

حلال



# The potential of halal for the UK sheep industry

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# Introduction



- Euro Quality Lambs (EQL) is the largest Muslim-owned lamb slaughterhouse in Europe. Primarily EU export-orientated.
- We supply Halal lamb both EHS (electric head-only stunned) and TRS (traditional religious slaughter without stunning) depending on customer requirements
- I'm senior director with an MSc Distinction in Meat Science & Technology. My dissertation was on the bleeding of Halal lamb following TRS, EHS & PCEHS (post-cut) published Open Access in 2015 Meat Science journal 110, 15-23
- AHDB Beef & Lamb Board member, AIMS Director for Sheep, Halal Food Authority Impartiality Committee Member
- Heavily involved in Halal industry and profiled in ISLAMICA500 – the global 500 who make the Islamic Economy.

# Halal basics



- Permissible Animal (e.g. Sheep, Cattle etc)
- Slaughtered whilst Alive (not necessarily conscious)
- By a Muslim or a Kitabi (person of the Book)
- Pronouncing the Tasmiyya (“In the name of God. God is Great”)
- Cutting the primary blood vessels
- Maximum blood must flow out (Blood is Haram i.e. forbidden)
- Animal welfare is of utmost importance
- Note: Fard (Obligatory) vs Sunnah (Recommended) vs Cultural requirements

# Halal slaughter considerations



- Sharp slaughter knife [*Ihsan hadith*]
- Not sharpening in front of the animal [*'do not kill animal twice'*]
- Not slaughtering an animal in front of another animal [*hadith*]
- Slaughterman facing Qiblah [*hadith*]
- Use full blade to make deep slice to carotid arteries [*min 3/4*]
- Tasmiya [*'In the name of God. God is Great.'*]
- Correct length of blade [*aim for 1 cut*]
- Ergonomic slaughter knife handle
- Moveable platforms to adjust working height of slaughterman to make better & easier cut
- Practice, training & continual fine-tuning. Time & Motion studies to make easier for slaughterman.
- Individuals have different preferences on what's easier for them! Customise!

# Sheep



- From an operational & welfare priority perspective sheep are anatomically the best animal to slaughter without stunning
- Research & Practical Experience with Sheep
  - Time to unconsciousness
    - (2-7s – Newhook & Blackmore 1982, FAWC)
  - Time to brain death (Visually Evoked Responses)
    - (approx 14s – Wotton & Gregory 1984, HSA)
  - Time to cessation of heart beat
    - (more than 10 mins – Newhook & Blackmore 1982)

# Drive for continual improvement



- **Best Pre-Slaughter Handling System Possible**
  - Systematically designed for better/easier sheep flow
  - Operator training & positioning (take advantage of flocking)
  - Human intervention primarily to slow/stop animals rather than man-handling them to move into position (minimised)
  - Access to water [hadith]
  - Motorised crowd pen installed (AHDB research - least stressful)
- **Best restraint: V-restrainer**
  - Easy entry (takes advantage of natural flocking behaviour)
  - Optimal restraint, feet off ground, works to any size, animal relaxes
  - Good slaughter-man access to head & neck

# State of the Global Islamic Economy



- Thompson Reuters report on global trends in Muslim-demand markets of Halal food, Islamic finance, modest fashion, family-friendly travel, Halal pharmaceuticals, cosmetics, media etc.
- Data from 3<sup>rd</sup> State of Global Islamic Economy Report 2016/17
- 2015 Global Halal spend \$1.2bn (16.6% of total food) expected to increase to \$1.9bn by 2021 (18.3% of total food, 8.5% CAGR)
- [www.salaamgateway.com/en/food/story/report\\_state\\_of\\_the\\_global\\_islamic\\_economy\\_201617-salaam03102016111130](http://www.salaamgateway.com/en/food/story/report_state_of_the_global_islamic_economy_201617-salaam03102016111130)



# UK Halal Market



- 2.7m or 5% of England/Wales (ONS 2011)
- Young demographic
  - 48% < 25 and 88% < 50 (ONS 2011)
- Predominately South Asian Heritage (Pakistani, Bangladeshi, Indian etc.)
  - Cultural heritage of Muslims affect cuisine and consumption habits
- AHDB UK Halal Consumer Studies (2011 and 2013)
  - [www.qmsbeefandlamb.co.uk/halal](http://www.qmsbeefandlamb.co.uk/halal)
  - Updated consumer study in progress.
  - Fast moving segment!

