Benefits of Halal Certification & Its Value to Food Industries

Mian H. Riaz, Ph.D.  
Food Protein R&D Center  
Texas A&M University; College Station, Texas 77843, USA  
Tel: 1-979-845-2774, Fax: 1-979-845-2744  
E-Mail: mnriaz@tamu.edu www.tamu.edu/extrusion

Food for Muslims

- Every Muslim expects safe and Halal food
- Assurance that food will not cause harm to the consumer’s belief when it is consumed according to the Islamic law

What is Halal?

- He hath forbidden you only carrion, and blood, and swine flesh, and that which hath been immolated to (the name of) any other than Allah ....  
- Al-Qur'an Verse 173
What is Halal?

- Halal means permissible and lawful
- It is a standard for dietary law for Muslims
- Halal requires food and food products clean and wholesome
- It applies not only food but also on cosmetics and pharmaceuticals products

Why Halal Certification

U.S. 313,549,280
World 7,013,537,027
16:29 UTC (BST+8) May 19, 2012
Global Halal Food Market Size by Region (US$)

<table>
<thead>
<tr>
<th>Region/Year</th>
<th>2009</th>
<th>2010</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>186.8 billion</td>
<td>185.9 billion</td>
<td>3.4%</td>
</tr>
<tr>
<td>Asia</td>
<td>400.0 billion</td>
<td>416.1 billion</td>
<td>4.5%</td>
</tr>
<tr>
<td>Europe</td>
<td>66.6 billion</td>
<td>69.3 billion</td>
<td>4.1%</td>
</tr>
<tr>
<td>Australasia</td>
<td>1.3 billion</td>
<td>1.4 billion</td>
<td>8.3%</td>
</tr>
<tr>
<td>Americas</td>
<td>16.1 billion</td>
<td>16.7 billion</td>
<td>3.6%</td>
</tr>
<tr>
<td>Total Halal Food Market Size</td>
<td>834.8 billion</td>
<td>861.8 billion</td>
<td>3.3%</td>
</tr>
</tbody>
</table>

Why Halal Certification

- The Global Halal food market is estimated $600 billion.
- If we include Halal cosmetics, pharmaceutical products and services, the market could be worth $1.1 trillion.
Why Halal certification

- Halal logo is an authoritative, independent and reliable testimony to support Halal food claims
- 100% profit of greater market share, no loss of non-Muslim market consumers
- Enhance marketability of products in Muslim countries/market
- Small cost investment relative to multiple growth in revenue
Halal Certification Program

- The Halal certification program started in Indonesia in 1990s
- Program is executed by an organization known as LP-POM or The Assessment Institute for Food, Drugs and Cosmetics

Halal Certification

- Malaysia and Indonesia are the only countries that have a formal program to approve the Halal certifying organization
Halal Certification

- Countries like Saudi Arabia, Singapore, Kuwait, United Arab Emirates may also permit approvals of organizations for specific reasons.

Halal Certification Program

- A company wishing to apply for a Halal logo, must make an application to a Halal certifying body.
- Certificates and logos of several recognized agencies are acceptable all over the world.
- Certain Islamic countries require Halal certificate not only for food products but cosmetic products.

Halal Certification

- With the complexity of manufacturing system and the utilization of all animal by products, any product consumed by Muslim may be certified, whether the product is consumed internally or applied to the body.
Halal Certification Program

- Halal certificates are also required by some non-Islamic countries as well.

Australian Halal Food Services

Slaughtering Animal According to the Islamic Law "Shariat"

Halal Certification

- A Halal certification is a document issued by Halal certifying organization.
- This document certifies that a particular product meets the Islamic dietary guidelines.

Halal Certification

- Product does not contain prohibited food ingredients from dead animals.
- The product has been prepared and manufactured on clean equipment free from any haram lubricants as well as cross contamination.
- Meat and poultry components are from animals slaughtered according to the Islamic Law.
- Product should not contain any other plant/animal based products which are prohibited by Islamic law.
Halal Certification

- Cosmetic and personal care products

Halal Certification

- Meat and poultry, fresh, frozen and processed products
- Meat and poultry ingredients

Halal Certification

- Dairy products and ingredients
Halal Certification Process

- Inspection of human condition of animals keeping, from raising to transportation

Halal Certification Process

- Hiring trained Muslim slaughter man

Halal Certification Process

- Inspection and review of slaughtering area, pre and post aleying
- Cold storage and freeze houses inspection
Halal Certification Process

Issuance of the Halal certificate

Halal Logos

When product is certified Halal, a symbol is printed on the package to inform the consumers.

There are several symbols that are being used by the Halal certifying agencies.

Halal Logos

The product would be better accepted by the Muslim consumer if the logo is from the local Halal authority or from a reputable Halal certifying organization.
Halal McNuggets a Hit in Detroit:
Sales are so good, McDonald's expands the idea to other restaurants.

In September 2011, a McDonald's restaurant in Dearborn, Michigan began offering a halal version of its chicken nuggets. In response to requests from area customers, over the following year, sales of the nuggets were so good that it expanded the menu to several Dearborn locations.

