



Marketing Strategies for Small Farms

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Marketing situation for sheep/goats

- Small industries, not growing
 - Low per capita consumption of products, but higher among certain populations.
 - Sheep meat and especially goat meat consumed mostly by ethnic market(s).
 - Imports comprise a significant portion of domestic consumption, > 50%.
 - Changing population demographics and immigration patterns favor an increase in the demand for sheep/goat products.
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Ethnic market for sheep and goats

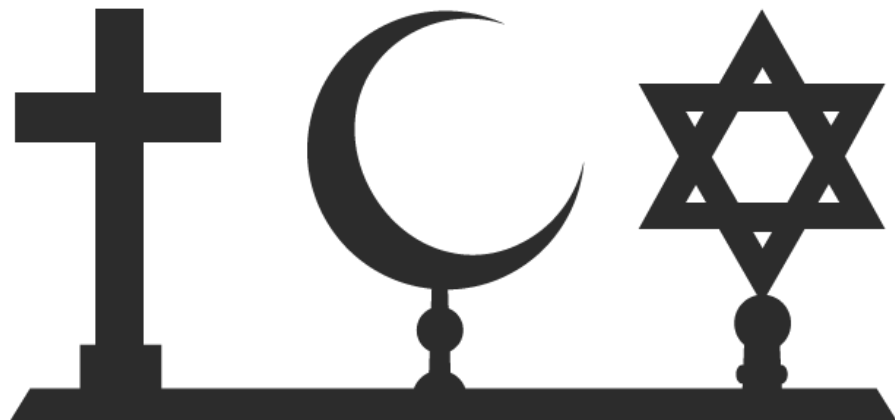
- An ethnic market is a group of consumers who share a common cultural or religious background.
- Generally, refers to cultures other than the majority culture in a marketing area.
- There is no single ethnic market.
- The ethnic market is composed of many different market segments, with each group having different preferences: live animal, processing, and seasonal demand.
- Includes both traditional (commodity) and non-traditional markets.



Who are the primary consumers of sheep and goat meat in the US?

Religion

- Muslim
- Jewish
- Orthodox Christian



Ethnicity

- Hispanic
- Middle Eastern
- African
- West Indian (Caribbean)
- South Asians
- Mediterranean (Greek, Italian)

Ethnic holiday calendar, 2021-2025

HOLIDAY	RELIGION	2021	2022	2023	2024	2025
Eid ul-Adha Festival of the Sacrifice	Muslim	July 20-23	July 9-10	Jun 28-29	Jun 16-17	Jun 6-7
Muharramm/Hajra Islamic New Year	Muslim	Aug 9-10	July 29-30	July 18-19	July 7-8	June 26-27
Mawlid al-Nabi Prophet's Birthday	Muslim	Oct 18-19	Oct 7-8	Sept 26-27	Sept 15-16	Sept 4-5
Ramadan (month of fasting)	Muslim	April 12-May 11	April 2-May 1	Mar 22-Apr 20	Mar 10-Apr 8	Feb 28-Mar 29
Eid ul-Fitr Festival of Fast Breaking	Muslim	May 12-13	May 2-3	Apr 21-22	Apr 9-10	Mar 30-31
Pesch (Passover)	Jewish	Mar 27-Apr 4	Apr 15-23	Apr 5-13	Apr 22-30	Apr 12-20
Rosh Hashanah	Jewish	Sept 6-8	Sept 25-27	Sept 15-27	Oct 2-4	Sept 22-24
Chanukkah	Jewish	Nov 29-Dec 6	Dec 18-26	Dec 7-15	Dec 25-Jan 2	Dec 14-22
Western (Roman) Easter	Christian	April 4	April 17	April 9	April 17	April 4
Eastern Orthodox (Greek) Easter	Christian	May 2	April 24	April 16	May 5	April 20
Christmas (Western)	Christian	Dec 25	Dec 25	Dec 25	Dec 25	Dec 25
Epiphany, Feast of the Nativity	Christian	Jan 7	Jan 7	Jan 7	Jan 7	Jan 7
Chinese New Year		Feb 12	Feb 1	Jan 22	Feb 10	Jan 29

Marketing options for sheep/goats

- Public auction barn (sale barn)
- Middlemen
 - Dealer or broker
 - Restaurant
 - Retail store
 - Abattoir (slaughterhouse)
- Direct to consumer
 - Live animal
 - Meat via farm store, CSA, and/or farmers' market
 - On-farm slaughter



Selling at auction markets

PROS

- Convenient, easy
- Prices determined via price discovery (supply=demand)
- Animals weighed on certified scales
- Guaranteed payment

CONS

- Price not known ahead of time
- Weekly fluctuations in prices
- Lack of competition at many auction barns
- Goats not always weighed
- Shrink loss
- Selling fees
- Stress to animals



HAMZAH SLAUGHTER HOUSE LLC

HALAL MEAT

15680 CLEAR SPRING RD
WILLIAMSPORT, MD 21795

TEL: 703-615-8999

Selling to middlemen

order buyer, dealer, abattoir, restaurant, store

PROS

- Negotiated price/shrink
- Premiums based on reputation
- No selling costs

CONS

- Payment risk (sometimes)
- Important that you know what your animals are worth (quality + weight)

Direct marketing of live animals, carcasses, or meat

PROS

- Greater income/profit potential
- No middlemen
- Set your own price
- Relationship with customers
- Feedback from customers
- Can create your own brand
- Market all of the animal, e.g., pelts/skins, horns, bones, tallow
- Less stress on animals

