

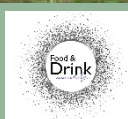
حلال



Delivering for customers – Export & Halal focus

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SBRT Sat 16th Nov 2024



Agenda



- Intro
- Export
- EU market
- Halal basics
- Understanding the Halal markets
 - UK & Global
- Key Festivals
 - Ramadan
 - Qurbani
- Final Thoughts

Intro



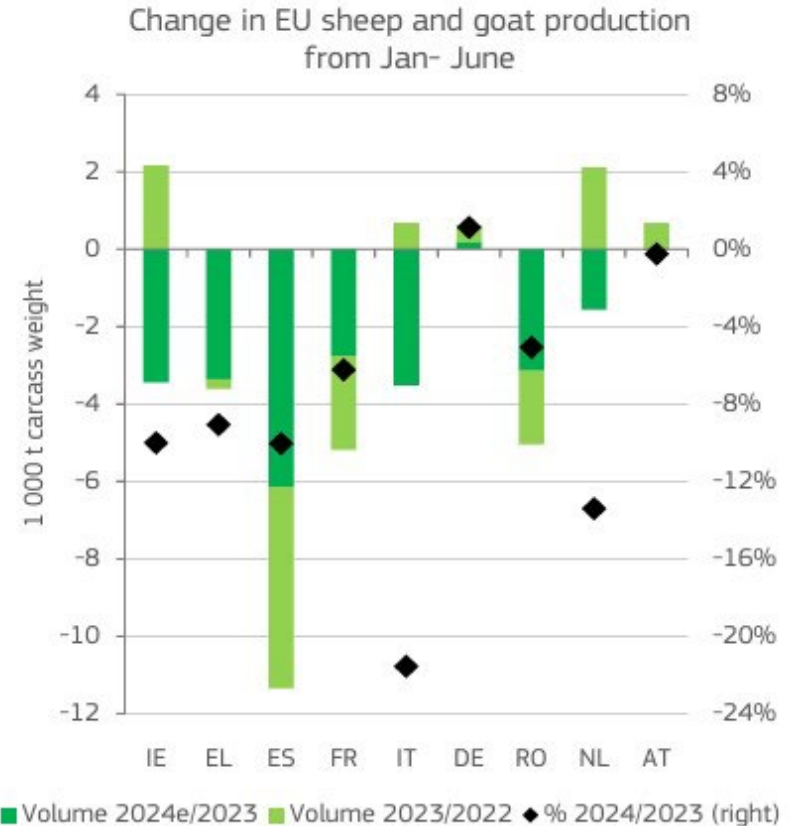
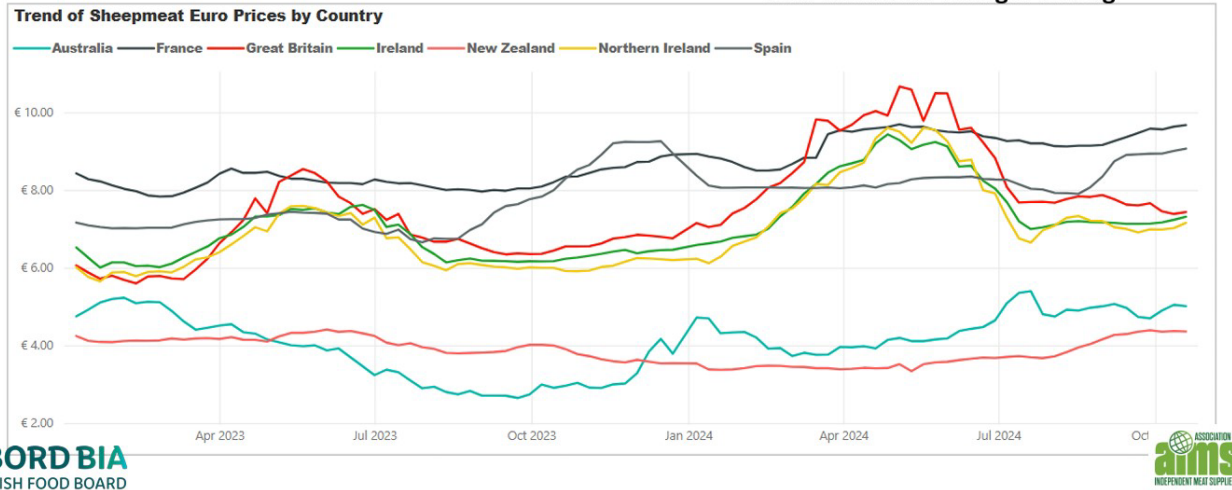
- Euro Quality Lambs (EQL) is the largest Muslim-owned lamb slaughterhouse in Europe. Primarily EU export-orientated.
- We supply Halal lamb both EHS (electric head-only stunned) and TRS (traditional religious slaughter without stunning) depending on customer requirements
- I'm MD with MSc Distinction 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
- AIMS Director for Sheep, Ex-AHDB Beef & Lamb Board member
- Director of Halal Food Information Centre (HFIC), heavily involved in Halal industry

