

HALAL OPPORTUNITY FOR SHIZUOKA



Halal food is very important part of Islamic believes. ハラール認証を受けた食品は、イスラム教信者にとって大変重要です。

What is meaning of Halal: ハラール認証とは？

‘Halal’ is an Arabic word which means ‘lawful’ or ‘allowable’. Any product deemed Halal is permitted for use and consumption by Muslims.
ハラールはアラビア語で「法にかなった」または「許可をされるべき」という意味を持ちます。イスラム教徒に利用されるものまたは消費されるものは、どの商品でもハラール認証を受けることが求められます。



国内のハラルマーケットは日本に住むイスラム教徒の増加に伴って

Domestic Halal market & Muslims living in Japan:

日本では穆斯林の増加に伴ってイスラム教徒の増加に伴ってハラル食品には大きな需要があります。

There is huge demand of Halal food products in Japan due to a large Number of Muslim living and working in Japan.

現在、日本国内には

Estimated the number of ethnic Japanese Muslims in Japan at 63,552, and around 70,000 - 100,000 foreign Muslims residing in the country.

However according to essayist Michael Penn states that 90% of Muslims are foreign and about 10% are ethnic, but the true figure is unknown and this is just another speculative estimate.

There are hundreds of Pakistani, Indonesian, Turkish and Indian Restaurant using Halal frozen meat and imported from Brazil, Australia and New Zealand. There have been always demand of Japanese Halal meat and food products for Muslim community living in Japan and outside but due to less knowledge and no Halal system in Japan people have no choice Expect buying frozen meat and Imported products from overseas. There are also thousands of Muslims visit Japan from the Muslim world every year, but there so large Number of Muslim community they skip Japan visit and choose some other country due to not clear About Halal food and Halal friendly restaurants.

What is Halal?

Most food and drinks are considered Halal unless they are clearly stated as forbidden in the Qur'an (holy book of Islam) and hadith (prophetic traditions). Some non-Halal items include pork, lard, alcoholic beverages and poisonous plants.

Hygienic:

The Halal method of preparing animals is not only the most hygienic but it is the most humane for animal. The halal method of preparing an animal for food allows maximum drainage of blood from the animal's body. Blood in meat makes it more susceptible to putrefaction and also negatively impacts taste.

衛生を高め、腐敗

Methods using stunning cause an animal to secrete lactic acid which hastens the onset of putrefaction because lactic acid makes the meat less resistant to bacteria. Lactic acid also significantly negatively impacts taste. Halal meat tastes better, is more tender, is healthier and stays fresh longer because the absence of blood makes it resistant to bacteria. Halal meat also makes sense economically because less blood means pound per pound you bring home more meat and yield more finished product.

Halal certification:



Halal mark is very imported, without this kind of mark food products considered to be non-halal.

Halal certification' is an award of endorsement by an Islamic body verifying that a product is suitable for Muslims. , Halal certification is solely administered and regulated by known Islamic Religious Council, Islamic community center or Mosque if they have Halal certification system and their rule and regulations.

