



50 Shades of Beige- Selling Goat Products to All Cultures

Tina Varughese

Why this topic?

Successful goat breeders understand that being able to communicate cross-culturally leads to more repeat and referral business with the ethnic market that consumes goat meat in Alberta.

Individualists versus Collectivists

Individualistic values reflect individual tastes, goals, achievements and accomplishments. Collectivist values reflect common values among families, tribes, work divisions, communities. Every decision, conversation, and contribution is reflected in this value. The top collectivist countries in the world are Guatemala, Ecuador, Panama, Venezuela, Columbia and Indonesia. The top individualist countries in the world are the United States, Australia, United Kingdom, Netherlands, Hungary and Canada.

Communication Styles

Reflexive- will repeat parts of the conversation utilizing the same tone and intonation; reflexive speakers show respect and understanding by repeating the conversation.

Interruptive- interrupt the conversation without necessarily knowing it. Collectivists are often 'interruptive' in nature given they are more family and community-oriented. Unless someone asks for clarification, continue the conversation.

Direct- use less words and less non-verbal communication. Unfortunately, the perception of direct communicators are that they are rude, abrasive and arrogant which may or may not be the case. Perception is not necessarily reality. Is this a communication style indicative of culture?

tWorks

Indirect- a yes may mean yes, no or maybe. Indirect communicators are often collectivists where group harmony is much more important than disagreeing with someone which may result in a 'loss of face'. With indirect speakers, ask clarifying questions and paraphrase.

Interaction at the Workplace

There are three different ways to communication at the workplace; face to face, phone, email. There are differences between individualistic and collectivist cultures, particularly with interaction. With collectivist cultures, chit chat is about relationship building hence depending on where someone is from may center around family, community, school, politics, sports whereas in Canada, chit chat centers around weather and traffic. If English is a second language be aware of this during phone conversations. A helpful hint is to ask the employee/client to follow-up with an email to ensure something was not 'lost in translation'. This assists if somebody has a strong accent and attributes to the concept of 'saving face'. Lastly, greetings may differ in written correspondence. In Canada, titles such as "Mr. and Mrs." are often used and even first names. This is not necessarily the case in most parts of the world where formality and hierarchy are important.

Non-Verbal Communication

The written word accounts for 7% of communication whereas non-verbal communication such as tone, intonation, gestures, paralanguage, posture, eye contact, smell, silence and personal space account for the remaining 93%. First impressions are made within the first seven seconds of meeting someone often before someone opens their mouths.

Gestures can range from how handshakes differ around the world to something as simple as the 'thumbs up' sign being misconstrued for being offensive. In North America, direct eye contact is expected and respected, whereas, in many cultures, direct eye contact is seen as disrespectful. Some cultures will avert a direct gaze by looking down or even at someone's chin to avoid direct eye contact. Paralanguage refers to the tone and intonation of which we use. Some cultures expect their leaders to have very loud voices. The louder the voice, often the leader is more respected. However, in some cultures, such as in the Japanese culture, a loud voice signals someone is 'out of control'. In North America, if someone is 'silent' it can be misconstrued as lack of interest or lack of contribution. In North America, we are rewarded with being able to 'think quickly on our feet'. In many cultures, silence is

tWorks

considered to be a positive. It can mean that the person is reflecting upon what was actually said. When in doubt, mirror the image, the gesture, or even tone of voice.

Companies such as Nike, Kellogg's, Federal Express, Ikea and Ford have lost millions in revenues by not taking non-verbal communication into account.

Top Consumers of Goat Meat in Alberta

- ***Middle Easterners-** Iran, Sudan, Egypt
- **Asians-** *China, *India, *Pakistan, Philippines
- ***Africans-** Somalians, Nigerians, Ethiopia
- **Latin Americans-** Spain, Mexico
- **Europeans-** Greece, *Turkey
- **Caribbean-** Jamaican
- * may be Muslim (halal approved)

What Does Halal Mean?

Food or drink that is permissible to consume is halal if it was sacrificed by a designated Muslim who says a prayer prior.