# Market Understanding



- In absence of alcohol, food plays a major role in all social functions!
- Extremely diverse multicultural group..... but predominately South Asian in the UK
- 3<sup>rd</sup> generation Muslims want greater product quality, variety, convenience & assurance
- Higher levels of disposable income than parents
  - Frequent eating out

# Consumption



- Meat is in the blood!
- AHDB 2013 study confirms primary meats are poultry & sheepmeat.
- Estimated 20% of sheepmeat is consumed by 5% of population that is Muslim.
- Anecdotally there is above average meat consumption per head, heavily weighted towards poultry (~60%) & sheepmeat (~35%) with little beef and no pork.
- Demand for Halal mutton fundamentally underpins the ewe trade

# Market Development



- Explosion in UK Muslim expos in last 3 years
  - Halal Food Festival, London
  - Muslim Lifestyle Show, London
  - Muslim Lifestyle Expo, Manchester
  - MLE Connect (B2B conference), London
  - Birmingham Mela, & more in the pipeline
- Online Resources
  - HalalFocus, Global Halal & Islamic Economy News (UK based) <http://halalfocus.net/>
  - Salaam Gateway, Market Intelligence on Global Islamic Economy (Dubai based) <http://www.salaamgateway.com/en/food/>

# French Halal Market



- France 6m+ (approx 10% of population)
  - Predominately North African origin
- Muslim Show: La Foire Musulmane, Paris Le Bourget
  - Going for 17+ years
  - <http://lafoiremusulmane.com/>
  - 140,000+ visitors, 400+ exhibitors, conferences etc.
- Online resources
  - <https://oumma.com/>
  - <https://www.al-kanz.org/>

# German Halal Market



- Germany 6m+ (approx 6% of population)
  - Predominately Turkish origin
  - Significant Syrian refugee influx
- No known dedicated Halal expos to date but tentative ones planned
  - Mini-Halal show at Anuga 2017
- German Islamic Economy news website
  - <http://halal-welt.com/>

# Netherlands Halal Market



- Netherlands 1m+ (approx. 6% of population)
  - Predominately Moroccan & Turkish origin
- Halal Expo Europe, Eindhoven (B2B)
  - <https://www.halalexpoeurope.com/>
- Halal Food Festival, Utrecht (B2C)
  - <https://halalfoodfestival.nl/>
- Online resources
  - <http://www.ikeethalal.nl/>

# Spain Halal Market



- Spain 1.9m+ (approx. 4% of population)
  - Predominately Moroccan origin, also Algerian, Senegalese, Nigerian, Pakistani
- 2m Muslim Tourists annually
- Halal Expo Spain, Madrid (B2B)
  - <http://expohalal.com/>
  - Food, Travel & Lifestyle Expo



# EU Halal Market



- EU Single market (critical for UK sheepmeat)
  - 35-40% of UK production exported
  - Significant proportion Halal for EU market
- Italy 2m+ (approx 4% of population)
- Belgium 650k (approx. 6% of population)
- Austria 450k (approx. 5% of population)
- Bulgaria 1m (approx. 14% of population)
- Ireland 50k (approx. 1% of population)

# Global Halal Market



- Global Muslim population 1.8bn (2015, 24.1% of global population) expected to rise to 2.2bn by 2030 (26.4% of population) [Pew Research Centre]
- Predominately Young population
  - currently 1/3 under 15, 2/3 under 30,
  - 2030 projection: 29% of 15-29 year olds will be Muslim
- China (22-50m+ Muslims, 1.8% of population)
- USA (3.3m+ Muslims, 1% of population)
- Canada (1m+ Muslims, 2.8% of population)

# Major Halal Markets



- GCC countries 50m+ Muslims (Saudi Arabia, UAE, Oman, Kuwait, Qatar, Bahrain)
- Rest of MENA 265m+ (Iran, Turkey, Egypt etc.)
- South Asia 507m+ (Pakistan, India, Bangladesh etc.)
- Southeast-East Asia 257m+ (Indonesia, Malaysia, Singapore etc.)
- Sub-Saharan Africa 243m+ (Nigeria, Sudan, Ethiopia etc.)

