

DEVELOPMENT AND SCOPE OF HALAL FOOD SECTOR IN PAKISTAN

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Abstract: Development of Halāl food sector has great importance for the economy of Pakistan. Global Muslim population constitutes 24% of total world population. Nonetheless, more than 80% of global halal trade is controlled by non-Muslim countries. Halal food industry is developing due to the increasing demand from Muslim and non-Muslim inhabitants and quality of its products. It is estimated that global Halal food and lifestyle market will reach US\$ 3.7 trillion by 2019. Pakistani share in the total global halal food market is just \$28 million. This share is only 0.25% of the total global halal product trade which is even lesser than that of India. Pakistan is second most populous Muslim country, after Indonesia. It has great potential to increase its share in global halal trade's industry because its animal and fishes have great meat taste, standards of Sharia compliance and leading Islamic banking industry. Pakistan can improve its halal food trade by encouraging private sector as well as providing them monetary and fiscal incentives. It could create a link between halal industry and Islamic finance. Pakistan can also enhance halal food partnership with Malaysia and China. The purpose of this research paper is to focus the importance of Halal food industry for the economy of Pakistan. To highlight that Pakistan has potential to play a global leading role in the development of Halal food industry. This research paper followed descriptive and analytical approach.

Keyword: Pakistan, Economy, Halal Food industry, Development, Global.

The term Halāl describes and covers permissible things such as food, drink and other matters of daily life according to Islamic law. Allah Almighty has made halal all the tasty and savory eatables which are physically and spiritual beneficial for man. Only He (SWT) holds the right to make a good halal or haram for He (SWT) has created man and all that he eats. Therefore, it

is obligatory for man to follow the principles of halal and haram which He (SWT) has set. It is necessary for man to use, in His obedience, what is halal and to stay away from what is haram for in this lies the eternal welfare of man. O people! Eat from what has been made halal for you and do not walk on the footsteps of Satan, undoubtedly, manifestly, he is your enemy. ¹Imam Fakhr al-Din al-Razi writes that holy means the pure things while here halal and haram are set apart. Tayyab means to acquire and utilize all those things which are gained through legal means and the things which give the feelings of disgust are haram and prohibited by Islam.²O Believers! Do not brand the holy and halal things haram and do not trespass (for) Allah ST does not like the trespassers. Eat and drink out what holy and halal things Allah ST has bestowed you with and keep awe of what you have faith of.³Imam Fakhr al-Din al-Razi explains this verse that it is prohibited to brand as haram what Allah (SWT) has branded halal. Abstain from all such things like (you) shun the things which are haram. These three meaning are comprise of beliefs, sayings and action.⁴Human beings are ordered to use only what is halal and Tayyab (pure) and be thankful for the His ST's blessings. As, the focus of this paper is development and scope of Halal food sector in Pakistan, so there are certain elements which need to be considered in this regard. These elements are global increase in Muslim's population, global investment on Halal food, Halal food industry in Pakistan and the key issues of this industry. These issues are discussed below one by one.

1. Global Increase in Muslims' Population

All over the world, population of Muslims is increasing rapidly. In 2016, Muslim population was 2.14 billion while in 2017 it is 2.18 billion.⁵Almost 62% Muslim population is concentrated in the Asia-Pacific Region whereas 20% resides in the Middle East and North Africa; 16% Muslims live in Sub-Saharan Africa. The rest of the world's Muslim population is residing in Europe that is 3%. About less than 1% Muslims live in North America, Latin America and Caribbean.⁶Muslims' majority is also living in Indonesia, India, Pakistan, Bangladesh, Iran and Turkey.⁷

After Christianity, Islam is the second largest religion of the world. In 2010, Muslim population was 1.6 billion that was 23 % of the total world population. Rapid growth of Muslim population owes to the rapid spread of Islam and the fact that Islam does not limit the number of children. It is estimated that Islam will be the largest religion in 2050.⁸

Demand of Halal food is increasing in Muslim and non-Muslim countries. It is estimated that, in 2017, expenses of Muslim made on food and beverages were US \$ 1.3 trillion.⁹ Nevertheless, in 2015, the expenses made on food and beverages were US \$1.17 trillion and the income through halal certified food and beverage goods was \$415 billion. It is also expected that expenses on Muslim food and beverages will reach \$1.9 trillion in 2021.¹⁰