Prices & Production



Deadweight Prices – Sheepmeat Saturday Source: Bord Bia

France €9.67kg / £8.06kg
Spain €9.07kg / £7.56kg
Great Britain €7.43kg / £6.19kg
Ireland €7.31kg / £6.09kg
Northern Ireland €7.15kg / £5.96kg
Australia €5.01kg / £4.18kg
New Zealand €4.36kg / £3.63kg

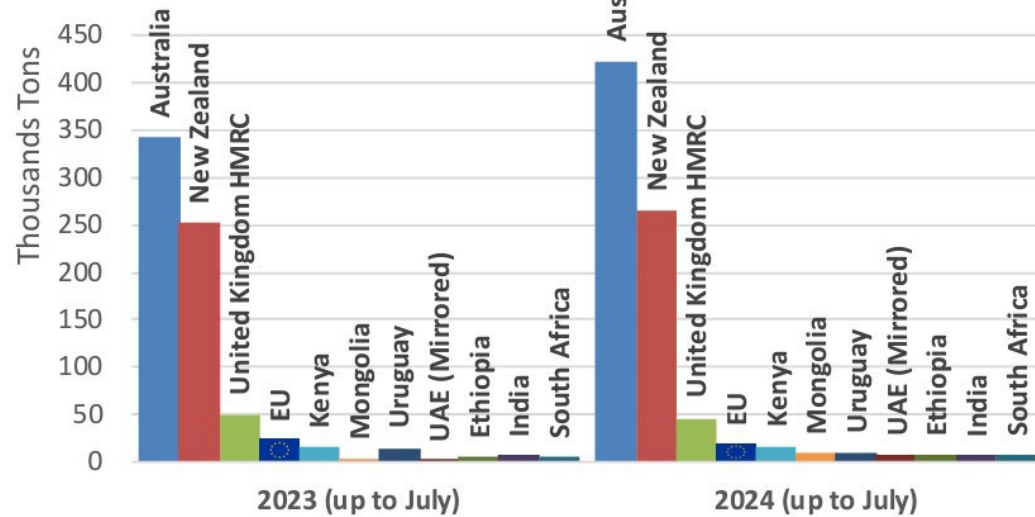


Source: DG Agriculture and Rural Development, based on Eurostat.

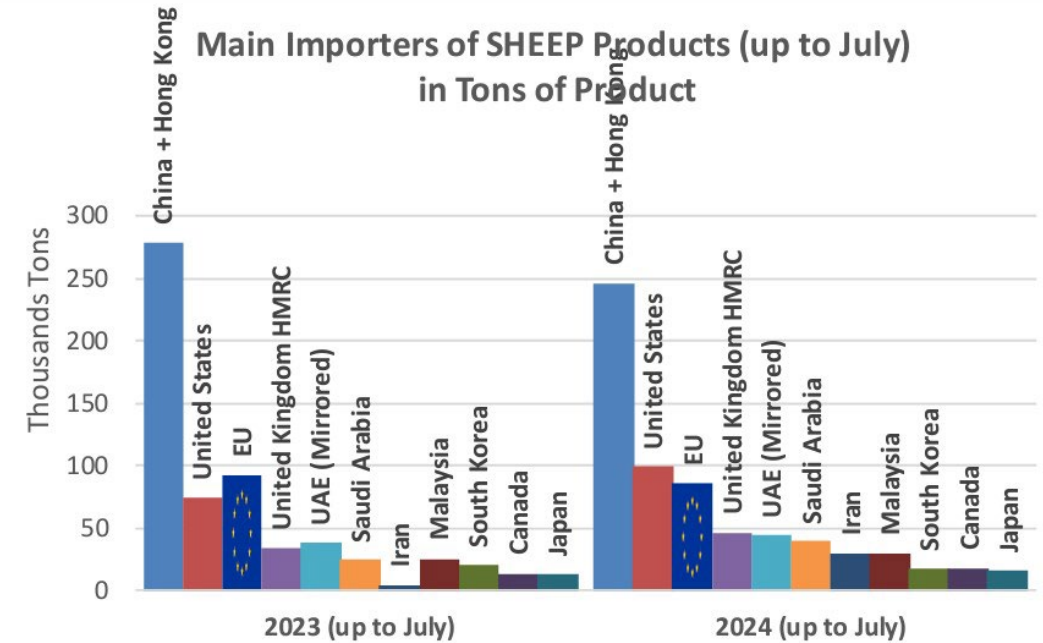
Global Exporters & Importers (to July)