# Target Festivals



- Christmas & Easter!
  - Bank holidays enable family & friends gettogether
- Muslim Calendar
  - Linked to the lunar calendar which is 10-11 days shorter than the solar calendar (similar to Jewish, Easter also decided by lunar)
  - Based on actual new-moon sighting so exact dates not pre-fixed
- Ramadan
  - Fasting with Eid-al-Fitr celebration at end
- Qurbani (The Muslim Thanks-Giving)
  - Following the footsteps of Prophet Abraham (peace be upon him). Also known as Eid-al-Adha.
- Challenges for sheep marketing as calendar moves back 10-11 days annually!

# Ramadan



- Ramadan. Month of Fasting.
- 2018 expected dates 16-May to 14-Jun (+/- 1 day).
- No food/drink for able Muslims from dawn to sunset.
- In 2017 fasting in UK lasted up to 18 hours!
- Time spent in worship & charity as much as possible e.g. reading Qur'an and praying the additional night prayer of Taraweeh lasting up to an hour extra every night.
- Eating habits – Families open & break fast together. Large Iftar socials to break fast. Lots of food & drink consumed!
- Eid-al-Fitr expected: 15-Jun-2017 (+/- 1 day). Celebratory day to mark end of Ramadan. Community get-together. Eid prayers after sun-rise followed by food!

# Ramadan marketing



- Buying habits – Large household stock build-up prior to Ramadan, half-way through and just before end (for Eid)
- As focus is on worship, bulk stocking up and food preparation convenience is important.
- Pre-Ramadan: Uplift as consumers stock up on food
- During Ramadan: Less frequent shopping, bulk shopping depending on household size (typically larger and younger)
- End of Ramadan / Preparation for Eid-al-Fitr: Meat purchase for family/friends/community meal gettogether
- Major retailers see Ramadan as a 3-4 month cycle which is their second busiest season after Christmas!

# Qurbani

## *The Muslim Thanks-Giving*



- Qurbani festival expected: **Tues 21-August-2018** (+/- 1 day) compared to Fri 1-September-2017
- The Muslim Thanks-Giving - instead of turkeys it's lamb/sheep! (but can also be cattle, camels, goat etc.)
- Occurs 2 lunar months and 10 days after end of Ramadan
- Linked to Hajj (annual pilgrimage to Makkah) which is all about Prophet Abraham (pbuh)
- Muslims slaughter animals PER PERSON as thanks to God to commemorate Prophet Abraham (pbuh) (in famous biblical story when he was asked to sacrifice his son whom God replaced with a ram).
- Qurbani = Sacrifice in Urdu
  - Udhiya in Arabic,
  - Kurban in Turkish.

# Market dynamics



- Important to realise that Qurbani market period is effectively TWO different markets
- One is increased sale of **NORMAL HALAL MEAT** for the celebratory meal on Eid-al-Adha (thus meat purchased by consumers before Eid-al-Adha)
- The second is the sale of **QURBANI ASSURED** animals, and their resulting meat, for individual consumers (slaughtered on Eid-al-Adha and delivered/collected ASAP to individuals)
- Large numbers procured in run-up to Qurbani for both markets.
- Most Muslims offer Qurbani in a developing country but increasingly NextGen Muslim households are performing at least some Qurbanis locally (with the rest of the household still performing it internationally).



