

# dialrel

## Sub task 4.3

### Halal and kosher supply chain development

John Lever





### The broad aim of sub task 4.3

**To examine transparency in, and relevant information on, the supply chains for halal and kosher meat in France, Germany, Norway, Turkey, and United Kingdom**



# What have we looked at?

- The markets for halal and kosher meat are expanding globally and a growing segment of these markets are being channeled through supermarkets
- There has also been an explosion of certification bodies and practices, but there is little or no official data available
- This subtask is exploratory and it set out to understand the markets for halal and kosher meat in the 5 countries listed
- In order to do this we have carried out case studies of certification bodies and significant retailers to examine and clarify relationships between religious authorities, market actors & consumers
- We did not cover the catering trade and restaurants, where demand is also increasing, but we are getting some data on these sectors



Helal

Halal  
Helal

dialrel

# The United Kingdom

- In the UK the market for halal is growing very quickly
- In 2001 it was estimated that the market had an 11% share of all meat sales in the UK, despite the fact that Muslims accounted for less than 3% of the UK population
- The market has been expanding ever since...
- In 2006 it was estimated that the market grew at a rate of 30%, despite the fact that the Muslim population was growing at a rate of only 3%

# The United Kingdom

- This increase in demand has encouraged the segregation of halal production processes
- Many food processors and retailers – including ‘mainstream’ supermarkets like Tesco and Sainsbury – now have halal certification
- In 2009 the Halal Food Authority (HFA) – the oldest certification body in the UK – also initiated a trial at 8 Kentucky Fried Chicken outlets in areas of London where demand was high

Helal

This trial has since been extended to over 100 outlets, which are said to be completely halal...



\*dialrel

# The United Kingdom

- Despite these trends, fresh meat is still bought from independent halal butchers
- Butchers are seen to offer trust in the face of growing concern about the authenticity of halal meat that has accompanied market growth
- In 2002 the UK Government estimated that around 70–80% of halal meat in the UK was ‘fake’
- These problems have encouraged the growth of new certification bodies



# United Kingdom

- The Halal Monitoring Committee (HMC) came into being in 2003 because of concerns over *falsely labeled* halal meat
- They also have concerns about the certification of stunned and mechanically slaughtered meat as halal, which others like the HFA endorse
- The overall value of the halal market in the UK is currently estimated to be between £1–2 billion
- However, there is little transparency in the market, which was reflected in the attitudes of our UK research participants

# France

- France has the largest Muslim population in Europe and the global expansion of the halal market is again evident
- Much like the UK, there has been a notable expansion of halal labels and product ranges in supermarkets
- A recent estimate put the annual value of the French halal market at around 5 billion Euro a year

## France

- **However, the market is very fragmented and there are around 50 certification labels representing different groups and organisations**
- **As in the UK, there is no consensus within the Muslim community regarding definitions of halal practices**
- **There have been numerous scandals and there are widespread concerns about ‘fake’ halal meat and the conditions under which some halal meat is produced**
- **Many commentators claim that the growing value of the market is generating a resistance to regulation, which undermines trust and transparency**

From December 2009, halal burger's have been available in some QUICK fast food restaurants...

Helal

**Bienvenue  
chez Quick**

Dans ce restaurant  
de Roubaix,  
les viandes proposées  
sont certifiées **HALAL**  
avec la garantie des instances compétentes,  
dépositaires de l'agrément.



\* dialrel

# Germany

- Although the market is relatively underdeveloped, Germany is experiencing similar trends to France and the UK
- And there are similar debates about stunning, mechanisation, and certification...
- The major certification body is the European Halal Certification Institute (EHZ) which depends on the opinions of Muslim scholars
- Significantly, as certified halal products have started to appear in supermarkets for the first time, questions are being raised about the authenticity of halal meat
- How the German market develops remains to be seen...

# Norway

- In Norway there are a small number of halal products in supermarkets, but demand often outstrips supply
- Norwegian Muslims claim there is a lack of understanding about halal in Norway
- There is seen to be a a lack of information from the small private sector companies supplying the halal market
- Combined this generates worries about transparency and high levels of smuggling for personal use