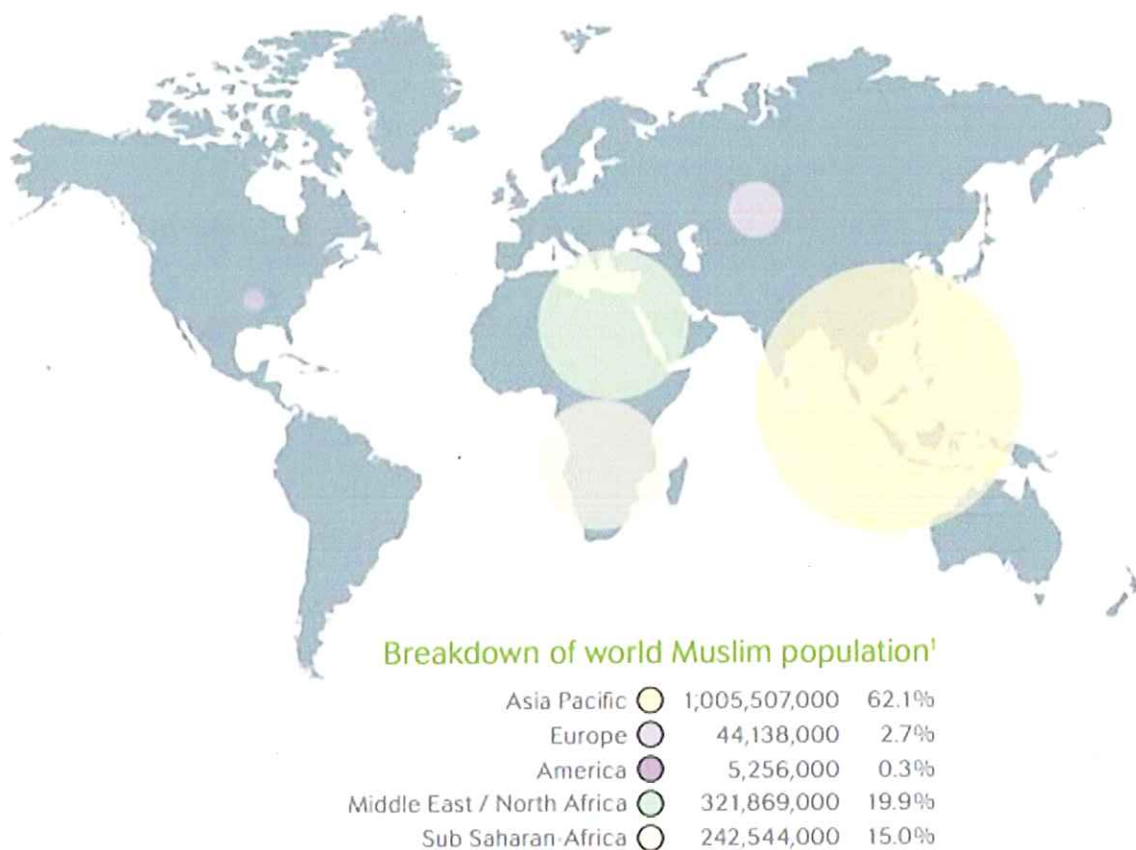
These Halal certification councils or bodies examine and verify the factories Farms or companies through there recognized members. They Not only certify but give required information and instruction how to maintain the Halal food standard in the factory. After examine and teaching Halal food system there will be a Halal food stamp or sign issued that Companies can use on ^{their} product and packaging to let the customers Know that ^{their} products are produced according to Halal standards



Halal monitoring committee examine carefully any new halal food shop or factory and charges for there services for Halal registration.

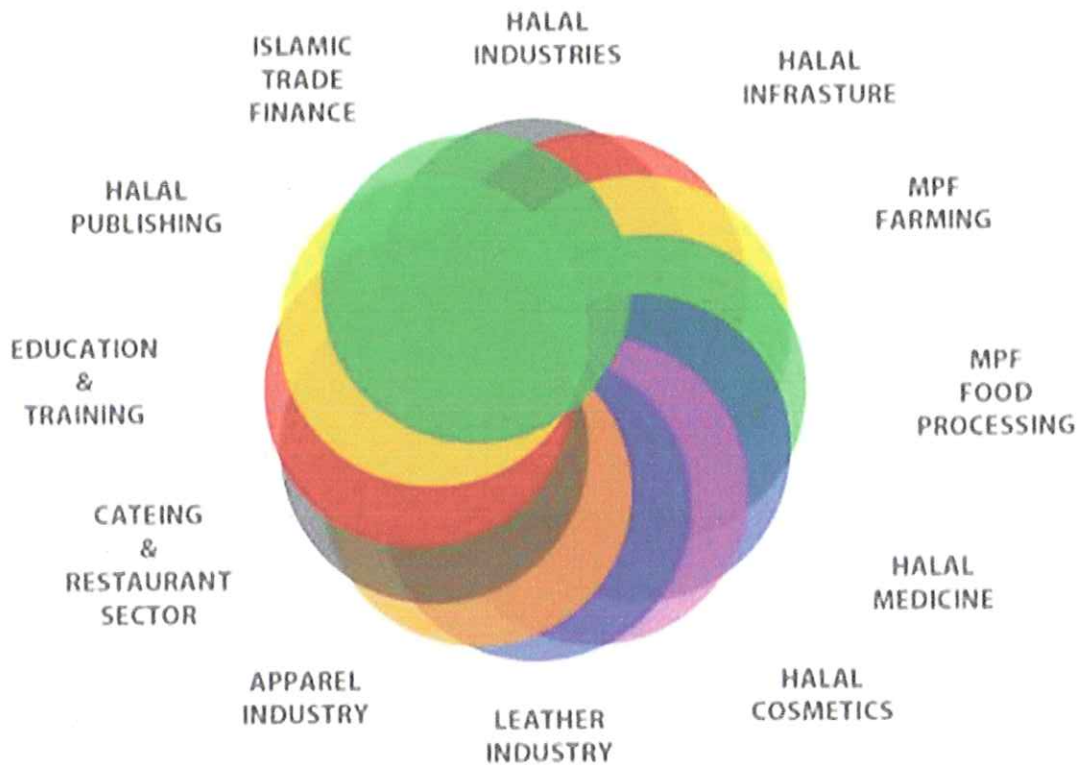
Opportunities In The Global Halal Food Market:

The Halal food market, which accounts for 12% of global trade in agri-food products, is estimated at US\$560 billion.



Many countries has been taken halal market as business opportunity and took full advantage.

There are 1.6 billion Muslims living around the world today making up 23.4% of the global population. If current trends continue, Muslims will make up 26.4% of the world's total projected population of 8.3 billion in 2030. The Muslim market spans an estimated US\$2 trillion, making it one of the fastest growing consumer segments in the world². According to Reuters, the Halal food market, alone which accounts for 12% of global trade in agri-food products, is estimated at US\$560 billion.



Halal system is not only related with food it can be applied to any human Daily Use items.

Advantage of Halal food and Halal food system in Japan:

The global Muslim population is estimated to be 1.6 billion in 2011. Indeed, the Halal market is one that food companies cannot ignore. With rising income levels and increasing demand for new and differentiated Halal food products in key Muslim markets, this marks significant opportunities for Japanese food companies.



Many big super stores always looking for halal products due to high demand.

With that Japanese has very Good Domestic Halal food demand for Muslims Traveling to Japan and estimated 100,000 living in Japan permanently. Halal food System can not only increase and effect Japanese Export but it can help the Japanese food and meat production and Meat more Jobs for local Japanese.

Largest Muslim Population	Largest Muslim % of Total Population	Highest Purchasing Power of Muslim Population*
Indonesia	Bahrain	Saudi Arabia
Pakistan	Kuwait	Turkey
India	Saudi Arabia	Iran
Bangladesh	Algeria	Malaysia
Turkey	Iran	Qatar
Egypt	Oman	Russia
Iran	Turkey	France
Nigeria	Yemen	Libya
China	Tunisia	UAE
Ethiopia	Iraq	United States
Algeria	Libya	Algeria
Morocco	Pakistan	Singapore
Sudan	UAE	Indonesia
Afghanistan	Qatar	Egypt
Iraq	Egypt	The Netherlands

Halal food demand and market cannot ignore because of its high demand and margin.

Countries Getting Advantage Of Huge Halal Market:

- i- Australia
- ii- Brazil
- iii- USA
- iv- New Zealand
- v- Malaysia

1- Australian Halal production success:

The Muslim consumer market is very important for Australian meat industry. Australia has an Australian Government Authorized Halal Program (AGAHP), which ensure high quality product that is strictly Halal. Australia is recognized as world leader in Halal meat production. Australian beef and lamb exports to the Middle East and North Africa region reached record highs with a mouth watering 61,793 tons of beef exported – a staggering 89 percent increase in 2013. A positive year for Australian lamb exports saw a yearly volume of 61,250 metric tons, an increase of 12 percent also a record annual export to the region. Total combined red meat volumes reached just under 185,000 metric tons including mutton and offal items.