Main Exporters of SHEEP Products (up to July)
in Tons of Product



Main Importers of SHEEP Products (up to July)
in Tons of Product



EU imports



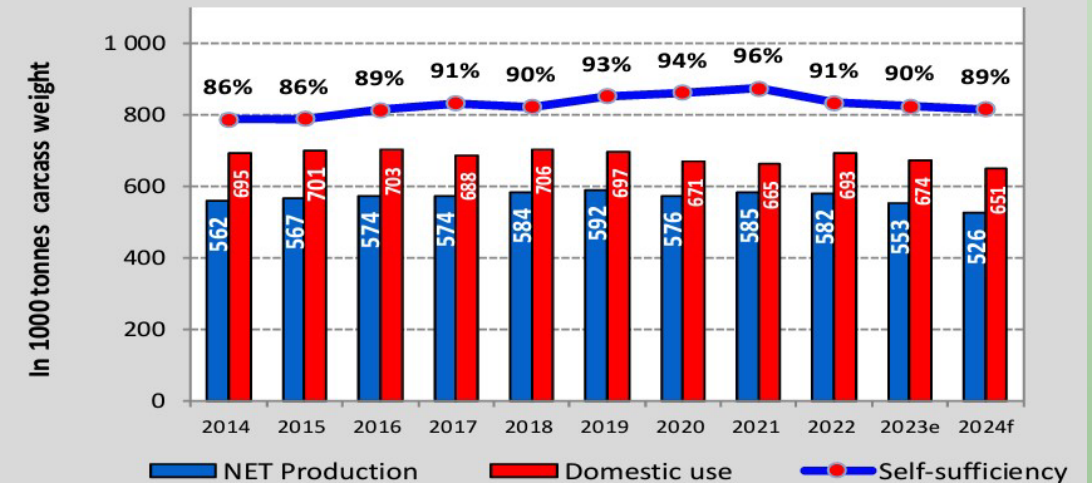
EU imports

SHEEP & GOAT (Tonnes carcass weight)			
Origin	Jan-Jul 23	Jan-Jul 24	% Chg
Total	105,905	98,771	- 7%
New Zealand	46,446	47,985	+ 3%
United Kingdom	52,931	44,609	- 16%
Australia	2,422	2,127	- 12%
North Macedonia	1,739	1,506	- 13%
Argentina	830	1,264	+ 52%
Other origins	1,537	1,279	- 17%

Source : Eurostat



EU balance on sheep & goat meat (f = Forecast estimated by DG AGRI)



Source : DG AGRI Short-term outlook report

GB Sheep slaughter throughput



GB Throughput Numbers - Sheep
Week 42 2024
Source: AHDB MI

Weekly Throughput
Week 42 2024 43801 Head
Week 42 2023 40137 Head
-3664 Head
-8.37%

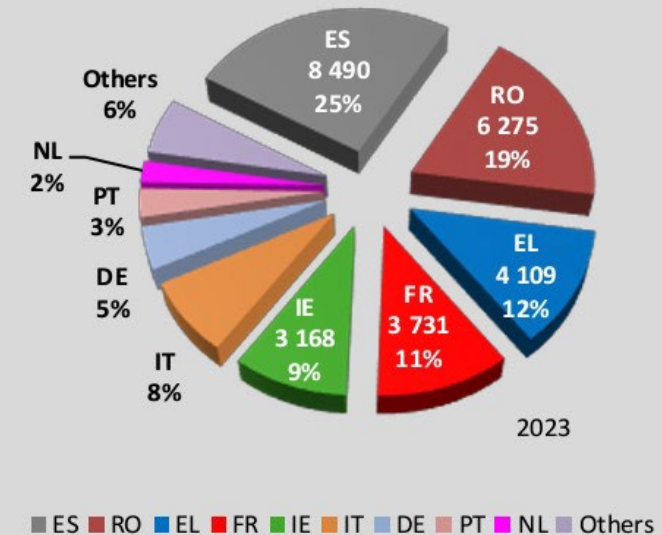


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ASSOCIATION OF
MEAT SUPPLIERS

EU Sheep Meat Producers
('000 s slaughtered heads)



Source : Eurostat

EU Market



- Fundamental to the sheep trade
- Brexit bureaucracy has added £90-120m/year to the export side of the trade
 - Export certificates £60m
 - Increased staff time, admin, customs paperwork
 - Increased logistics costs (driver time, less lorries)
 - 1 day shelf-life lost. Border delays for tiny mistakes!!
- This EXCLUDES costs to EU importers (which we estimate is 30% higher, so £120-150m/year)
 - Border veterinary charges & taxes
- VETERINARY ALIGNMENT IS CRITICAL – need to accelerate it (up to 80% of costs go away!)

