

Halal certifications would enhance the marketability of Pakistani Halal meat

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Halal food is often used in reference to foods and drinks, which are permissible for Muslims to eat or drink under Islamic teachings. The criteria specifies both what foods are allowed, and how the food must be prepared. These foods include types of meat and animal tissue. The food must come from a supplier following Halal practices. Specifically, the slaughter must be performed by a Muslim, who must precede the slaughter by invoking the name of Allah.

Islam is the world's second most widely practiced religion. It is also one of the fastest growing religions and today, has approximately 1.7 billion followers.

The study of consumer behavior is vital when it comes to marketing of halal products. The fact of the matter is that Muslim consumers are very much similar to any other consumer segments, demanding healthy and quality products, which must also conform to Shariah requirements.

McDonald's in Singapore can be seen as a prime example; it has seen an influx of 8.0 million patrons a year after obtaining a Halal certification. Since being certified, "Halal, KFC, Burger King and Taco Bell have all seen an increase of 20% in customers". Halal logo has now become a symbol of quality and religious compli-

Table 1: Live stock Population
(Million Nos)

Year	Buffaloes	Cattle	Goats	Sheep
2013-14	34.6	39.7	66.6	29.1
2014-15	33.6	41.2	68.4	29.4
2015-16	36.6	42.8	70.3	29.8
2016-17	37.7	44.4	72.2	30.1
2017-18	38.8	46.1	74.1	30.5

Source: Ministry of National Food Security and Research

ance and this makes it sound as the new green. Another reason for acceptance of Halal within the global population is the process of assimilation. Foreign foods in some countries as in Europe have become assimilated and local tastes are changing, encouraged by global tourism and immigrations. Curry is now the number one take away meal in the United Kingdom and kebabs are a typical German staple.

Some countries exporting the halal brand are non-Muslims, such as Brazil, USA, Canada, Australia, New Zealand, France, Thailand and India, who are the leading countries exporting halal brands. It is important to note that awareness about halal is higher in those countries where Muslims are in minority. However, Muslims living outside the Sub continent

and Middle East are more in need of halal products and services, which creates a big opportunity for suppliers of halal products.

Halal market was US\$ 3.6 trillion, but Pakistan's share in it was less than 1%. Over 90% share of the Halal market was captured by the non-Muslim countries while the top ten exporters of Halal products in the Middle East were also non-Muslims.

In Europe, the market size of halal foods is estimated to be US\$ 66 billion, with France having the largest share of approximately US\$ 17 billion. In the UK, halal meat sale alone is worth over US\$ 600 million annually. The American Muslims spend around US\$ 13 billion on halal food products annually. The GCC's

Table 2: Production of Halal Meat (000 Tonnes)

Year	Beef	Mutton	Poultry
2013-14	1,887	657	987
2014-15	1,951	671	1,074
2015-16	2,017	686	1,170
2016-17	2,085	701	1,276
2017-18	2,155	717	1,391

Source: Pakistan Economic Survey 2017-18 Government of Pakistan

halal food imports are worth approximately US\$ 44 billion. Annual halal food trade in India is worth over US\$ 21 billion. Indonesia's annual halal food expenditure is over US\$ 70 billion.

Global Halal markets In Western Hemisphere, USA, Brazil, Canada, Australia, New Zealand and France are the biggest Halal suppliers. In the East, Thailand is the biggest exporters of Halal certified products after Philippines, Malaysia, Indonesia, Singapore and India are the leading Halal products suppliers to the world. Brazil exports one million frozen Halal chickens per annum to 100

Table 3: Exports of Halal Meat

Value: US\$ 000

Year	Beef	Mutton	Poultry
2013-14	133,619	58,924	192,543
2014-15	153,129	81,169	234,298
2015-16	189,029	30,279	219,308
2016-17	162,589	30,279	192,868
2017-18	179,374	17,786	197,160

Source: Trade Development Authority of

countries and 300,000 tonnes of Halal beef products to Saudi Arabia, GCC, Egypt and Iran. France exports 750,000 tonnes Halal frozen chickens annually to Saudi Arabia, Kuwait, UAE and Yemen. United States is the third largest beef exporter in the world and more than 80% of its frozen beef is Halal. New Zealand is the fourth largest beef exporter in the world and 40% of its beef products exports are Halal.

Pakistan's strength is a 100% halal production base from a Muslim country, with over 170 million consumers within Pakistan and a direct access to a grand

total of 470 million halal consumers in Afghanistan, Central Asia and the Middle East. Halal industry experts believe the size of total global halal market (including all halal food, non-food products and services) ranges from a minimum of US\$ 1.2 trillion to US\$ 2 trillion per annum. More than 80% of the world halal trade is done by non-Muslim countries, both in the West and East, which, by utilizing halal branding and concepts to their economic benefit.

