

HD **The Halal food market**

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Beef is up-and-coming industry in Ireland in 2103-2104. Pakistan is a 3rd preeminent **milk** producer in the world. The over all Halal Food Market bulk has been reported to be USD 634.5 **billion** US\$ 651 during 2010, according to the World Bank First EAP Regional Agribusiness Trade and Investment Conference held in Singapore on "Agro-enterprise Without Borders". It was estimated that the potential value of the halal food industry range between USD 600 and US\$ 2100billion.

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The concept of halal is associated with food products which are of high quality in terms of cleanliness, sanitation and compliance with religious requirements. According to the latest available estimates for 2010 by the Food and Agricultural Organization (FAO), world production of meat will be approximately 283 **million** tons. The top ten producers of bovine meat are **China**, the United States, Brazil, India, Russia, Canada, Argentina, Australia, Japan and the Republic of Korea. However, the ranking of the countries changes when exports are taken into account. **China**, India and Australia are the top three producers of sheep and goat meat; while New Zealand, Australia and Mongolia are the top three exporters.

As a part of the agricultural production system, livestock farming is a qualification to mitigate the poverty from Pakistan. It supplements other income generating activities to eradicate poverty and create adequate opportunity for enhanced rural and peri-urban employment, income generation and economic access to food. The horizontal expansion in livestock farming is still in progress. The increasing human population of the urban areas, the rising income levels and the awareness about need of animal proteins in human diet, has resulted in increasing demand for **milk** and meat. This demand for food items and the rising levels of prices, calls for expansion of **dairy** and livestock industry.

During 2012 the population of cattle, buffaloes, sheep and goats was 36.9, 32.7, 28.4 and 63.1 **million** respectively, in Pakistan out of which the share of Khyber Pakhtunkhwa was 20.1, 7.1, 12.7 and 17.8% respectively for the four species. As for other provinces of the country, the livestock farms in KP are established without scientific planning for construction of buildings, roads, water supply and drainage and other requirements of the people and the farms. The 14.84 **million** sheep and goats valuing Rs.160 **billion** are reared by farmers in various parts of the province.

Domestic poultry population of the country is 70.7 **million** out of which 29% is contributed by KP. The total meat produced in the country during the year 2011-12 was 3.23 **million** metric tons out of which the share of beef, mutton and poultry was 1.77, 0.63 and 0.84 **million** tons respectively.

The sheep and goats farms in the Khyber Pakhtunkhwa are owned and managed by shepherds, their families and the hired labor. Their living standard is low due to low profitability of the farms. The high and non-regulated cost of inputs and state-controlled lower price of the products make the profit margin low. Lack of state-subsidy and hostile marketing system bulldoze enterprises. Under such circumstances the living standard of the farmers is definitely deteriorated.

The farmers have little chance to send their children to better educational institutions, which usually are expensive. The children usually discontinue their education after passing primary schools. A so-called self employment is provided to the children by their parents at the **dairy** farms and their potential for better contribution to the society is wasted.

The farming system for sheep and goat production is in still its primitive form based upon opportunity cost, instead of new investment. The huge investment made by the ancestors of the farming family and the rising levels of unemployment compel them to stick to the **business**, willingly or non-willingly. The farming family tries to continue the **business** without calculating the financial inputs and products, and the products have been reported to recover only 75% of the cost of productivity.

Under such type of income levels the farmers possesses no capital to invest in strengthening their **business**. The traditional farmers survive under miserable conditions for decades or their **business** is squeezed to a smaller size or total extinction. The status of non-investment make the operations inefficient and resultantly the production cost further increases, making the profit margin further narrower.

Sheep, goats and poultry farmers have to interact with market for procurement of inputs and **sale** of products. The marketing system is hostile to the farmer and attempts to get benefits out of his **business** without providing support and productive inputs. Resultantly, all the market forces around the farms get wealthier while the farmer gets poorer and ultimately, is compelled to abandon his **business**.

Loans are provided in some instances to the farms by dealers on very high interest rates, sometimes exceeding 50% per year. The amount has to be returned in installments, which come from **sale** of the animals. Although the present farming system cannot exhibit its profitability and enterprising capacity, the use of improved practices can enhance the profit rates. Appropriate breed selection and adoption of improved health, feeding and management practices may result in accelerated growth rate and fertility of animals by up to 5 times of the existing levels.

Limited drinkers availability at a poultry farm under observation of one our scientists was identified as a major cause of reduced profitability. Development and introduction of improved practices would improve the products quality, enabling it to pass through the certification process and pleasing to the eye the profit margin. Being an Agricultural country it is expected from Government of Pakistan to assist livestock deptt so they will provide guidelines, road-map and an engine for growth of the local sheep/goats/poultry production farms into viable enterprises capable of producing clean food for local market and export and generating self employment for the youth especially the graduates in animal social sciences, agriculture and **business** administration.

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