# Qurbani Animal eligibility



- **Age:** MINIMUM 6 months old, i.e. **born BEFORE 21-Feb-2018**
  - Topping & Breeding considerations
  - Management & Feed considerations
  - Animal Identification & Assurance considerations
- **Happy & content:** No illnesses, not emaciated
- **No defects:** Not lame, no broken teeth or horns, no visible injuries or defects.
- **Additional market segments for**
  - Entire rams (uncastrated)
  - Undocked lambs (no tail docking)
  - Minimal ear-tagging (no holes in sheep ears)
  - No other mutilations (as natural as possible)
  - Organic
  - Black sheep

# Qurbani days (3 days)



- Slaughter can only commence after Eid prayers have finished on Eid-al-Adha (which itself cannot start until after sun-rise).
- **Timing is CRITICAL.** Qurbani animals slaughtered before time are NOT classed as Qurbani but as normal meat.
- Qurbani can continue to take place up to 3 days later only, but as with modern impatient consumers everyone wants their order first!
- Estimated size of Qurbani Assured market:
  - **50-100,000 lambs**
  - Demand from UK, France, Germany in particular
  - Potential to increase to 300,000
  - Excludes increase in normal Halal meat in run-up

# Meat Distribution & Charity



- The value of skin and by-products is to be given to charity. It must not be offset against the price of the Qurbani.
- The tradition is to portion the meat into three parts
  - keeping one part for self
  - giving another to friends, neighbours & extended family
  - last part for charity
- Last year (2017) we distributed over 11 tonnes of fresh lamb meat to UK food banks and other organisations during Qurbani time, on behalf of consumers, purely for charity – an increase from 6 tonnes the previous year.
- The principle is that the less fortunate should also share in the blessings and joy of Qurbani.

# AHDB Qurbani guide



## Qurbani Guide

It is incumbent upon every Muslim to follow in the footsteps of Prophet Abraham (pbuh) and have an animal sacrificed as thanks to God during the festival of Eid-ul-Adha. This is called Qurbani and there are said to be blessings for every fibre of wool or every strand of hair of the sacrificed animal. Information below aims to help answer some questions on key criteria and best practice for Qurbani.

<h3 style="margin: 0;">Procuring the animal</h3> <ul style="list-style-type: none"> <li>Good quality healthy animals are essential for Qurbani. In order to fit with the Tayyib concept those that are poorly, lame and with broken teeth, for example, cannot be sacrificed.</li> <li>The animal must be mature, with scholars generally agreeing that for lambs it can be six months as long as they appear to be one-year-old.</li> <li>Orders should be placed well in advance to ensure Qurbani animals are procured and sacrificed at the correct time.</li> </ul>	<h3 style="margin: 0;">Timing of the Qurbani</h3> <ul style="list-style-type: none"> <li>The Qurbani can only be performed after Eid-ul-Adha prayers, otherwise it is unlawful and cannot be classed as Qurbani.</li> <li>Eid prayers can only be performed 15 minutes after sunrise and before Zawaal (noon) on the 10th day of Dhul Hijjah. Qurbani can only begin AFTER Eid prayers have been completed.</li> <li>The slaughterman should read Eid-ul-Adha prayers before starting Qurbani.</li> <li>Qurbani can be performed for three days up to sunset on 13th Dhul Hijjah.</li> </ul>										
<h3 style="margin: 0;">Charity and meat distribution</h3> <ul style="list-style-type: none"> <li>The value of the skin and other by-products should be given to the poor and not offset against the cost of the Qurbani.</li> <li>When receiving the meat, verify the abattoir or butcher has performed the Qurbani on time.</li> <li>Typically, the meat is distributed in three portions – one for the person's family, one for friends and neighbours and one for charity.</li> </ul>	<h3 style="margin: 0;">Key dates</h3> <ul style="list-style-type: none"> <li>Eid-ul-Adha is on the 10th day of Dhul Hijjah which is the 12th month of the Islamic lunar calendar.</li> <li>Below is an estimate of the 10th Dhul Hijjah from 2017 to 2020 based on the pre-calculated Saudi Arabian civil calendar (Umm al-Qura).</li> </ul> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Year</th> <th style="text-align: left;">Estimated Date (+/-1 day)</th> </tr> </thead> <tbody> <tr> <td>2017</td> <td>Friday 1st September</td> </tr> <tr> <td>2018</td> <td>Tuesday 21st August</td> </tr> <tr> <td>2019</td> <td>Sunday 11th August</td> </tr> <tr> <td>2020</td> <td>Friday 31st July</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>The exact date is confirmed when Saudi Arabia confirms the start of the 1st Dhul Hijjah – traditionally announced the night before by sighting the new crescent moon in Makkah.</li> </ul>	Year	Estimated Date (+/-1 day)	2017	Friday 1st September	2018	Tuesday 21st August	2019	Sunday 11th August	2020	Friday 31st July
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**KNOW WHERE YOUR QURBANI COMES FROM!**  
Watch the Halal lamb supply chain online:  
'Farm to Fork – the journey of homegrown lamb for Halal consumers' [YouTube](#) [ahdbbeefandlamb](#)

