

# Cincinnati Retail Market of Goat Meat



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Ohio Cooperative Development Center  
OSU South Centers  
1864 Shyville Road  
Piketon, OH 45661  
(740) 289-2071  
Fax (740) 289-4591  
<http://ocdc.osu.edu>

## **Report on the Goat Meat Grocery Store Visit—Halal Market**

### **Store Information:**

Halal Market  
7320 Kingsgate Way Plaza  
Westchester, OH, 45069  
513-777-2555  
Owner: Ahmad Abraham

Halal Market is one of the largest Muslim grocery stores in the greater Cincinnati area, if not the largest. It is located in Westchester Ohio, which is in Butler County. The location is also bordering both Hamilton County and Warren County. Westchester is one of a nicer suburb of Cincinnati. It is a residential area that has a diversified ethnic population. Its location helps Halal Market to draw most of its customers from all three counties.

The owner of Halal Market is a native a Lebanon, a country bordering Mediterranean Sea, with 70% of its population Muslims. Halal Market sells traditional Muslim as well as Mediterranean food and snacks, fresh vegetables, and fresh meat. Goat is one of the most famous livestock products of Lebanon.

According to Ahmad, the store only sells fresh meat. The halal meat they sell includes poultry, beef, lamb and goat. For smaller animal like lamb and goat, they always get them in carcasses and cut them into different parts for sell at the store. The customers could order any part of the carcasses at the store and the butcher will cut that specific part that the customer ordered.

Halal Market sells only fresh meat. They believe that fresh meat tastes much better than frozen meat and they also believe that their customers are willing to pay premium price for better meat. It turns out to be true. Better taste is one reason fresh goat meat could sell well. Another reason is that the price of imported frozen goat meat has gone up recently. The price difference

between the fresh and frozen is not that huge for the customers to sacrifice the taste of fresh goat meat.

The Muslims prefer a 35 pounds carcass. Grass-fed goat is preferred but grain-fed goat is accepted by the Muslims as well. Generally in goat, legs are much more preferable to any other parts and it sells the most expensive. Legs are selling at \$3.00 per lbs, whereas the average price for the other parts is \$2.89. Ground goat meat is selling at \$4.99 in the store. Halal Market sells an average of 70 carcasses a month.

Majority of the customers are Arabic Muslims, for whom goat meat is part of their daily diet. For some Muslims whose regular diet does not include lambs, such as Muslims from China and Indonesia, Halal Markets also offer a good variety of halal meat. However, the customers of Halal Market are not just Muslims. There are lots of Hispanics living nearby and they go there for some of their grocery needs. Some customers make regular trips to Halal Market from Dayton and Columbus. There are fourteen families travel from Louisville, KY to Halal Market regularly to buy goat meat as well. The customers of Halal Market also come from Illinois, Indiana, and Tennessee. Most customers buy around \$50 of groceries in one trip to Halal Market. Some spend more when they buy half or a whole carcass of lamb or goat.

In addition to retail customers, who buy an average of 70 carcasses of goat per month from Halal Market, restaurants also buy from Halal Market. Currently, four unidentified restaurants buy their goat meat from Halal Market on a regular basis. The four restaurants in total buy between 15-20 carcasses a month.

Halal Market has two suppliers of goat meat: Saad from Detroit, Michigan and Harmon Brothers from Kentucky. Both plants are USDA inspected. Halal Market gets goat meat delivered to the door at \$2.10 from either or both suppliers, depending on the availability. Halal

Market used to buy from Berry & Sons in Detroit, Michigan, but stopped buying from them because their price is too high and Halal Market does not think Berry & Sons treats its customers very well.

### **Visit To Jungle Jim's International Grocery Store**

#### **Store Information:**

5440 Dixie Highway  
Fairfield, Ohio 45014  
(513) 674-6000

Jungle Jim's is an international grocery store residing to the north of Cincinnati serving the population in the Cincinnati and northern Kentucky area. People of all ethnic groups come to Jungle Jim's for their grocery needs. Jungle Jim's has four acres of food from all around the world, including one acre just for produce. It has thousands of imported and national brand groceries and a huge selection of international beer and wine.

Jungle Jim's Old Fashioned Gourmet Meat Shop is as famous for exotic and specialty meats as it is for quality beef, lamb, veal, pork and poultry. Goat is also sold there. The goat meat that is on the shelf is frozen and is imported from Australia and New Zealand. The retail price for the frozen goat meat is \$3.69 per pound. They are packaged into small packages that are between 1-3 pounds. Most of them are special cuts such as legs and they are cut into small pieces for the convenience of the customers. Most of them are cut into small cubes for the purpose of stew.

According to Chris, an employee working at the Meat Department of Jungle Jim's, they only sell frozen goat meat. However, the frozen goat meat does not sell very well. When asked

whether they will sell fresh goat meat, he said there is not enough selling of goat meat at Jungle Jim's to justify the sell of fresh goat meat. There are many ethnic stores in greater Cincinnati area, people with ethnic background will go to a grocery of their own ethnicity for specialty meat instead. Jungle Jim's stock a wide variety of meat in the hope that the customers can pick up something to complete their one-stop shopping instead of going somewhere else just for goat meat or ostrich.

### **Restaurant Retail Outlet**

There are hundreds of ethnic restaurants in the greater Cincinnati, serving the large ethnic population residing in the area. The research was done through phone call to the restaurants listed in the Cincinnati Yellow Page. Phone calls were made to almost half of the American restaurants and none of them have goat meat on their menu. Ethnic restaurants, large and small, include French, Mexican, Chinese, Indian and so on so forth were researched as well.

Among the about 100 ethnic restaurants that we have investigated, only one Indian restaurants is selling goat meat. The Indian restaurant is a medium-sized restaurant that serves buffet. It sells goat meat in their Sunday buffet only. There are lots of Muslims in India along with Hindus. The reason that goat meat is served is to provide variety to their buffet selection and attract more Muslim Indians to the restaurant. To reduce cost, they only buy frozen goat meat instead of fresh ones.

At this point of time, no interest is express to buy fresh goat meat.