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Taxim Hill Hotel, Istanbul

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The Dialrel project

- **Religious slaughter: improving knowledge and expertise through dialogue and debate on issues of welfare, legislation and socio-economic aspects.**
- European Commission 6th Framework Programme SSA
Priority Area 5 Food Quality and Safety
- 1st Nov 2006- Summer 2010

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The Dialer project

- **Participants:**
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- 7 SIFO, Norway SIFO NORWAY
- 8 Gent University, BELGIUM
- 9 ADIV, FRANCE
- 10 IVHO, TURKEY
- 11 Royal Veterinary College, London, UK
- 12 Università di Milano, ITALY
- 13 ASG Veehouderij BV, HOLLAND
- 14 University of Perugia, ITALY
- 15 Bar Ilan University, ISRAEL
- 16 Meat and Livestock Australia MLA AUSTRALIA
- 17 VHSD Veterinary Public Health Association, TURKEY
- 18 Mansoura University, Egypt

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Why?

Spontaneous Concerns about Animal Welfare in the EU

(in Miele, M. and Evans, A. forthcoming 2010, *Animal Welfare*)

| Spontaneous concerns | FR ¹ | IT | NL | UK | SW | NO | HU |
|--|-----------------|----|----|----|----|----|----|
| Outdoor access, free range, extensive production, possibility to choose between indoors and outdoors, space, natural space | X | X | X | X | X | X | X |
| Natural feed, no artificial growth stimulants, long lifespan, time for normal growth | X | X | X | X | X | X | X |
| Humane slaughter | X | X | X | X | X | | |
| Transport (limited or avoided) | X | X | X | X | X | X | |
| Respect, care, physical comfort and security | X | X | | X | X | X | |
| Good hygiene | | X | X | | | | X |
| Good quality of life | X | X | | X | | X | |
| Small scale production | | X | | | X | X | |
| Breeding, genetic modification | | | | X | | | |
| Products with someone 'accountable for' (farmer, vet.) | | X | | | | X | |
| No mutilations, no pain | | | X | | X | | |
| Natural light, fresh air | | X | X | | | | |
| Distractions (playing) | | | X | | | | |
| Animals as individuals (name) | | | | | | X | |
| Natural reproduction | | X | | | | | |
| No routine use of medicines | | | | X | | | |
| Wildness | | | | | | X | |
| Company, love, happiness | | X | | | X | | |

1. FR, France; IT, Italy; NL, the Netherlands; UK, United Kingdom; SW, Sweden; NO, Norway; HU, Hungary

Why?

Increasing consumption of meat

| Region | Consumption of meat pp/pa 40 years ago | Consumption of meat pp/pa today |
|--------|--|---------------------------------|
| | KG. | KG. |
| Europe | 56 | 89 |
| USA | 89 | 124 |
| China | 4 | 54 |

Why?

Chicken meat production: number of chickens slaughtered per person per year 2000 (Millstone and Lang 2003)

| | |
|------------|--|
| 20 or more | Portugal, Netherlands, Belgium, Denmark, Slovenia |
| 11-20 | UK, Ireland, Spain, France, Czech Republic, Slovakia, Hungary, Greece |
| 6-10 | Norway, Sweden, Finland, Estonia, Poland, Switzerland, Austria, Italy, Croatia, Yugoslavia, Macedonia, Bulgaria, Romania |
| 3-5 | Germany, Albania, Latvia, Lithuania, Belarus, Ukraine, Moldova |

Structure of the project

- WP1. Religion, Legislation and Animal Welfare: Conflicting Standards
- WP2. Religious slaughter: Evaluation of current practices
- WP3. Consumer and consumption issues
- WP4. Socio-economic issues related to religious slaughtering practices
- WP5. Promotion of the debate and dissemination activities
- WP6. Project management

The logo for 'dialrel' features the word in a white, lowercase, sans-serif font. A small pink asterisk is positioned to the left of the 'i', and a red exclamation mark is placed inside the 'a'.



Objectives of the workpackages

- **WP1. Religion, Legislation and Animal Welfare: Conflicting Standards**
- WP1 is aimed at reviewing information concerning development of current legislation, religious rules and scientific welfare concerns. It has been instrumental in preparing the ground and set the scene for the debate under WP 5.
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- **WP2. Religious slaughter: Evaluation of current practices**
- WP2 evaluated the current state by examining, analysing and discussing the evidence from observed or reported incidences of optimum and adverse practices of religious slaughter techniques including kosher and halal methods, in an unbiased and comparative fashion

Objectives of the workpackages

- **WP3. Consumer and consumption issues**
- WP3 has been mainly devoted to investigate halal and kosher consumers' understanding of these *qualifications*, their level of information and their expectations in selected European Union and associate countries.
- **WP4. Socio-economic issues related to religious slaughtering practices**
- Wp4 has been dedicated to address the concerns, knowledge and information in the general public relating to religious slaughtering practices.
- To monitor and address potential conflicts in public debates on religious slaughter practices.
- To assess the degrees of transparency in the meat distribution system for halal/kosher products and to identify the possible options for improving the provision of information.