As a result, today in many Muslim countries, Halal poultry, meat, dairy products and other foods are predominantly





imported from Europe, Australia, New Zealand, and America. And the consumers are happy because they are not only getting Halal food, but also high quality food. Easily recognizable Halal accreditation labels will promote the religious compliance for the Muslims; however it needs to appear with a forward looking font to differentiate it from other trademarks.

The reason for this vast thriving market goes hand in hand with halal products being widely recognized for their quality assurance and the halal label to become a symbol of good quality product. Pakistani halal meat are gaining ground in international halal market therefore the government should expedite measures to start certification to give required boost to this trade in the world trade.

Livestock Population Pakistan's livestock provides net source of foreign earnings. Historically livestock has been dominated by small holders to meet their needs of milk, food security and cash income on daily basis. Moreover, livestock

is considered a source of employment generation at rural level, helping to reduce income variability. It is central to the livelihood of the rural poor in the country and can play an important role in poverty alleviation and keep in uplifting the socio-economic condition of our rural masses. Almost 35 to 40 million rural populations are dependent on livestock. Livestock populations of Pakistan are given in **Table-1**.

Exports

Export of Halal from Pakistan increased from US \$192.87 million in 2016-17 to US \$197.16 million in 2017-18, thus showing an increase of 2.2%. Pakistan exported mutton amounting to US \$ 17.79 million and US \$ 179.37 million beef in 2017-18 to various countries. Exports of Halal meat for the last five years are given in **Table-2**.

Major markets for Pakistani mutton and beef are UAE, Saudi Arabia, Kuwait, Oman, Afghanistan and Qatar. Country-wise export of mutton and beef from Pakistan are given in **Table-3** and **Table-4**.

Future Prospects

Globally, consumer demand is increasing for healthy, hygienic and safe meat and meat products due to growing population, income level and food choices. As, food choices are mainly influenced by region, religion and economic level. However, religion is one of the major factors to influence the food choices. In this context, halal foods a growing trend, trade estimated to cross US\$ 3 trillion.

Halal meat market is growing rapidly throughout the world and its demand is increasing day by day, Pakistan ranked 18th in the production of Halal meat market and its volume is only 2.9% of the global halal meat production which is very low. Pakistan could play pivotal role in this growing market because Pakistan have more than 190 million quality livestock including 85 million cattle and buffalos and 105 million goats and sheep. It is important to note that there is no Muslim country included in the list of first ten Halal meat exporters, although Pakistan, Sudan and other Muslim countries have big potential of exporting halal meat globally.



99% of the population in Pakistan is Muslim, being a member of the OIC and Islamic Federation; it is the world's fourth largest rice producer; fifth largest Dairy producer; fourth largest wheat producer and fifth largest supplier of Cattle's.

The creation of Punjab Halal Development Agency (PHDA) has been termed a step toward making Pakistan as Halal hub by opening new vistas for entering the global Halal market while serving the domestic consumer market. The demand for healthy and safe agro-livestock food products is increasing rapidly with increasing population growth rate and socio-economic conditions. This will also open up new economic opportunities and employment for the youth and traders. PHDA, being a leading entity of government of the Punjab is established to prescribe standards and processes for Halal Certification of food & non-food sector in line with research and advanced laboratory testing facilities.

There are approximately 50 Halal certified companies exporting internationally which makes the certification an impor-

Table 4: Export of Beef from Pakistan
(Value: US\$ 000)

Country	2017-18	2016-17
U.A.E	74,570	68,924
Saudi Arabia	31,657	35,717
Kuwait	32,145	26,579
Vietnam	14,526	11,116
Oman	8,416	8,096
Bahrain	10,258	6,278
Qatar	4,724	3,020
Afghanistan	2,300	2,127
Malaysia	83	555
Others	695	453
Total	179,374	162,589

Source: Trade Development Authority of Pakistan

tant aspect of Pakistan's trade portfolio. There are state of art Halal slaughter houses exporting to Middle-East markets following international manufacturing standards and compliances.

Pakistan meat industry is vibrant and has seen rigorous developments during last decade as government also showed interest to boost livestock production and

Table 5: Export of Mutton from Pakistan
(Value: US\$ 000)

Country	2017-18	2016-17
Saudi Arabia	5,678	14,947
U.A.E	5,087	9,672
Oman	813	766
Kuwait	842	1,150
Germany	--	538
Vietnam	90	271
Malaysia	--	94
Others	5,276	1,192
Total	17,786	30,279

Source: Trade Development Authority of Pakistan

processing facilities to meet increasing local and global demand.

References

1. Ministry of National Food Security and Research, Government of Pakistan
2. Pakistan Bureau of Statistics.
3. Trade Development Authority of Pakistan. ♦