2. Global Investment on Halal Food

Investment of Non-Muslim countries on Halal food is also increasing and different companies are cropping up such as Halal on click in Singapore, United Kingdom based Halal Eat and Halal Eda.me in Russia. In the last few years, many noteworthy private equity investments have arisen. ESP Capital and Kingsley Capital Partners invested \$ 30 million in Janan Meat which is a prominent UK based Halal lamb and mutton seller, whereas Abraaj Capital and Taxes Pacific Group invested \$400 million in Saudi Arabian based fast food chain Kudu.¹¹

Almost more than 80% of global halal trade is controlled by non-Muslim countries. World's leading suppliers of Halal foods are Australia, Brazil, New Zealand, Thailand, Canada, United States of America, Indonesia, Malaysia, India and Philippines. Halal food industry is rapidly growing due to its increasing demand and the quality of its products.¹²

3. Halal Food Industry in Pakistan

Halal Food industry has great scope globally. Non-Muslim countries are earning profit benefit by exporting halal certified products. It is obligatory for Muslim countries, including Pakistan, to increase their share in halal food market. Pakistan can reap its benefit by developing livestock sector, food and beverage products. Pakistan should also encourage foreign direct investment and partnership with China and Malaysia.

The share of Pakistan in global halal food trade is 0.5 % only.¹³ It is estimated that global Halal food and life-style market will reach US\$ 3.7 trillion by 2019.

Pakistan has potential to increase its share by promoting this industry. According to the Halal Food Indicators (HFI) ranking 2016, United Arab Emirates (UAE) and Australia got leading position whereas Pakistan remained at 3rd place. Pakistan got good score by regulating low food prices, strong regulation and developing certification ecosystem.¹⁴

Pakistan has developed Halal Food ecosystem. In 2015, government has set-up Pakistan National Accreditation Center to supervise fourteen certifiers and over two hundred testing laboratories. Pakistan has also witnessed an increase in meat exports to the market of Organization of Islamic Cooperation, from \$81 million in 2009, to \$219 million in 2014.¹⁵

4. Livestock

4.1 Potential of Livestock

Livestock sector has key importance in the agro-based economy of Pakistan. This sector not only accomplishes the domestic requirement of milk, meat and eggs but also provides a source of foreign exchange. It involves a large number of labor forces. Approximately more than 8.0 million rural families are engaged in livestock.¹⁶ Livestock contributed 11.1% to Gross Domestic Product (GDP) and provided 58.9% of value addition in agriculture

sector during 2017-18.¹⁷ The growth of livestock has been shown in the following table.

Estimated Milk and Meat Production (000 Tonnes)

Species	2013-14	2014-15	2015-16	2016-17	2017-18 ¹⁸
Milk (Gross Production)	50,990	52,632	54,328	56,080	57,890
Cow	18,027	18,706	19,412	20,143	20,903
Buffalo	31,252	32,180	33,137	34,122	35,136
Sheep ¹⁹	38	38	39	39	40
Goat	822	845	867	891	915
Camel ²⁰	851	862	873	885	896
Milk (Human Consumption)	41,133	42,454	43,818	45,227	46,682
Cow	14,421	14,965	15,529	16,115	16,722
Buffalo	25,001	25,744	26,510	27,298	28,109
Sheep	38	38	39	39	40
Goat	822	845	867	891	915
Camel	851	862	873	885	896
Meat²¹	3,531	3,696	3,873	4,061	4,262
Beef	1,887	1,951	2,017	2,085	2,155
Mutton	657	671	686	701	717
Poultry Meat	987	1,074	1,170	1,276	1,391

(Source: Ministry of National Food Security & Research from Pakistan Economic Survey 2015-16, p.40; 2017-18, 27-28)

4.2 Issues Faced by Livestock

Pakistani red meat and fish have good taste and quality. Livestock wing is also providing facilities for the export of meat. Pakistani exporters are facing many challenges in export of meat such as demanding strict safety codes of meat, lack of competence and technical awareness of processing, storage, transporting and marketing, low quality certification system, lack of training program for farmers, slaughterers and processors. However, Government encourages the investors for the installation of modern meat processing plants by providing them with income tax exemption.²² Pakistan earned US\$ 105.541 million by exporting 30.450 thousand tons of red meat from July 2017-February 2018. It was exported from private sector slaughter houses.²³