**AHDB**  
AGRICULTURE & HORTICULTURE  
DEVELOPMENT BOARD

**BEEF & LAMB**

# 2018 Qurbani Assurance



- Challenging for producers as date comes back 10-11 days each year
- Eligible animals must be BORN BEFORE 21-Feb-2018
- Qurbani Assurance declarations needed from producers and auctioneers going forward
- Risk is that it becomes only a mutton job which would undermine lamb prices at that time
- Animals in Auction Marts should start being marketed as 'Qurbani Assured' 2-3 weeks prior to Qurbani date. The 6 mth age of lambs will be a big issue as Qurbani date moves earlier.
- Similar to the Food Chain Information process, producers declare their lot as Qurbani Assured in order to develop and retain confidence of the market, especially age of the animal.
- EQL with AHDB, LAA, Halal certifiers can help with the development of an assurance framework.

# To stun or not to stun?



- Must not cause death (of ANY animal), nor negate blood flow, nor cause more pain to the animal
- Not all stun methods are compatible
  - Electric Head-Only Stunning ✓
  - Electric Head-to-back Stunning ✗
  - Captive Bolt Stunning ✗
  - Electric water-bath ??? [Difficult to control]
  - Gassing ?? [Difficult to control]

# Barriers to assurance



- Precautionary principle: risks in stun methods in some species leads to 'doubt' over stunning in general, which leads to the Islamic precautionary principle of 'if in doubt leave it out'
- Lack of engagement with Muslim market-place & scholars (more 'telling' rather than engaging)
- Lack of demonstration of stun-recoverability (unlike Australia/New Zealand)
- **Important Note:** Regardless of acceptability the method of slaughter as performed by all the Prophets (peace be upon them all) will always be seen as superior by a segment of the religious market (think Organic consumer vs commodity meat consumer – they only consume what they regard as ethically better)

# Statistics...



FSA abattoir survey 16-22 Sept 2013

[www.food.gov.uk/news-updates/news/2015/13501/animal-welfare-survey-of-slaughterhouses-published](http://www.food.gov.uk/news-updates/news/2015/13501/animal-welfare-survey-of-slaughterhouses-published)

	Total # of Abattoirs	Total Animals Slaughtered	Total # of Abattoirs performing Halal	Total Halal Slaughter	of which Pre-stun Halal	of which *Traditional Halal
<b>Poultry</b>	66	17,067,641	27	3,667,593	3,095,164	572,429
		100.0%		21.5%	18.1%	3.4%
<b>Cattle/Calves</b>	173	44,216	14	1,437	1,071	366
		100.0%		3.2%	2.4%	0.8%
<b>Sheep/Goats</b>	174	295,500	35	121,472	76,522	44,950
		100.0%		41.1%	25.9%	15.2%



# ... is what you make of it



## Protein Market Consumption data 2015 (AHDB Meat Stats)

<http://beefandlamb.ahdb.org.uk/wp/wp-content/uploads/2016/07/MeatStats-1-UK-Meat-and-Livestock-Facts-190716.pdf>

