> </ul>
<b>Hanukkah/Chanukah</b>	Dec. 7 <sup>th</sup> – Dec. 15 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Milk-fed kids</li> <li>• Kosher processing desired</li> </ul>
<b>Christmas</b>	Monday, Dec. 25 <sup>th</sup>	<ul style="list-style-type: none"> <li>• High demand for all goat meat</li> <li>• Less than 50lbs (23kg) preferred</li> </ul>