

# Exploring Investments in Meat and Poultry Plants in the USA

An introduction as to how the GCC, Arab/Muslim Countries can have control of stunning and slaughtering processes.

A Presentation By:

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قسم شهادات الهال للجمعية الإسلامية لمنطقة واشنطن

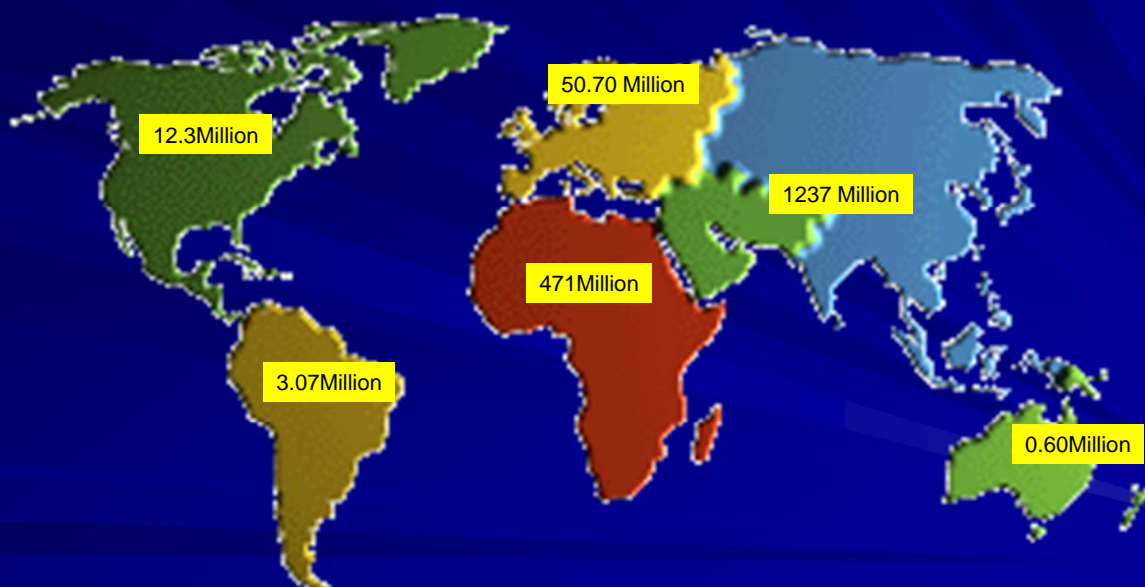
**USA Halal Chamber of Commerce, Inc.**

معرفة تجارة الهال بالأمريكا

# Introduction To USA Halal Chamber of Commerce, Inc.

- ◆ Member of the Association of American Halal Certifiers (AAHC)
- ◆ Member of American Muslim Halal Compliance.
- ◆ Presently involved in certification procedures
- ◆ Issuance of Halal Slaughtering Certificates
- ◆ Halal Compliance, Inspection, Supervision
- ◆ Audit, Analysis, Accreditation and Consultancy
- ◆ Promotion of single global Halal Standards
- ◆ Private Labeling of Halal Logos under USA Halal
- ◆ Founding Member of World Halal Council
- ◆ Endorsed by the ISWA

## Market Size and Potential



# World Muslim Population

	Year 2006 (M)	Muslim (M)	(M)%
ASIA	3,970.50	1,237.36	31.16
AFRICA	923.20	470.92	53.18
EUROPE	737.70	50.70	6.93
NORTH AMERICA	331.50	12.30	2.15
SOUTH AMERICA	566.05	3.07	0.54
OCEANIA	33.54	0.60	1.79
<b>TOTAL</b>	<b>6,313.78</b>	<b>1,789.77</b>	<b>28.35</b>

The total Muslim population is increasing at the rate of 2.9% p.a. according to the US Centre for World Mission 1997 Report.

Source: [www.Islamicpopulation.com](http://www.Islamicpopulation.com)

## Global Halal Market

- Halal food market globally is estimated at about \$661 billion
- Annual growth rate of 20%
- In the next 5-10 years there is a potential of over \$1.2 trillion in the Halal food market

# Potential Muslim Customers

Europe/US				Sub-Continent			
	%	Mus (m)	GDP/pp		%	Mus (M)	GDP/pp
US	4.1	12	\$37,200	Sri Lanka	9	1.7	\$3,550
France	10	6.1	\$25,400	India	14	133.3	\$2,700
Netherlands	3	5.4	\$25,000	Pakistan	97	125.4	\$2,100
Germany	3.7	2.8	\$24,400	Bangladesh	88	104.6	\$1,750
UK	2.7	2.6	\$23,800				
Italy	2.4	1.4	\$23,100				
Asia				Middle East			
	%	Mus (M)	GDP/pp		%	Mus (M)	GDP/pp
Singapore	17	.7	\$27,500	UAE	96	4.6	\$24,800
Japan	.14	1.8	\$25,900	Qatar	100	.8	\$21,300
Brunei	67	.3	\$18,600	Bahrain	100	.7	\$16,100
Malaysia	59	15.4	\$11,300	Kuwait	89	2.6	\$16,000
Thailand	10	6.5	\$ 7,700	Saudi Arabia	100	24.6	\$11,500
Philippines	14	10.4	\$ 4,800	Egypt	94	70.8	\$ 3,800
Indonesia	88	195.3	\$ 3,900	Jordan	95	5.5	\$ 3,600

