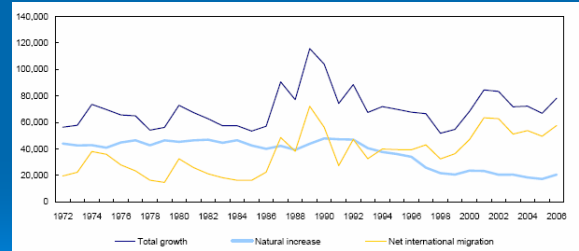


Immigrants & Livestock Industry (Sheep/Goat)

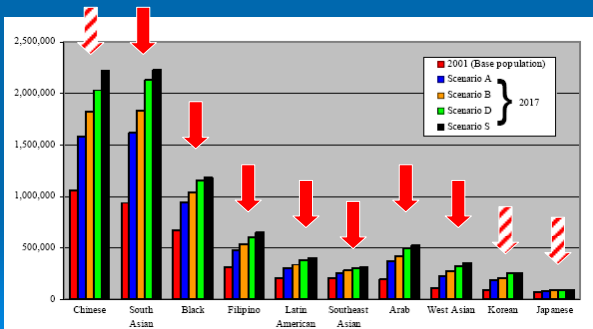
Mamoon Rashid
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Population Growth



Stats Canada

Who Consumes Sheep/Goat ?



Stats Canada

Projected Religious Population 2017, %age

- Scenario A: Low Growth
- Scenario B: Reference 1996-2001
- Scenario C: Internal Migration 96-01
- Scenario S: 1% of total population 96-01

Religious denomination	Scenario A	Scenario B	Scenario C	Scenario D	Scenario S
Total	8.0	13.0	12.9	19.1	19.3
Total - Non-Christian	58.6	78.2	78.1	102.8	113.7
Muslim	111.5 X	145.2 X	145.0 X	196.8 X	207.8 X
Jewish	5.7	10.1	10.1	14.5	17.1
Buddhist	23.9	36.1	36.0	49.4	58.2
Hindu	69.7	92.3	92.2	122.6	133.5
Sikh	53.5	71.5	71.5	97.0	103.2
Other non-Christian	21.3	28.8	28.7	38.1	39.7
Rest of the population ¹	4.6	8.6	8.6	13.5	13.0

Stats Canada

Who are MUSLIMS?

- Islam is Monotheistic religion (Abrahamic)
- 2nd largest religion in the world today
- 1.4 Billion followers called Muslims
- Muslims Believe - GOD (ALLAH) revealed Quran (Holy Book) to Muhammad & Muhammad is the last prophet
- Only 20% are from Arab, larger pop. is in Southeast, Central/South Asia, North/South/Central America, and Most of Africa
- France has largest population in Europe
- Indonesia is world's largest Muslim population

Agriculture & Agri-Food Canada
Halal Food Products Market Report, 2006

Market Opportunities

- By 2025, 30% of world's population is expected to be **Muslims** (CIA World Fact Book 2000)
- World *Halal* food trade est. to reach \$150 billions annually
- Canada's **Muslim** pop. is 0.6M(2% of total) & expected to double at the end of the decade (Statistics Canada)
- Avg. household meat expense is about \$1623

Agriculture & Agri-Food Canada
Halal Food Products Market Report, 2006

Opportunities....

- Canadian *Halal* food market is est. \$214M
- About 8M **Muslims** in US
- On the International front Egypt, UAE, Saudi Arabia, Indonesia, Algeria, Iran, Kuwait, Malaysia, Brunei, Morocco, and Pakistan are the existing/potential markets for Canadian Agri-Food companies

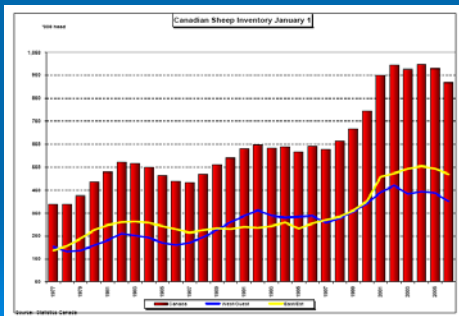
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Local Market (Manitoba)

- Consistent market
 - Filipinos, **Muslims**, Africans and Asians
- Holiday market
 - Christians, **Muslims**, East Asians, Jews, Hindus
- Special Occasions Market
 - Filipinos, **Muslims**, Christians, Jews, Hindus
- Muslims and Filipinos population on the rise
 - 7000-8000 and 30000-31000 respectively
 - Up from 5000 and 25000 (Census 2001)

Sheep Inventory

	2005	2006
Can	1209	1156
Atl.	48	47
Que	301	280
On.	310	302
MB.	78	65
Sask.	142	142
Alb.	248	245
BC	82	75



Stats Canada

When & What?

- Easter – Suckling kids (20-50 lbs)
- Christmas – Suckling kids
- Ramadan/Eid ul Fitr – >60 lbs (*Halal*)
- Eid ul Adha/Sacrifice day – Blemish free yearling or 1 tooth goat or 6 month old lamb (*Halal*)
- Dassai – Market wether kids
- Chanukah – Hind quarters not preferred (*Kosher*)
- Filipinos – >60 lbs

Ethnic Festivities

- **Christians**-Easter, Xmas
- **Muslims**-Ramadan, Eid I Fitr, Eid I Adha, Muharram, Eid I Milaad, Aqeeqa
- **Hindus**-Dassai
- **Jews**-Passover, Rosh Hashanah, Chanukah

Festivities....

- **Caribbean**-Several independence days
- **Mexican/Hispanic** - *Cinco de mayo*
- **Chinese** -The Chinese Market
- **Filipinos** - Birthdays, Baptism, several religious holidays

- For detailed information on these festivities visit <http://www.gov.mb.ca/agriculture/livestock/goat/pdf/ethnicdemandforlamb2.pdf>

Ritual Slaughter

- **Halal Slaughter** - Islamic way of slaughter
 - Quick single cut with a sharp knife below the jaw bone cutting the arteries, veins, esophagus & wind pipe avoiding the damage to the spinal cord
 - Reciting the GOD's (ALLAH) name or not reciting any GOD's name while performing the ritual carries different opinion.
 - Slaughter is preferred by a Muslim
 - Humane treatment of animal is must



Ritual Slaughter Cont....

- **Kosher Slaughter**-Jewish way of slaughter
 - *Shechita* involves cutting of trachea, carotid arteries, veins and esophagus with sharp knife
 - *Shechita* is performed by *Shechet* (trained person)
 - Humane treatment of animal is must
 - Stunning is not very much welcomed in *halal* as well as in *kosher* slaughter processes

Ritual Slaughter Cont..

- **Filipinos**-no specific slaughter requirements unless someone is Muslim or Jew (usually consumes everything of goat)
- **Hindus**-usually do not prefer female goats for Dassai holiday. There are no specific slaughter requirements.
- **Africans/Chinese**-and others also have no restrictions for slaughter process unless they are followers of Judaism or Islam.

Issues

- No clear cut provision of ritual slaughter in *Animal Health Act*.
- Unawareness among producers, processors and retailers about the ritual requirements
- Difference of opinion among religious groups
- On-Farm Slaughter is THE issue

Issues

- Fear of increase in cost of production incase of ritual production
- Varying degrees of likingness in different ethnicities for the cuts, type of carcass (lean or fat), fresh or frozen etc
- Majority of the ethnic groups are in low income bracket so price is also an issue
- Lack of inspection processes in developing countries