Important Holidays to Remember as a Goat Breeder

Eid al Adha- August 12-15, 2019

Diwali- October 27, 2019

Jamaican Independence Day Aug 6, 2019

Mexican Independence Day May 5, 2019

Halal Approved Alberta Meat Processors (current as of October 2018)

Disclaimer: While care has been taken to ensure that the following information is as accurate and as up- to-date as possible, AGA cannot be held responsible for missed information or errors. ALP in no way endorses the service providers or their services listed.

Provincially Inspected Producers who sell goat meat directly to consumers frequently make arrangements for the goats to be processed, cut and packaged at a provincially inspected abattoir or meat facility. Goats sold privately to consumers must be processed in provincially inspected abattoirs. It is illegal to sell meat processed on farm or to allow buyers to process the animals on your property. Please investigate goat processing schedule and costs early with your chosen facility.

tWorks

Federally inspected plant(s)

SunGold Specialty Meats 4312 - 51st Street Innisfail, AB T4G 1A3 Phone: 403-227-3386 Toll Free: 1-800-363-6602 Fax: 403-227-1661
Website: www.sungoldmeats.com/producers

Provincially inspected plants

Alberta Prairie Meats Ltd. 225 Railway Ave, Duchess, AB T0J 0Z0
Phone: (403) 378 - 4123 **Email:** albertaprairiemeats@gmail.com
Website: <http://www.albertaprairiemeats.ca/index.html>

Ben's Quality Meats Picture Butte, AB T0K 1V0,
Phone: (403) 732 - 5122 **Email:** bensqmeats@live.ca

Brooks Meat Packers (1995) Ltd Can be arranged upon request
728 Railway Ave E, Brooks, AB T1R 1C7
Contact: Paul Chiacchia **Phone:** (403) 362 - 3228
Email: chiacchi@telusplanet.net

Edmonton Custom Packer's Ltd 5608 129 Ave NW, Edmonton
Website: www.edmontoncustompackers.com

Phone: 780-478-4761 | **Email:** ecpholdings@gmail.com

Family Meats (2011) Ltd. 4207 - 67 Street, Ponoka, AB T4J 1J8
Website: www.familymeats.com

Phone: 403-783-6328 **Email:** jent@familymeats.com

H & M Meats Inc. 15025 - 100 Street, Grande Prairie, AB T8V 7C2

Phone: (780) 532 - 2811 **Email:** eefleck@telus.net

Johnny's Sausage & Meats Ltd. 5407 50 St Grimshaw, AB T0H 1W0

Phone: (780) 332 - 2667

Kastelen Sausage & Fine Meats 21339 Township Rd. 524 Ardrossan, AB T8G 2G2 **Phone:** 780-922-5322 **Email:** info@kastelenmeats.ca
Website: www.kastelenmeats.ca

Prairie Pride Meats Ltd. 50312 RR 200, Tofield, AB T0B 4J0

Phone: 780-662-3661 **Website:** www.prairiemeats.com

Pure Country Meats 140 Orchard Way, Strathmore, AB T1P 1R8
Email: purecountrymeats@gmail.com

Phone: 403-901-6328
Website: www.purecountrymeats.com

Red Deer Lake Meat Processing Ltd. Can be arranged upon request

90093 - 226 Avenue West, Foothills, AB T1S 2Z2
Website: www.rdlmeats.ab.ca

Phone: 403-256-4925 **E-mail:** info@rdlmeats.ab.ca

South Wapiti Meats Plan is to be available early in 2019
Box 323. Grovedale, AB

Phone: (780) 538-1361 **Email:** jtgreipl@xplornet.com

Tofield Packers Ltd. Box 504, 5020 - 50 Ave, Tofield, AB T0B 4J0

Phone: 780-662-4842 **Email:** (none)

Sources:

<https://www.ablamb.ca/images/documents/industry-contacts/Processing-Plants-In-Alberta-jul-2018.pdf>

https://www.agric.gov.ab.ca/app68/listings/meat_facilities/meat_facilities_map.jsp

tWorks

t: 403.478.0880 | e: tina@tworkeforyou.ca | www.tworkeforyou.ca | @TinaVarughese | Like TWorks | Linkin Tina Varughese