In the world of largest poultry producers, Pakistan stands on 11th number with an output of 1.02 billion broilers per annum.²⁴ In 2017-18, the poultry has contributed 1.4 % in GDP, while its contribution in agriculture and livestock value added stood at 7.5% and 12.7 % respectively.²⁵ In 2015, Saudi Arabia had imposed ban on the export of poultry and poultry products

due to bird flu disease and for its lifting Ministry of National Food Security and Research had made efforts which proved fruitful. Nevertheless, after inspection, Saudi technical delegation permitted the exporting of hatching eggs and a day old chicks to only eleven companies. Ministry worked for the lifting of ban put by UAE on the import of poultry and poultry products.²⁶

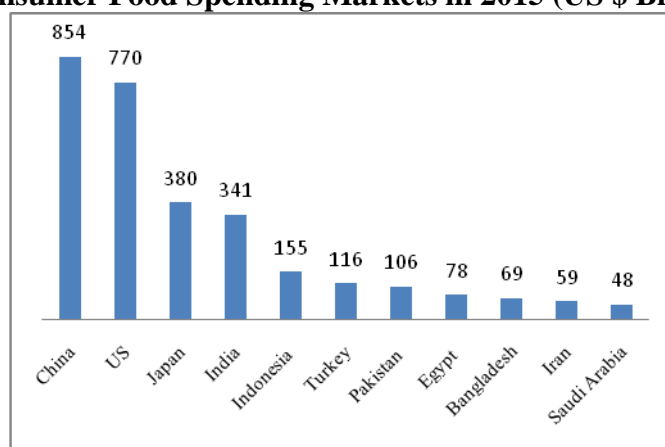
China, Sri Lanka, Malaysia, Middle East, Thailand and Japan are major buyers of fish and fishery products. Pakistan earned US\$ 264 million by exporting 108,262 million tons of fish and fishery products in 2017-18 (July-February). Comparatively, these earnings are greater than that of last year as Pakistan earned US\$ 239 million by exporting 89,032 million tons in 2016-17 (July-February).²⁷ Government of Pakistan is also improving the quality of fish and fishery products like inter alia establishment of extension services, by introducing new fishing methods, expansion of value added products, development of consumption of its products, improving the socio-economic implications on the fishermen's community.²⁸

Brazil is world leading supplier of meat. It is need of time that Pakistan should enhance its meat share in global market by increasing quantity and maintaining quality. Animals should be slaughtered in accordance with the standards of Shari'ah.

5. Halal Food and Beverage Industry

Presently, Food and beverage industry in Pakistan has arisen as a progressive sector. Global demand of beverage products such as milk based drinks, energy and sports drinks, juices, coffee, tea, bottled and bulk water and etcetera are increasing. Non-Muslims and Muslims' consumption on food and beverages has increased rapidly in 2015. It is shown in graph 1.

Consumer Food Spending Markets in 2015 (US \$ Billion)



(Source: State of the Global Economy Report 2016-17, Dubai: The Capital of Islamic Economy p.30)

Issues Faced by Halal Food and Beverage Industry:

Pakistan halal food and beverage industry has potential to develop a stronger and well-organized global supply chain which could benefit Muslims as well as non-Muslims. There are a few obstacles in the development of halal food and beverage industry which has been discussed here:

5.1 Certification and Regulation of Halal Products:

Pakistan has about fifty Halal certified companies which are exporting internationally. Besides this, Pakistan is exporting meat to the Middle-East countries ensuring international manufacturing standards and compliances. Shariah scholars and religious seminaries prescribe standards and define processes for the certification of halal products and halal slaughter. Muslims have concern for halal food. Halal Food products should be free of pork, ham, fat, other bi-products of the pig, alcohol and alcoholic bi-products. Pig is declared unlawful in Holy Quran. Allah Almighty says: Forbidden to you are: dead meat, blood, the flesh of swine and that on which has been invoked the name of anyone other than Allah Almighty.²⁹ Alcohol has also been declared abominable in Holy Quran.³⁰ Imam Qurtubi narrates that this word is being used for dirty, rubbish and stinky. Allah Almighty commands us to avoid abomination so that we may be successful.³¹ Allah Almighty and Holy Prophet (SAW) declare the trade of dead meat, alcohol, swine and idols to be illegal.³²

