

2017 Ontario lamb market calendar

2017 Year	Holiday	Consumption Preferences	Market Processor Needs	Public Auction Market Impact
January	None	Leg of lamb, stews and curries are in favour with the colder weather	Steady demand for heavier lambs/sheep with some Orthodox Christmas demand.	Lower market volumes generally.
February	None	Leg of lamb, stews and curries are in favour with the colder weather	Lower demand.	Lower market volumes and demand generally.
March			Easter holiday inventory buildup.	Growth in supply following winter, with Easter demand increase.
April 16	Easter (Christian) 1 day A peak sale period in year.	Roast lamb is a main festive meal for European (Italian, Portuguese, and Greek) heritages.	Healthy young lambs. (under 50 lbs live weight; ideally milk fed and fat) OR Easter lambs should be freshly weaned (milk fed) and not older than 3 months of age. Numbers of lambs under 65 lb begin to increase in three weeks before Easter, and peaks during the week before Easter. Numbers of 65-79lb lambs will increase during this time as well.	Higher market demand in 2-3 week period preceding holiday. Hint: check local auction schedules for 'special' Easter sale dates!
April 11 - April 18	Passover (Jewish) 8 days	Traditionally must be processed under Kosher laws.	Healthy finished lambs. (up to 64 lbs live weight; ideally milk fed and fat)	Steady market. A limited influence.
May		Start of barbeque season which is more frequently featuring Ontario lamb.	Moderate demand. Processors see an increase in barbecuing lamb demand from May to August. This will push some demand from May through late July.	Commonly higher supply and slightly higher but still moderate demand. Later month leads into Ramadan commencement.
May 27 to June 26	Ramadan (Islam) 1 month (daylight fasting)	Some celebrations will occur prior to start of Ramadan.	Weaned market lambs (60 – 80 lbs live weight)	A moderate market factor for week leading into Ramadan.

2017 Ontario lamb market calendar

2017 Year	Holiday	Consumption Preferences	Market Processor Needs	Public Auction Market Impact
June 26	Eid al-Fitr (Islam) Festival of Fast Breaking	Celebrations occur during the fast break period which will feature lamb products.	Weaned market lambs (60 – 80 lbs live weight) Lower demand for heavy lambs.	A moderate market factor for week leading into end of Ramadan.
August		Ending to barbeque season, leads into Eid holiday period.	Lower demand for heavy lambs. Lower consumer demand with end of summer barbeque season and lead-up to Eid.	Lower early demand for light and heavy lambs, will increase in 2-3 week period before Eid.
September 1	Id al Adha (Festival of Sacrifice, Eid) (Islam) 1 day A peak sale period in year.	Eid, the festival of sacrifice, is one of the most important observances in the Islamic faith. (This may be referred to as <u>Qurbani</u> , though this more correctly refers to the actual act of animal processing.)	Weaned market lambs (60 – 80 lbs live weight); however old crop lambs are also in demand. Lambs should be under a year of age and be unblemished. Blemishes may include open wounds, torn ears or other physical unsoundness. Wethers and lambs with docked tails may not be acceptable.	High market demand in period leading up to holiday. Peak demand is in week preceding holiday. Note: There is a high activity level of private holiday sales sought by families for this important celebration period.
Sept 21st – Sept 23rd	Rosh Hashanah Jewish New Year	Lamb is a tradition or symbol of a new beginning.	Forequarters from weaned market lambs (60 – 109 lbs live weight)	Steady market. A limited influencer.
October 9	Thanksgiving (Christian)	Not yet a tradition but lamb is a turkey alternative.	Steady demand with slow year over year consumer demand increase.	Steady market. A limited influencer.
November			Lower but steady demand during transition from Thanksgiving into Christmas period.	Lower market volumes and demand.
December 12 – December 20	Chanukah (Festival of Rededication) (Jewish) 8 days	Traditionally must be processed according to Kosher law.	Healthy heavy lambs. (up to 100 lbs live weight)	Usually occurs close to Christian Christmas which leads to high demand.
December 25	Christmas Day to New Year (Christian) A peak sale period in year.	Lamb is a feature at Christmas parties (lamb-pops, spiedini, roasts). Leg of lamb, stews and curries are food staples.	Lambs should be freshly weaned (milk fed) and not older than 3 months of age. Out-of-season breeding is required to produce the favoured type of lamb for this market. Cull sheep are popular for stew and curry.	Higher market demand in 2-3 week period preceding holiday.