At the Velten Avenue restaurant (3450 Velten Avenue), halal nugget sales are usually about double the restaurant chain's average, and 50 percent of the orders are for the halal version. The halal product has been so successful that McDonald's...

The Halal Gold Standard!

Our Mission | Why Halal? | Organic Pioneers

100% Zambian Halal

TEX-MED BEEF CO.

Texas Halal™
Crescent Ranch Halal™

The State's Largest Halal Beef Supplier!

Know Your Meats | Order Your Meats | About Us | Company News | Contact

nr
Halal International in Charlotte, NC: best meat market in Charlotte

Lock 'O' The Ibadh

Can your pet eat halal meat or poultry? How is halal meat processed? Is it allowed to eat halal meat if you are not Muslim? How is the meat inspected? How is it slaughtered?

Are you, a Business Owner?

If your business has been involved in selling or processing meat and poultry products, you may be required to provide halal certification.!

Halal Food Certification Trend in US Food Industries

Halal Certification

"Stamp of approval" that a product meets Islamic standards.

YaleGlobal Online

"Halal" Labels Experiencing a Supermarket Boom

Global, as opposed to regional, growth up to the food market than "Halal".

From Yagazie

Lahore, June 2012
Halal Food in US Universities

Halal Food on Campus

SPECIAL DIETARY NEEDS

Virginia Tech
Dining

Halal and kosher foods available in dining hall
Halal Food and New Technology

HALAL FOOD MARKETS AND DEMAND

INNOVATION

zabihah.com

Helping four million a year find Halal restaurants & markets
next door or around the world, via Web, mobile phone, or GPS
for over ten years.
(You're welcome.)

Short Takes

World's Largest Guide for Halal Restaurants & Mosques Launched

zabihah.com, LLC, publisher of zabihah.com has launched
the zabi for iPhone. A native iPhone app that began ten
years of reviews and confirmed Halal listings to the iPhone App
Store. Following is the description of zabihah.com app, a new
native app being seen by a lot of the master Halal restaurants,
markets, and mosques, complete with driving directions, map
views, menu reviews, and contact information. Users can also
save records as contacts, share information with friends, and
share to network listings. The app is now available for $2.99 in the
iPhone App Store. Developers have already begun work on future
versions of the app, which will include user registration, record
editing, photo uploads, online menus, and mobile purchases.
Pakistan
HALAL FOOD AWARENESS AND DEMAND
Home of fruits and vegetables
Citrus = 2458* 
Mangoes = 1754* 
Dates = 497* 
Vegetables = 3125* 
Fish and seafood = 570* 
* Thousands of tons 
Food, Agriculture & Livestock Division, Pakistan 2008

But in Pakistan??
HALAL FOOD AWARENESS AND DEMAND
- Lots of production but less yield
- Plenty of fruits and vegetables but 240% post harvest losses
- Hardworking nation but poor return
- Abundant raw material but lack of food processing industry
- Fertile land but hungry population

In Pakistan
HALAL FOOD AWARENESS AND DEMAND
- Processed food market is $2.0 billion
- Annual increase 10%
- 25% of processed food is imported (Is it Halal ?)
- Major imported items: edible oil, dairy products, spices, tea, confectionery products, meat, seasonings, flavors, pharmaceutical ingredients, and food additives
Halal Product Market

The World Bank estimates the market in all halal products at $632 billion and is growing at 25% a year.

Brazil and Argentina are major Halal meat producers.

The largest share of Brazil’s exports goes to Saudi Arabia, most of whose population believes in strict compliance with Islamic law.

Halal Product Market

New Zealand is the world’s largest exporter of halal mutton.

The U.S. halal-meat-production market has soared 70% in the past five years, with such large companies as ConAgra, Tyson and Oscar Mayer leading the charge.

Top International Suppliers of Halal meat

- Brazil supplied 51% of Algerian meat demand
- Malaysia supplied 48.7% of Brunei meat demand
- Australia supplied 43.37% of Brunei meat demand
- Brazil supplied 90.2% of Egypt meat demand
- New Zealand supplied 43% of Indonesian meat demand
- Australia supplied 41.7% of Indonesian meat demand

Source: Global Trade Atlas (GTI8)
Halal key market in non-Muslim countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Market Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>140 million</td>
</tr>
<tr>
<td>China</td>
<td>40 million</td>
</tr>
<tr>
<td>USA</td>
<td>8 million</td>
</tr>
<tr>
<td>Philippines</td>
<td>6 million</td>
</tr>
<tr>
<td>France</td>
<td>6 million</td>
</tr>
<tr>
<td>Germany</td>
<td>3 million</td>
</tr>
<tr>
<td>UK</td>
<td>1.5 million</td>
</tr>
<tr>
<td>Canada</td>
<td>800,000</td>
</tr>
</tbody>
</table>

Halal Food Demand

- Nestle is sold about 5.23 billion dollars worth of halal food in 2008, about 5 percent of its annual revenue.
- About 88 of Nestle’s 456 factories globally are now halal-certified.
Summary

HALAL FOOD AWARENESS AND DEMAND

- Halal food market is the fastest growing in the world
- Existence of such a big market opens the doors of opportunities for those who are engaged in this business
- The rise in Muslim purchasing power and growth in consumer-led movements will give food makers with Halal certification access to new markets