# Market Segments

Food	Cosmetics/Toiletries
<ul style="list-style-type: none"> <li>→ Raw Materials</li> <li>→ Semi Processed</li> <li>→ Bulk Manufacture</li> <li>→ Retail</li> </ul>	<ul style="list-style-type: none"> <li>→ Raw Materials</li> <li>→ Semi Processed</li> <li>→ Retail</li> </ul>
Pharmaceuticals	Cleaning
<ul style="list-style-type: none"> <li>→ Raw Materials</li> <li>→ Semi Processed</li> <li>→ Retail</li> </ul>	<ul style="list-style-type: none"> <li>→ Bulk</li> <li>→ Retail</li> </ul>

# Executive Summary

- HALAL PLANT PURCHASE & OPERATION
- GOAL: QUALITY CONTROL of DHABIHA (Zabiha) FOODS for MUSLIMS
- OBJECTIVE: EXCLUSIVE ISLAMIC/MUSLIM FINANCING

## Current Status

- CURRENTLY, the Halal Food needs of the Muslim population have been supplied by *machine operated, non-Muslim owned and operated* processing plants.
- Lack of ownership and operational management results in lack of quality control with regards to overall slaughter process, especially with poultry, e.g. the stunning, watering of the birds before slaughter.
- These ,and any other, issues that are the result of relying on the leasing of facilities to accommodate the needs of the million of Muslim's ordering Halal products is easy to resolve.
- We have both mechanical and manual operations available.

# **USDA- Food Safety and Inspection Service**

**In 1995, USDA-FSIS- Food Labeling Division approved a labeling policy to allow the use of “Halal”, “Halal Style”, “Halal Brand” on meat and poultry products, provided that they are prepared under Islamic authority**

## **USDA’s Criteria for Halal**

**Products must not contain pork or pork derivatives. USDA-FSIS does not certify the “Halal” preparation of products, but accepts “Halal” and similar statements if they are prepared under the supervision of an authorized Islam organization.**

**Plant management is responsible for making identity of Islamic organization available to inspection personnel.**

# Steps Towards Control

- 1) You must gain control of the raw material in all the market segments ensuring they are Halal as to the way we want it according to the Islamic Dietary Laws.
- 2) This can be achieved when we own and control the slaughtering of all poultry which will ensure everything produced out of the plant is Halal.
- 3) Plant/Establishment numbers for all the raw materials will be critical as that is the first step to prepare any further processed items.
- 4) Gradually acquire further processed facilities to ensure no cross-contamination.

# Other Related Information

- Health Certificate and Certificate of Origin:  
Obtainable from the authorities in your country.
- HACCP:  
Hazard Analysis at Critical Control Point. Halal is not a Hazard!
- SQF 1000:  
Safe Quality Food, for Farmers
- SQF 2000:  
For Food Manufacturers and Distributors
- ISO 9000 series  
International Standards Organization
- QMS  
Quality Management System
- Shop Fresh  
For perishable food

# Solutions

- Of course, the description outlined above makes the solution obvious.
- **The Ownership, Operation and Management, must be exclusively under the control of Muslim Investors in order to achieve the goals of stunning and mechanical slaughter.**
- This solution can be accomplished, we believe, in a relatively short period, with the proper financing in place to locate the processing plants on the market for sale, along with necessary equipment(s), to make this a viable project.
- For practical purposes it is imperative that the proposed owners (i.e. investors from the GCC, Muslim Countries, or Individuals) will have a say in the how much voltage/amps is used or whether the usage of manual or mechanical slaughter will be applied.
- An opinion of the manual vs. mechanical slaughter will be discussed during Q&A.

# Conclusions

- Our and our Associates extensive experience and expertise in the Halal Food Industry, gives us a distinct advantage to assist those interested in leading the field in producing Halal products that Muslims guarantee the Quality to meet the standards the labels that say Halal, attest to.
- Given the, the opportunity, we will present those interested with a full business proposal, with locations of plants available and accompanying operational budgets with projections of profitability as requested.
- Having a basket of funds from potential investors under the control of USA Halal Chamber of Commerce, Inc. in partnership with a group of new investors, will begin to purchase look into achieving the our goals.



## Contact Information

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## Q & A Session

- Available for individual consultation after the presentation