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Objectives of the workpackages

- **WP5. Promotion of the debate and dissemination activities**
- To identify communication strategies between participants, stake holders and other interested parties.
- To organise and coordinate meetings, in liaison with other workpackages. involving bodies within EU, candidate, associate and other countries.
- To provide recommendations for EU and candidate countries in relation to religious slaughter.

Factsheets and Reports



The development of halal and kosher meat markets in the UK

Over the last decade recognisable markets have emerged for halal and kosher meat in a number of European countries, notably in the UK. Growing segments of these markets are now channelled through product ranges in supermarkets, with the halal market in particular experiencing a rapid increase in demand. A number of factors underpin these developments, including an increase in the Muslim population, changes in consumer behaviour, identity reinforcement, and a general increase in meat consumption. Although the expansion of the kosher market is perceptibly smaller, and the Jewish population in the UK is more or less stable, the market is far from being extinct. Kosher products have an increasing presence in supermarkets and there is a growing number of kosher labels.

The expansion of these markets has been accompanied by a proliferation of certification bodies, each with their own standards and practices. These changes have occurred quickly and it is difficult to get a clear picture of the underlying trends; the markets are also fragmented and there is no official data or statistics. This fact sheet is an initial attempt to fill this gap. The data was collected through case studies of certification organisations and significant retailers in order to assess the relationships between religious authorities, market actors and consumers. We did not focus on the catering and restaurant industry – which are also experiencing a rapid increase in demand – but we did gather some data on these sectors.

The market for halal meat

The halal meat market in the UK is growing at a remarkable rate. In 2001 Mintel estimated that the market had an 17% share of all meat sales in the UK, despite the fact that Muslims accounted for less than 3% of the UK population. The Halal Food Authority (HFA), one of the most influential and longstanding certification bodies, estimated a 30% growth of the market for halal food in 2006 alone, despite the fact that the Muslim population was growing at a rate of only 3%. The HFA now estimates that around 25% of the entire UK meat market is halal, of which 75% is certified by them.

Increasing demand has encouraged the segregation of halal production processes and over 100 food manufacturers and distributors (including 'mainstream' supermarkets like Tesco and Sainsbury) are now endorsed by the HFA. The HFA also licenses restaurants and fast food outlets; in 2009 they initiated a halal trial at eight Kentucky Fried Chicken outlets in areas where demand was high, which has since been extended to over 100 outlets.² However,

despite the increase in halal product ranges in supermarkets, restaurants and fast food outlets – which are popular amongst younger generations – fresh meat is still mostly purchased from independent halal butchers. Significantly, while butcher's shops have been disappearing from the high street for some time, the number of halal butchers has continued to grow, for many they offer trust in the face of a growing concern about the authenticity of halal meat that has accompanied market growth. In 2002 Mintel referred to a Government estimate that around 70-80% of halal meat was 'fake'.³

Such concerns have also facilitated the rise of new certifying bodies. The Halal Monitoring Committee (HMC)⁴ came into being because of concerns over falsely labelled meat, with a stated remit to assure Muslims that they are eating genuine halal. The major concerns of this organisation are with the misnaming of halal at all the stages of the production process for processed products, and with the existing certification of stunned and mechanically slaughtered meat as halal, which other organisations such as the HFA endorse. As these processes have advanced, non-Muslim consumers have also become concerned about halal (and kosher) meat finding its way into the food chain.

There are no official statistics on religious slaughter, but in 2007 it was estimated that 134 million animals were slaughtered annually in the UK using halal methods.⁵ According to Mintel, in 2001 there were 10 abattoirs licensed to supply halal meat (mainly poultry). The HFA claims that all the major poultry abattoirs are now under their control, yet the HMC claims a small but growing share of the halal market, including 5% of the poultry sector. The overall value of the halal market in the UK is estimated to be between £1bn and £2bn.



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¹ www.halalfoodauthority.co.uk
² www.kfc.co.uk/about-kfc/halal
³ Mintel International Group (2002), *Halal Foods*
⁴ www.halalmc.co.uk
⁵ The Independent, Monday 7th April 2008, 'Halal and kosher meat should not be slipped in to food chain', page 16.