	Total Meat % of total	Total Meat Consumed 2015 (tonnes)	Total Halal % of total	Total Halal Meat	of which Pre-stun Halal Meat	of which ***Traditional Halal Meat
<b>Poultry</b>	42.2%	*2,304,600	73.9%	495,226	417,932	77,294
		100.0%		**21.5%	18.1%	3.4%
<b>Pork</b>	29.9%	*1,632,000	0.0%	0	0	0
		100.0%		**0.0%	0.0%	0.0%
<b>Beef</b>	21.7%	*1,186,400	5.8%	38,557	28,737	9,820
		100.0%		**3.2%	2.4%	0.8%
<b>Lamb</b>	6.1%	*332,000	20.4%	136,476	85,974	50,502
		100.0%		**41.1%	25.9%	15.2%
<b>Total</b>	100.0%	5,455,000	100.0%	670,259	532,643	137,616
		100.0%		12.3%	9.8%	2.5%
* 2015 UK consumption data		% of Halal Meat		100%	79.5%	20.5%

# Halal & Kosher



## Similar but different

<b>Kosher</b>	<b>Halal</b>
No stunning allowed before slaughter (a minority permit post-cut stunning)	Stunning allowed if it does not kill animal nor restrict blood-flow nor cause pain to animal
Prayer once at the start of every slaughter period	Tasmiya (“God is Great”) on each animal
Post-slaughter the carcass or some parts of it may get rejected for Kosher if further religious checks fail	Once an animal is slaughtered the whole animal is Halal unless it becomes cross-contaminated with Haram
Some (religiously observant) Jews keep Kosher	Practically all Muslims keep Halal

# Working with Kosher



- Traditionally slaughtered Halal meat fully utilised in Halal market but more issues with Kosher
- Potential to divert Kosher into Halal market
  - Islamically permitted
  - Is currently happening
- Difference of Tasmiya can be overcome
  - Shochet to mention 'In the name of the God of Abraham or Moses' or 'With the blessings of The Name' on each Kosher slaughter?
  - Witnessed by Muslim shackler
- Allows traditional religious slaughtered meat to be fully utilised within the Halal and Kosher market

# Labelling



- Labelling is to provide choice, confidence and assurance to consumers
- What is the objective of those calling for labelling?
  - Is it Halal/Kosher labelling?
  - Is it Stun/Non-stun labelling?
  - Or is it Welfare labelling?
- Numerous schemes already cater for those that want assurance the meat has been stunned (Red Tractor, Soil Association, RSPCA Assured etc.)
- Need to be mindful of alternative motives (e.g. by far-right) and ensure the objectives of labelling are fair, proportionate, low-cost and non-discriminatory

# Welfare Labelling Considerations



- Current labelling discussions are narrowly focused on slaughter only, with potential for discrimination
- Welfare is for life not just for slaughter
- Research is needed to objectively benchmark and cross-compare welfare 'insults' over the life of the animal (e.g. ear-tagging, castration, tail-docking , slaughtering with/without stunning etc.)
- Incorporating this research into a whole-of-life welfare labelling model, such as the [www.globalanimalpartnership.org](http://www.globalanimalpartnership.org) 5-step Animal Welfare Rating Standards, offers potential for non-discriminatory whole-of-life welfare labelling

# Halal challenges



- Taking advantage of the growing Halal market whilst understanding and managing the potential impact on existing markets
- Authenticity risks
  - Cross-contamination risks
  - Pork in Halal burgers
  - Certification issues
- Building & Maintaining Trust with all consumers

# Perception



“ All Halal meat is non-stunned”

## Reality

- **The vast majority of Halal around 80% is pre-stunned** (BUT the proportion of traditional Halal without stunning is increasing due to lack of confidence in Halal-stun assurance)
- Practically all (95%+) of New Zealand lamb is Halal (pre-stunned).