CONS

- More regulations
- Time consuming
- High costs of processing
- Might get stuck with some product

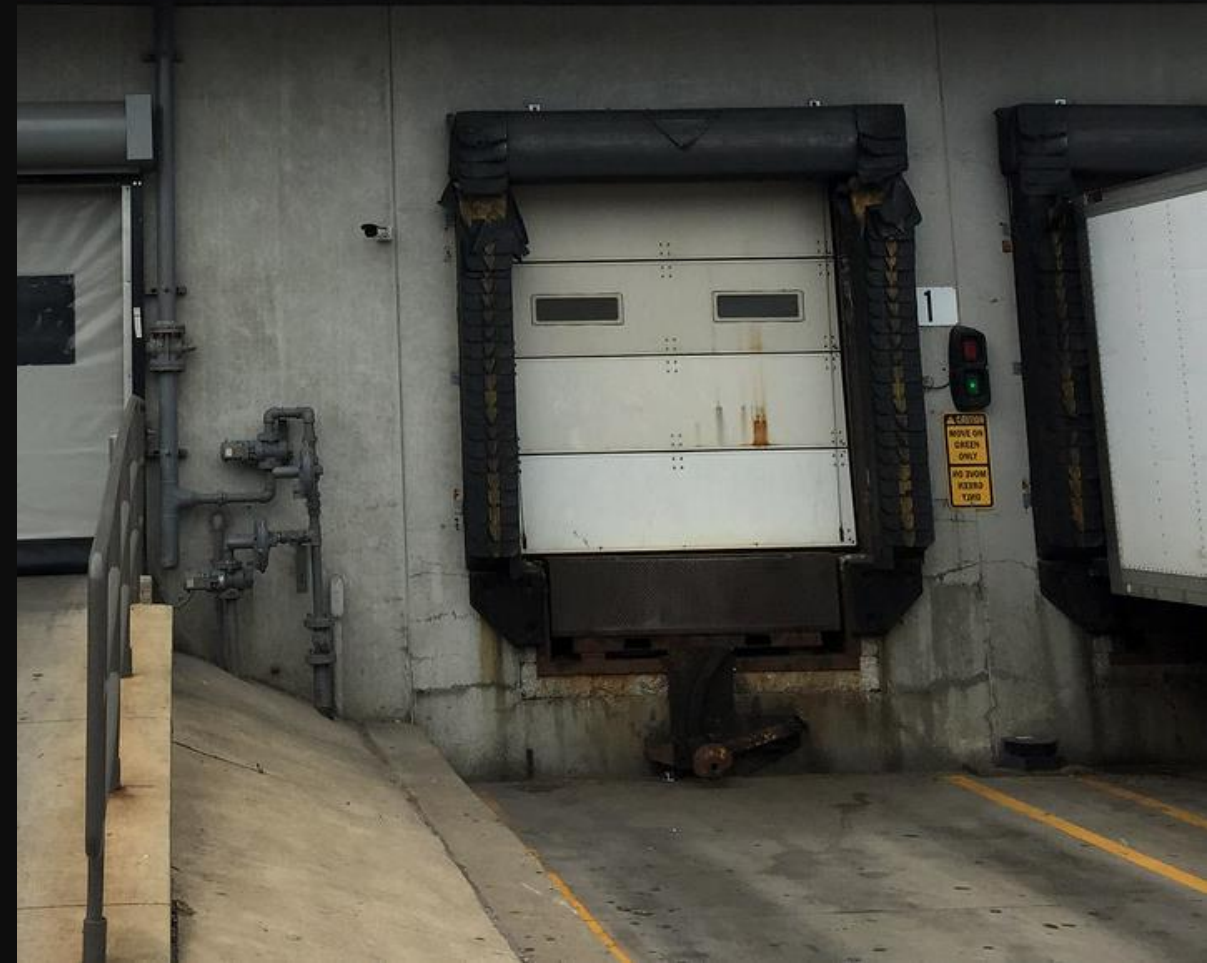
Slaughter options for sheep/goats

1. Federal (USDA) inspection – no restrictions on sales (must be properly labeled).
 2. State inspection - can only sell meat within state (no state meat inspection in Florida)
 3. Custom-exempt – process for owner, can sell for freezer trade (sell live animal, customer pays for processing).
 4. Personal exemption – slaughter for own use
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Wolverine Packing Co.

2535 RIVARD

DISTRIBUTION PLANT



On-farm slaughter of sheep/goats

PROS

- Set your own price
- Higher income/profit potential
- No middlemen
- No selling costs
- Cash sales
- Relationship with buyer/consumer
- Least amount of stress on animal

CONS

- “Fuzzy” regulations
- Cultural differences
- Language differences
- Not everyone comfortable with slaughter
- Can be time-consuming
- Disposal of offal
- Liability



American Lamb Check-off

- Regardless of marketing method, you are obligated to pay American Lamb Check-off, including 4-H/FFA sales and seedstock sales.
- Two parts to check-off: producer (\$0.007 per lb. of live weight) and first handler (owner of animal at time of slaughter; \$0.42/head)
- Sale barns collect check-off.
- If you are a direct marketer, you pay both parts to American Lamb Board.
- Check-off dollars fund promotional activities of American Lamb Board.

Thank you. Questions? Comments?



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