## Meat Marketing Calendar 2015

<table>
<thead>
<tr>
<th>Holiday</th>
<th>Date (2015)</th>
<th>Quality of goat required</th>
<th>Market comments* (2012-2014 [where applicable])</th>
</tr>
</thead>
</table>
| Roman/Western Easter                 | April 5     | • Fleshy milk-fed kids  
• Light-coloured meat preferred  
• Three months or younger, 20-50lbs (9-23kg)  
• 30-35lbs (14-16kg) optimal                                                                 | • Prices peak around two weeks before the holiday |
| Eastern Orthodox Easter              | April 12    | • Same as Roman/Western Easter  
• 30-35lbs (14-16kg) optimal                                                                                                                                | • Same as Roman/Western Easter                    |
| Passover                             | April 3-11  | • Milk-fed and fat  
• Kosher processing desired  
• 25-50lbs (11-23kg)                                                                                                                                         | • Stable prices                                   |
| Cinco de Mayo                        | May 5       | • Milk-fed kids  
• 20-35lbs (9-15kg)                                                                                                                                          | • Prices stable, seem unaffected by holiday within Ontario’s market |
| Start of Ramadan                     | June 18     | • Males (intact or castrated) and females under 12 months old  
• Overly fat kids not desired  
• Optimal weight: 60lbs (27kg), 45-120lb (20-54kg) accepted                                                                                                 | • 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    | • Same as for the Start of Ramadan                                                                                                                           | • Prices stabilize after Eid ul-Fitr              |
| Eid ul-Adha (Feast of the Sacrifice) | September 22| • Prefer yearlings  
• Blemish-free (no broken horns, no open wounds, no torn ears, no physical unsoundness)  
• Prefer males to be intact                                                                                                                               | • Stable prices                                   |
| Dussehra/Dassai                      | October 22  | • Females are not acceptable  
• Tenderness is important  
• Weights depend on individual consumer                                                                                                                       | • Stable prices                                   |
| Hanukkah                             | December 6-14| • Milk-fed kids  
• Kosher processing desired                                                                                                                                         | • Prices increase during this time of year        |
| Christmas                            | December 25 | • High demand for all goat meat                                                                                                                            | • 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.