Lately, National Assembly introduced a bill under the title of Pakistan Halal Authority Act 2015. This bill is meant to establish Pakistan Halal Authority in order to promote the trade and commerce in Halal articles and processes. This authority would set up halal standards not only for government-notified goods but also for the processes for adoption by a National Standard Body in accordance with the guideline given by Organization of Islamic Cooperation (OIC).³³ The violation of this law would make one liable to the imprisonment up to six months and or a fine up to five hundred thousand PKR but not less than fifty thousand PKR or with both.³⁴

5.2 Quality of Halal Products:

In the present era, the adulteration in eatables is common. The concept of pure goods has vanished like the adulteration of water in milk is common. The adulteration of the milk of cow, goat and sheep in the milk of buffalo is another example. Dry loaves are grinded to adulterate flour, red chilies are adulterated with grinded red bricks, seeds of papaya are grinded to adulterate black pepper and the like. Butchers do not shun from selling the meat of haram animals. The patients are dying of counterfeit medicine.

A few issues have been observed in the quality of halal products. On 27 November 2016, Punjab Food Authority issued a notice to ban a number of cooking oil and ghee brands. Those were declared harmful for human health and harmful for consumption. Soya Supreme Cooking Oil, Shan Banaspati, Shan Cooking Oil and five more brands were declared unfit for human consumption because they did not contain Vitamin A and had low

saponification. Whereas, Kisan Vegetable ghee, Soya Supreme Banaspati, Tullo Banaspati, Tullo Cooking Oil, Ghani Cooking Oil, Smart Canola Cooking Oil, and eight more brands were also declared harmful due to rancidity and artificial flavor addition.³⁵ Pakistan Council of Scientific and Industrial Research, has conducted tests on sixteen brands of packaged milk and founded that just six are harmless for consumption such as Day Fresh, Good Milk, Olper's, Nestle, Nurpur Original, Milk Pak and Prema Milk.³⁶

Adulterated things are harmful for health. The people of this era are victims of different disease and a bug cause of this problem is the unavailability of pure things. Islam does not tolerate the selling of impure things rather it insists on demonstrating the deficiency or defect, if any. Holy Prophet SAW said, "The adulterator is not from amongst us."³⁷ In fact, without caring for the health of other people, merely for financial advantages, fraudulently selling things to Muslim brethren is against economic principles of Islam. Transparency in halal food sector is obligatory and it would help it to grow. Honesty is also required in maintaining halal food standards. Ahmad H. Sakr writes in halal food context that through honesty and sincerity, both the industries and the consumers will get benefit from one another.³⁸

Pakistan should improve the quality of its products. Strict action should be taken against those companies which are indulged in halal food fraud cases. Halal ingredients and good manufacturing practices could assist Pakistan to acquire profit of three trillion.

5.3 Interest Free loans and Islamic Mode of Financing:

In order to develop Halal Food Industry on completely Islamic standards, it is obligatory to free this industry from interest as it is strictly prohibited in Islam. Allah Almighty has allowed trading and prohibited usury.³⁹ Prophet Muhammad (SAWW) cursed the one who eats the earning of interest, who feeds with the earning of interest, who documents such proceedings and the one who acts as a witness on it. They are equally involved in this business.⁴⁰ Pakistan Islamic banking industry has significant important. Government of Pakistan should promote interest free loans and promote Islamic mode of financing in this important sector. It is also required that Islamic mode of financing of banks must follow the rules and regulations of sharia.

5.4 Issues in Exporting the Halal Food and Beverages:

Pakistan has potential to increase halal food and beverage products. Pakistan could increase its share in domestic market as well as in international market. Although Pakistan is exporting quality of fruit juices and other halal products but exporters are facing difficulties to compete because of constant increase in the cost. Monetary and fiscal incentives are necessary for the growth beverage industry.

6. Pakistan's Halal Food Trade with China and Malaysia

Malaysia is a well-known country in halal food certification. In 2005, the development of halal certification encouraged the Department of Islamic Development Malaysia (JAKIM) to extend its halal section to a greater organization: JAKIM's Halal Hub. It is world's first halal certification body which is responsible for complete surveillance of halal industry. Presently, halal standards of Malaysia are mostly used by numerous prominent Multinational Companies (MNCs) such as Nestlé, Unilever, Palmolive and Colgate.⁴¹ Encouraging environment and supported policies of government help Malaysia get strong position in halal food industry globally. Pakistan should also follow the example of Malaysia and improve its share in international market of halal food. China is also getting benefit from Malaysia halal food certification and industry.