WP2.2. Religious slaughter: Evaluation of current practices

Antonio Velarde, Pedro Rodríguez, Antoni Dalmau, Carmen Fuentes and Pol Llonch (IRTA, Spain), Karen von Holleben (BSI Schwarzenbek, Germany), Haluk Anil (Cardiff University, UK), Beniamino Cenci Goga and Bernardo Catanesa (University of Perugia, Italy), Bert Lamborg (ASG Veehouderij, the Netherlands), Helmut Pleiter (Meat and Livestock, Australia), Azmi Yüksel (Veteriner Halk Sağlığı Derneği, Turkey) and Tahsin Yasildere (İstanbul Veteriner Hekimler Odası, Turkey).

Objective

The aim of the study was to assess some procedures of the current methods of Halal slaughter.

Material and methods

Information on the procedures of current Halal practices in EU countries (Belgium, Germany, Italy, the Netherlands, Spain and the UK, Turkey and Australia) were collected through spot visits in 18 cattle, 12 sheep, and 5 poultry abattoirs. The spot visit consisted on the assessment of the handling and restraint methods, stunning, neck cutting procedures and post-cut management in each abattoir.

Table 1. Number of abattoirs visited and animals inspected according to the restraining method and the use of pre-slaughter stunning.

| Cattle Restraining method | Without stunning | | With stunning | |
|------------------------------|------------------|------------|---------------|------------|
| | Abattoirs | Animals | Abattoirs | Animals |
| Turned 45° | 1 | 30 | 0 | 0 |
| Turned on the side (90°) | 3 | 54 | 1 | 54 |
| Turned on the back (180°) | 3 | 82 | 1 | 65 |
| Upright | 5 | 149 | 4 | 152 |
| Total | 12 | 315 | 6 | 271 |

| Sheep Restraining method | Without stunning | | With stunning | |
|-----------------------------|------------------|------------|---------------|------------|
| | Abattoirs | Animals | Abattoirs | Animals |
| Hoisted before neck cutting | 3 | 150 | 0 | 0 |
| Manually on the side | 2 | 95 | 1 | 95 |
| Mechanically on the side | 1 | 18 | 0 | 0 |
| Upright | 0 | 0 | 5 | 174 |
| Total | 6 | 264 | 6 | 269 |

| Poultry Stunning method | With stunning | |
|--------------------------------|---------------|------------|
| | Abattoirs | Animals |
| Gas stunning | 1 | 50 |
| Water bath electrical stunning | 4 | 150 |
| Total | 5 | 200 |



Kosher consumer attitudes and opinion towards religious slaughter

A European survey – Six Focus Groups (FG) between 7 and 10 male and female consumers aged between 18 and 68 were organised across Europe (in Brussels, Berlin, Bordeaux, Cardiff, Amsterdam) and Israel (Tel Aviv). The participants were all regular kosher eaters and were permanent residents in the country where they participated.

Consumer attitudes: shopping practices, commitment, trust, and certification

In general the participants argued that there is availability of kosher and was explained percentage of the secular element which is also highly mobile. The low availability of kosher products was explained by several causes: factors that limit kosher are artificially high; kosher is not available in many places.

Declared Jewish eating kosher had a positive effect on their purchase decision. Most agreed that kosher is not kosher to experts, but they rabbis, shochet, or certification agencies. Some participants found the plethora of kosher standards to be troublesome and concern was expressed about the lack of uniformity in the certification ('hechsher') process. Consumers found this unnecessary, confusing and detrimental to increasing supply, there was also a feeling that some standards are imposed. The possibility of supply increasing in places where it is currently low was seen to be hindered by the consumer habit of buying high quantities in areas of high availability and storing. Another effect of low availability is that the less committed consumer simply gives up.

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The focus groups were organised by Florence Bergeaud-Blackler with the collaboration of: in Belgium and the Netherlands Dr. Karlijn Borna (University of Ghent), in Cardiff Dr. Mera Mile and Dr. Adrian Evans (Cardiff University), in Bordeaux Isabelle Schoups (Université de Bordeaux), in Berlin Maria Bockmann (Fritz Universität Berlin), in Tel Aviv Dr. Ari Zivotofsky (Bar Ilan University).

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Welcome to the DIALREL project

"Religious slaughter, improving knowledge and expertise through dialogue and debate on issues of welfare, legislation and socio-economic aspects"

<http://www.dialrel.eu>



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Thank you!



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