# Turkey

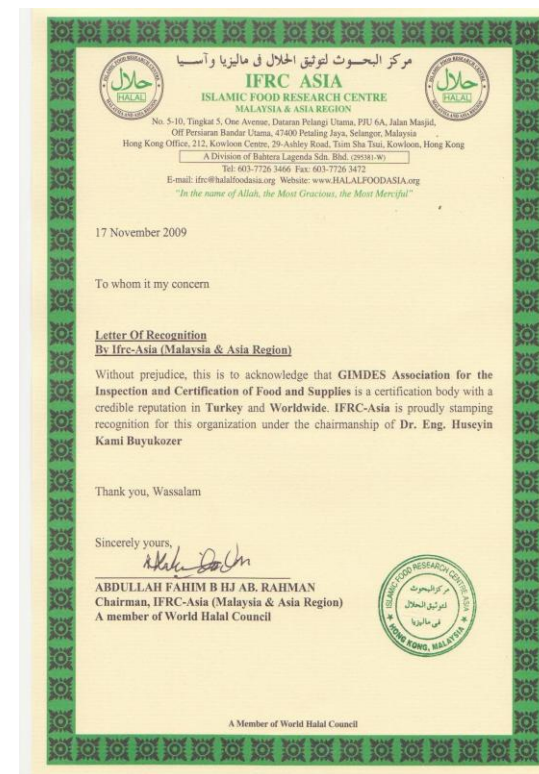
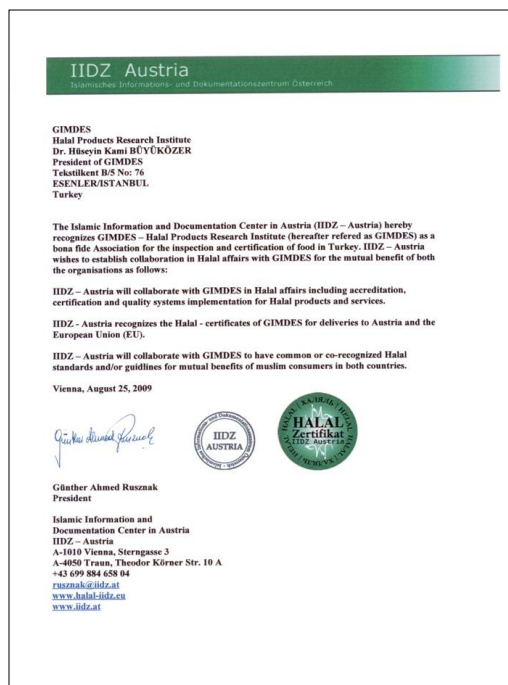
- Turkey is not experiencing the same internal pressures as markets in the EU, BUT it is clear that global pressures are starting to have an impact in Turkey
- Over the last year the Food Auditing and Certification Research Association (GİMDES) has issued 28 export only licenses for Turkish companies
- Although there was a recognition that things will change, we found little urgency about these matters in our interviews with retailers, producers and processors
- Many companies are content to export to markets where the pressures are not so great...

# Turkey

- But many of our interviewees also recognised that Turkey has a problem with unrecorded slaughter
- And there has also been public concern about illegal meat in the supply chain
- The chairman of GİMDES recently claimed that there is a lack of transparency in the meat industry and that consumers should be more aware of these issues (Hava 2009)
- As in the EU, these developments are part of the wider emergence of a global halal market...



# Some recent certification letters from the GIMDES website...



Koşher

Kosher

Koşher

dialrel

# France

- France is the most important European market for kosher
- The overall market in France is estimated to be worth around 400 million Euros
- And kosher meat sales are estimated to be worth around 50 million Euros
- There is a vast range of products/ labels available and over 70% of French supermarkets now have a kosher strategy

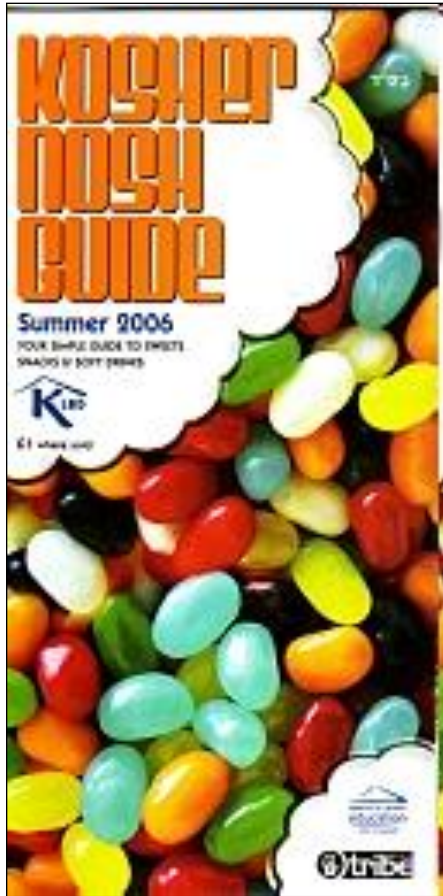
# France

- **Kosher certification is overseen by religious authorities rather than by private commercial organisations**
- **Trust in kosher is generally higher than halal, but consumer organisations warn about fake labels**
- **Products are mostly targeted at the Jewish population, but Muslims also buy kosher because of a lack of confidence in halal**
- **Generally the growth in certification and labelling is seen as a crucial step in the organisation of the market**

# United Kingdom

- As in France, the market for kosher meat is less dynamic than the halal market
- Although the market is not centralised, most kosher meat is certified by the London and Manchester Beth Dins (Jewish courts of law)
- Many UK companies have kosher brands and there are a growing number of product ranges and kosher labels in supermarkets
- As in France, there is generally less conflict and controversy around the qualification of products as kosher

Some promotional material from the London Beth Din website



dialrel

## Smaller kosher markets...

- There is a very small market for kosher meat in Turkey, the Jewish population is in decline and kosher meat is very expensive
- In Germany the population is made up of poor immigrant communities, often from eastern Europe, who want cheap meat, so prices and quality are often lower
- In Norway shechita is still banned, the market for kosher is import only, and market expansion is held back by lack of demand

# Summing up

- Its clear that markets for halal and kosher meat are developing to different degrees in different contexts...
- If the halal market is growing because of a number of overlapping trends, including population growth and identity reinforcement in the face of global politics...
- ...it appears that the kosher market is differentiating in order to grow
- In the EU the underlying debates (about slaughter, mechanisation and certification) are symptomatic of larger concerns about what consumers put in their shopping baskets
- These debates are likely to intensify as the global demand for halal and kosher meat intensifies



**The final report for this sub-task 4.3  
will be ready in May**

**dialrel**



**Thank you**  
**Teşekkür ederim**

**dialrel**