Latest and dynamic economy of Malaysia and its halal certification standards may meet the demand of halal food globally. Pakistan and Malaysia have friendly economic bilateral ties. Malaysia is Pakistan's 25th largest source of exports whereas 5th largest source of imports. In 2008, Pakistan and Malaysia strengthened their economic relations through Free Trade Agreement (FTA). Malaysia is the first Muslim country with which Pakistan signed FTA. However, it is a matter of fact that bilateral trade remained in favor of Malaysia due to enormous export of palm oil. It is an important supply which Pakistan imports from Malaysia. It is estimated that this import would not be declined due to the enormous domestic consumption of oil in Pakistan. Edible oil consumption is approximately 3.2 million tons per year and palm oil accounts for 2 to 2.1 million tons. Halal food industry is a profitable export where Pakistani and Malaysian entrepreneurs can cooperate with each other. Globally, halal meat demand is increasing rapidly. Pakistani red meat exports have increased abruptly. Zenith is the first Pakistani company which sells beef to Malaysia. Global halal market demands huge potential for joint trade and investment by these two countries. Malaysian investors could invest in Pakistan in the areas of agricultural, livestock, dairy, and many other halal food products.⁴²

Pakistan and China economic relations are increasing at a rapid pace. Bilateral trade has been expanded. Since 2007, economic relations of China-Pakistan have become stronger by Free Trade Agreement (FTA). China could not only get halal food certification facility from Pakistan but also develop bilateral halal food trade with Pakistan. Nonetheless, Pakistan should be careful to import halal food products from China as there are few entities that are not completely following halal standards.

7. Impact of Development of Halal Food Industry in Pakistan

- **Increase in Revenue:** Economy of Pakistan is depending on foreign economic assistances. Pakistan would enhance its revenue by developing halal food industry and increasing the quality of its

products and imports. In this context, Pakistan would follow the example of Malaysia which increased its revenue by promoting halal food industry.

- **Foreign Direct Investment (FDI):** Foreign Direct Investment would also be enhanced as Pakistan may attract other nations by providing fiscal and monetary incentives. It will also increase work opportunities and develop halal food sector.
- **Quality of Halal Products:** Through development of halal food industry, quality of food can be maintained according to the standards of OIC. Moreover, domestic and global benefits may be attained by standardized quality of halal products.
- **Reduction in Unemployment Rate:** Unemployment is one of the major issues of economy of Pakistan. Currently unemployment rate is 5.9 percent per annum.⁴³ Work opportunities would be increased through development of halal food industry and encouraging entrepreneurship in this sector. It would also help alleviating poverty.

Conclusion:

Demand of Halal food is increasing both in Muslim and non-Muslims countries. There are many halal products available in the markets of non-Muslims countries but it is difficult to select halal food. Many companies claim to provide halal products in market. Nonetheless, it is tough to test the validity of such halal goods. Muslim countries, especially Pakistan and Malaysia, may take the responsibility of providing good quality halal food globally. Halal food industry has significant importance for the economy of Pakistan. Pakistan has potential to play active and leading role in the development of Halal food industry. Government of Pakistan should take keen interest in the promotion of this sector and take practical steps to eradicate the issues that are creating hurdles in halal food certification and trade. Favorable environment and Government supported policies and fiscal and monetary incentives could strengthen the position of Pakistan in global halal industry.

Below mentioned suggestions must be followed for the rapid development of halal food industry in Pakistan. For this purpose, Pakistan should:

- Support, through its government, the development of halal food industry.
- Improve macro-economic stability to develop investment climate and to retain investor confidence.
- Improve the standards and quality of halal food.
- Encourage private sector and provide them with monetary and fiscal incentives.
- Explore new markets to increase the exports of halal products.
- Promote interest free loans and encourage Islamic mode of financing in Halal Food Industry.

- Take strict action against the companies which are involved in halal food frauds.
- Create awareness about halal food products among the people and pamphlets should be published in Urdu.
- Take measures to ensure honesty for it is a prerequisite in maintaining Halal food standards. In this way, consumer will get benefit by halal products globally.

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