2-Brazilian Halal exports to the Middle East to cross \$6.38 billion in 2008:As one of the biggest exporters of halal meat in the world, Brazil maintains a substantial percentage of its production to cater to the Halal market.

As one of the biggest exporters of halal meat in the world, Brazil maintains a substantial percentage of its production to cater to the Halal market, approximately 70 per cent of its exports of 1 million frozen chickens goes to over 100 countries are Halal-certified. Most of the country's Halal products are being shipped to GCC countries, with reports revealing that USD 1.4 billion worth of chicken has been exported from January to August 2008 to the Middle East - an increase of 66 per cent over the same period last year. In addition to meat and poultry products, Brazil has also emerged as a major source of other Halal-certified consumables in the region such as coffee, chocolate, biscuits, fruits, and juices, which will showcased during this year's event.

3-Halal Exports Boost the US Economy

The waning demand for meat within the US has raised alarms about the future of the industry and thousands of jobs associated with it. However, US beef exports to the Middle East region alone gained 36%, and were valued at \$355 million in 2011. In February 2012, the latest month for which data is available, exports to the region increased 13 percent in volume and 19 percent in value i.e. by \$53.3 million. Nonetheless, the USDA is also anticipating that US beef exports could fall by 3 percent in 2012 due to lower calf births. This could give competitors for a share of the Middle Eastern market an easy-in. The USDA predicts that Indian exports will increase by 25% in 2012.

As outlined in the IFANCA 2012 study 'Halal Boosts US Economy & Exports', it is clear that halal certification will not only save the threatened jobs but will add to them. The growing demand from the Muslim world for quality halal products presents the US meat industry with an opportunity as well as a challenge. The Middle East region is going to become even more important in the future since it imports between 80-90 percent of its food requirements. Fresh meats continue to be undersupplied in the Middle East as well as in other Muslim countries like Malaysia and Indonesia.

3-New Zealand

Halal meat is becoming one of New Zealand's major exports, with the billion-dollar industry now feeding 75 countries. A quarter of New

Zealand meat exports are now halal, It's an industry the Government of New Zealand is backing strongly. Around 80 percent of New Zealand's red meat plants are now halal-certified. New Zealand is also the largest exporter of halal sheep in the world.

Shizuoka Prefecture:

Shizuoka Prefecture is in the approximate geographical center of Japan and Mt. Fuji is located within it. Access from major cities is good, the trip by Shinkansen taking as little as 1 hour from Tokyo Station to Shizuoka Station, 1 hour from Nagoya Station to Shizuoka Station and 2 hours from Osaka Station to Shizuoka Station. There are also direct flights from Shanghai and Seoul to Mt Fuji Shizuoka Airport.



Shizuoka prefecture can be No.1 tourist destiny due to its location and attractions.

1-Mount Fuji

2-Food

3-Tea

4-Beaches

5-Hot springs

6-Hotels and Resorts

7-History and Culture

8-Location

Tourist Attraction:

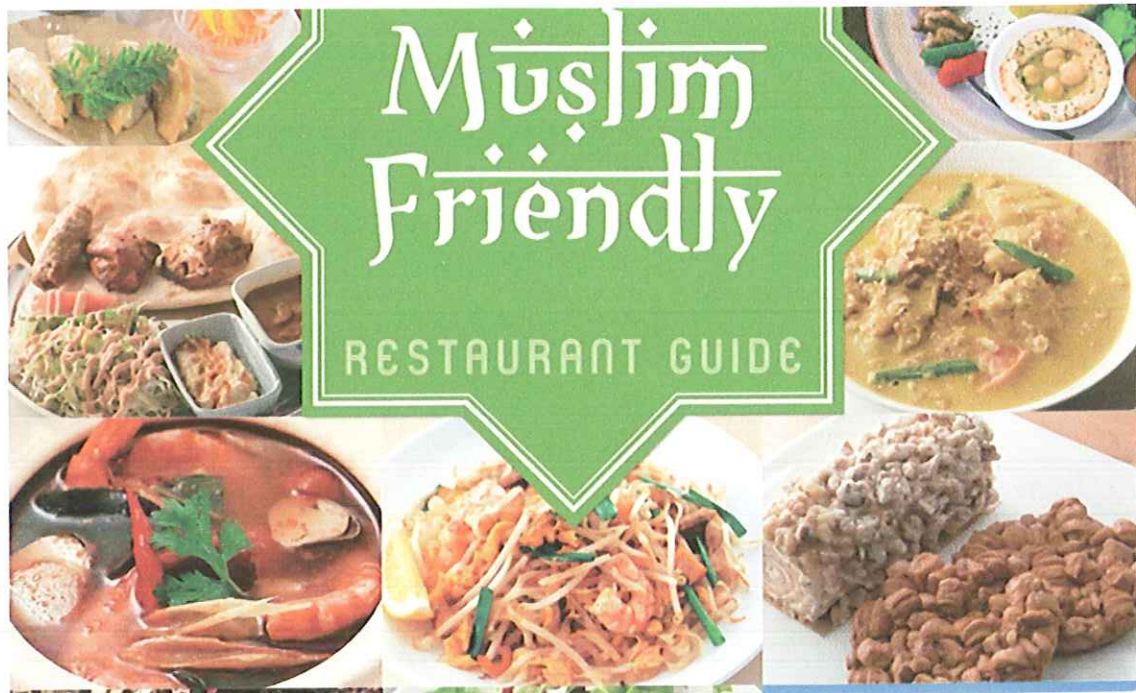
Shizuoka government and Local-level authorities can easily attract Muslim tourists because of its prime location it can be a prime destination for not only growing middle-class population of Southeast Asia but high class and rich Middle eastern and other Muslim living around the globe in Europe and USA.

Importance of food in tourism industry:

Today's tourist is more cultured than visitors of 20 years ago, All across world, growing affluence of the populations has a profound impact on

consumer spending. Consumers spend a higher proportion of their income on prepared food, gourmet products.

If Japanese government support Halal food and Halal certification it can take Japanese tourism industry to the next level .By creating Halal food friendly Japan it can give access to Japanese food stores, food companies tourism reach the huge Muslim market and it can attract people from around the world.



Halal food is becoming trendy.

2020 Tokyo Olympics & Halal friendly Japan:

2020 Summer Olympics was greeted with jubilation across Japan, and earned the nation congratulations from around the globe. To many, the upcoming 2020 Games will provide a much-needed boost for the Economy and the country's moral, similar to the role-played by the 1964 Tokyo Olympics. So its time for Japan to take a more step forward to build Halal friendly Japan To show the hospitality to the Muslim players and Muslim world who will be Visiting Tokyo for Olympics.

Muslim tourists in Japan:

According to the Japan National Tourism Organization, of 6.21 million foreign tourists who entered Japan in 2011, about 80,000 were from Malaysia, where 60 to 70-percent of the population is Muslim, and about 60,000 were from Indonesia, the world's most populous Muslim nation. Ninety percent of Indonesia's population is Muslim.

Halal Food Middle East Expo:

The First Halal Food Middle East Expo, held in Sharjah, UAE, on December 10 thru 12, 2012 was well attended, demonstrating the increasing interest in halal food and products throughout the globe. There must be big chance and demand of Japanese Halal products If Japanese products shows off events like this.



The First Halal Food Middle East Expo, held Sharjah, UAE.

Shizuoka Halal project and Halal Monitoring Committee:

The Muslim consumer market is very important and huge for food industry. If Shizuoka Government Authorized Halal Program or Halal committee, which ensure high quality product that is strictly Halal. It will not only gain the trust and believe on the Halal products but it Will also help the food and meat industry in all over Shziuoka prefecture. It can create more opportunity and jobs for locals.

What is Halal Monitoring Committee:

The Halal Monitoring Committee can be an organization whose main aim is to certify the production of genuine Halal food. Halal Committee complies with the Japanese Laws for food production, as well as Islamic dietary compliance Laws. At this moment there is no Islamic or Halal committee all over Shizuoka who can facilitate and educate the locals and The people who are interested in Halal food market.

Thanks For Your Time
Greenest Japan Co; Ltd.