# Perception



“ Any stunning is fine for Halal”

## Reality

No! The stun method MUST NOT

- Kill the animal or
- Adversely affect blood-flow or
- Cause more pain to the animal

Thus only Electric Head-Only Stunning of Lamb complies with Halal Slaughter (no Captive Bolt)

**The lack of practical stun-recovery demonstrations sows doubt in Muslim consumer mindset (“What is there to hide?”). This should be addressed.**



# Halal standards & certification



- There are different Halal standards & certifiers available in the UK (e.g. Halal Food Authority, Halal Monitoring Committee etc.)
- Emergence of global Halal Accreditation Bodies (Dubai Accreditation Centre) will standardise the number and quality of certifiers
- The requirement for a Muslim auditor to verify a Halal process is critical to market acceptance
- As with all markets understand your target market and choose the right standard and certifier accordingly

# Halal Assurance standards



- Consultation launched by AHDB to increase confidence & provide further clarity to market
- Stun-Halal Assurance standard
  - Upper-limit ceiling on stun parameters to provide assurance death is not possible
  - Underpin by stun-recovery demonstrations?
- Traditional-Halal Assurance standard
  - Deploying best-practice slaughter techniques to minimise welfare concerns
  - Focus on equipment & training
- Consumers to choose between legal methods

# AHDB Halal Activities



- New Halal Sector Manager Appointed April 2017
  - Awal Fousseini
- Market & consumer research
- Halal Stakeholder Forums (22-Feb-17)
- Qurbani & Halal Facts information booklets.
- Lamb cutting guides & posters. Farm Visit.
- YouTube: Halal Farm-to-Fork supply chain infomercial aired on Islam Channel <https://www.youtube.com/watch?v=BfrumvIW0Xg>
- Healthy Kitchen cooking show sponsorship on British Muslim TV <http://www.healthykitchen.tv/>
- YouTube: Understanding sheep slaughter methods (most watched AHDB YouTube clip) <https://www.youtube.com/watch?v=wuFXgM-IBno&t=2s>
- Consumer engagement at key UK Halal expo events (London, Manchester, Birmingham). Digital marketing through vloggers.

# AHDB Halal R&D



## ➤ **Some Full and Some Part support**

- **Bates et al (2014)** A comparison of handling methods relevant to the religious slaughter of sheep, *Animal Welfare*, 23, 251-258
- **Khalid et al (2015)** A comparison of blood loss during the Halal slaughter of lambs following Traditional Religious Slaughter without stunning, Electric Head-Only Stunning and Post-Cut Electric Head-Only Stunning, *Meat Science*, 110, 15-23  
[OPEN ACCESS with VIDEOS]
- **Fuseini et al (2016)** Halal stunning and slaughter: Criteria for the assessment of dead animals, *Meat Science*, 119, 132-137
- **Fuseini et al (2016)** The stunning and slaughter of cattle within the UE: A review of the current situation with regard to the Halal market, *Animal Welfare*, 25, 365-376.
- **Fuseini et al (2017)** The perception and acceptability of pre-slaughter and post-slaughter stunning for Halal production: The views of UK Islamic scholars and Halal consumers, *Meat Science*, 123, 143-150.
- *Knowledge Exchange: Understanding Sheep Processing* video (YouTube)

# Trade barriers



- Media Sensationalisation
  - Strong positive front-footed PR needed!
- Mis-information perpetuated
  - “Halal meat = Non-Stunned Meat” (Right-wing)
  - “Stunned Meat = Not Halal” (trade protectionism)
- UK government indifference to facilitate targeted OV-supervised stun recovery demonstrations prevents effective engagement & removal of doubt from Halal consumers
- Education & transparency needed more than ever!

# Final thoughts



- The Halal market is significant and projected to grow at above average market trends for the foreseeable future in the UK, Europe & Globally.
- This is driven by a growing number of Halal consumers with a younger age profile and more disposable income
- There are huge opportunities during Qurbani
- Regular positive PR will bring benefits to whole industry
- Effective research, education, communication & consumer engagement will drive the market
- Transparency & engagement is critical to ensure all consumers get what they want
- Plenty of demand but work is needed to maximise opportunities



# QUESTIONS?

[www.qsmbeefandlamb.co.uk/halal](http://www.qsmbeefandlamb.co.uk/halal)

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