Reputation & Quality



- Taste!
- Family, friends, getting people together
- Health
- Climate Change/Environment
- Animal Welfare
- Grass! Grass! Grass!
- 2/3L. Do not want very lean, and definitely not fat!
- Lack of finish results in sales discount/accelerates price decline

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 – practicing Christian or Jew)
- Pronouncing the Tasmiyya (Similar principle to Grace - “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



Halal slaughter considerations

- Sharp slaughter knife [*lhsan “excellence” 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
- Adjustable platforms to adjust working height of slaughterman to make better & easier cut

Sheep



- AHDB YouTube Sheep Slaughter Video
- 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)

UK Halal Market



- 3.9m or 6.5% of UK (2021 Census)
- Young demographic
 - 50% < 27 and 85% < 50 (ONS 2011)
- Predominately South Asian Heritage (Pakistani, Bangladeshi, Indian etc.)
 - Cultural heritage affects cuisine/consumption habits
- Approx 20-25% of sheepmeat is consumed by Muslims
- Anecdotally above average meat consumption per capita, heavily weighted towards poultry (~60%) & sheepmeat (~35%) with little beef and no pork.
- Demand for Halal mutton fundamentally underpins the ewe trade

Significant EU Halal Market



- EU Single market (critical for UK sheepmeat)
 - 30-35% of UK production exported
 - Significant proportion Halal for EU market
- France 6m+ (approx 10% of population)
 - Predominately North African origin
- Germany 6m+ (approx 6% of population)
 - Predominately Turkish origin
- Netherlands 1m+ (approx. 6% of population)
 - Predominately Moroccan & Turkish origin
- Italy 2m+ (approx 4% of population)
- Belgium 650k (approx. 6% of population)

Global Halal Market



- Global Muslim population 1.9bn (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)

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.
- 2025 expected dates 1-Mar to 29-Mar (+/- 1 day).
- No food/drink for able Muslims from dawn to sunset.
- In 2024 fasting in UK lasted 14 hours on average!
- 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: 30-Mar-2025 (+/- 1 day). Celebratory day to mark end of Ramadan. Community get-together. Eid prayers after sun-rise followed by food!
- Major retailers see Ramadan as a 2 month cycle which is their second busiest season after Christmas!

Qurbani

The Muslim Thanks-Giving



- Qurbani festival expected: **Fri 6-Jun-2025** (or Sat 7-Jun)
- 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
- **IMPORTANT:** 2 distinct marketing periods during Qurbani
 - Increased demand for normal Halal meat in run-up to Qurbani (**no criteria**)
 - Assured animals on Qurbani days (**animal & timing criteria**)

Lamb / Sheep criteria



- **Age:** MINIMUM 6 months old, i.e. **born BEFORE 6-Dec-2024**
 - Sexually Mature
 - Management & Feed considerations (Weight > 40kg)
 - Provenance (South-West)
 - Topping & Breeding considerations (Dorsets)
 - Animal ID & Assurance considerations (DECLARATIONS)
- **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!
- Primary demand from UK (growing next generation Muslims)
- Demand from France & Germany has waned due to not enough lamb not being 6 months +



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
- In 2024 we distributed over 15 tonnes of lamb & mutton meat to UK food banks and other organisations during Qurbani time, on behalf of consumers, purely for charity.
- The principle is that the less fortunate should also share in the blessings and joy of Qurbani.

AHDB Qurbani resources



- Qurbani video
www.youtube.com/watch?v=nD0mpt_PqK8
- Qurbani Better Returns booklet
https://projectblue.blob.core.windows.net/media/Default/Trade/Understanding%20the%20Qurbani%20market_210225_WEB.pdf

AHDB Halal Activities



- Halal Sector Manager (Dr Awal Fousseini)
- Market & consumer research
- Halal & Qurbani Stakeholder Groups
- Qurbani & Halal Facts information booklets
- Lamb cutting guides & posters for butchers
- 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)

Trade barriers



- Media Sensationalisation
 - Strong positive front-footed PR needed!
 - Halal Food Information Centre (www.hfic.org.uk)
- Mis-information perpetuated
 - “Halal meat = Non-Stunned Meat” (Right-wing)
 - “Stunned Meat = Not Halal” (trade protectionism)
- Demonstration of Life scheme step in right direction for better engagement & removal of doubt from Halal consumers
 - but, in my opinion, should have gone further to demonstrate recovery like in NZ
- Education & transparency needed more than ever!

Final thoughts



- Export is important part of the market
- EU Market is crucial but costs, bureaucracy & time delays!
Veterinary alignment should be industry's target.
- Reputation (Climate change, health, welfare) & Quality matters!
- The Halal market is significant and projected to grow at above average market trends for the foreseeable future in the UK, Europe & Globally (younger age profile, more disposable inc).
- Effective research, education & communication will drive the market (consumer engagement & transparency)
- Regular engagement between stakeholders and positive PR will bring benefits to whole industry



QUESTIONS

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