

“Successful Marketing – What You Need To Know”  
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First, I would like to follow up on my comments made at the Field Day held at Steele’s Tavern in August. I was very cautious about my price prospects for the upcoming Eid-al-Adha Festival. What a surprise we all had when people came out with enthusiasm to purchase lambs for this festival. We saw the largest price increase we have ever seen! For only the week prior to the festival, prices jumped mostly \$40-60/cwt., and in a few isolated situations for a small number of lambs prices were over \$200/cwt. The high prices were only for male lambs – rams and wethers. Suffice it to say there was a lot of pent-up demand from the ethnic community as they were determined to participate in this religious ritual.

Conversely, prices dropped as fast as they went up. At the auction where prices were over \$200/cwt., the following week they were \$99.

My lesson learned for this year – identify and separate your male lambs for this festival and don’t be late. The target is 5-10 days prior. Since then, the only price increases have been for other less well-known holidays for people from other nationalities. These occurrences will look like blips on a radar as any increase in price will be only for 1-2 week time period/ If you want to take advantage of any of these opportunities, it will take some time to research to be successful at pinpoint marketing strategies.