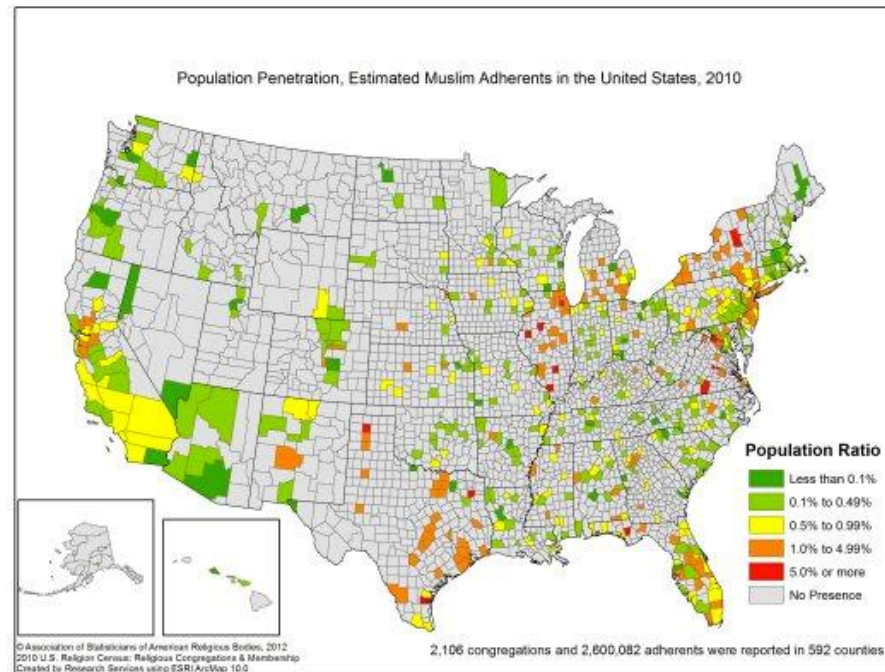


Halal Opportunities on the US market + case study

US Muslim population: +- 2 % of 316 Mio = 6.5 Mio

US Muslim population concentration = Halal consumer concentration:



- Product Implications: Alcohol (aroma's, preservatives),
Pork (meat, gelatin, other derivatives),
Animal slaughtering procedures.
- Production Implications: Inventory ingredients,
Inventory finished products,
Contamination of machinery
Control
- USDA/FDA Implications No equivalence status to export beef, poultry
Equivalence status to export pork from Be to US
FDA approved ingredients



Certifying Agencies:

15 certifying agencies alone in the US

<http://www.zabihah.com/aut/us>

Most commonly used ones:

- Islamic Food and Nutrition Council of America
- Muslim American Food Council
- Halal Food Council USA



Market Opportunities for Belgian Food Companies:

- * 2300 grocery stores with Halal products in the US in 2012
- * 6900 restaurants serving Halal food in the US in 2012
- * Halal consumers are estimated to spend \$ 20 Bio annually on food only (FoodNavigator 2013)

- + Confections
- + Processed fruits, nuts, vegetables (canned, jarred, frozen, dried)
- + Dairy (yoghurt)
- + Fruit juices



Case Studies:

Marshmallows

Ice Cream

Concerns : *“US Halal market concerned with inconsistent Halal standards and fraudulent advertising and products.”* (Huffington Post)

“Competing Halal Standards leave food industry with indigestion.”
(Reuters)

“There are no global Halal standards.” (Associated Press)



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Strategic Business Planning + execution

Consulting

Commercial Development as representing agent

Incorporation and management services

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