



CANADIAN HALAL
EXPORT ALLIANCE



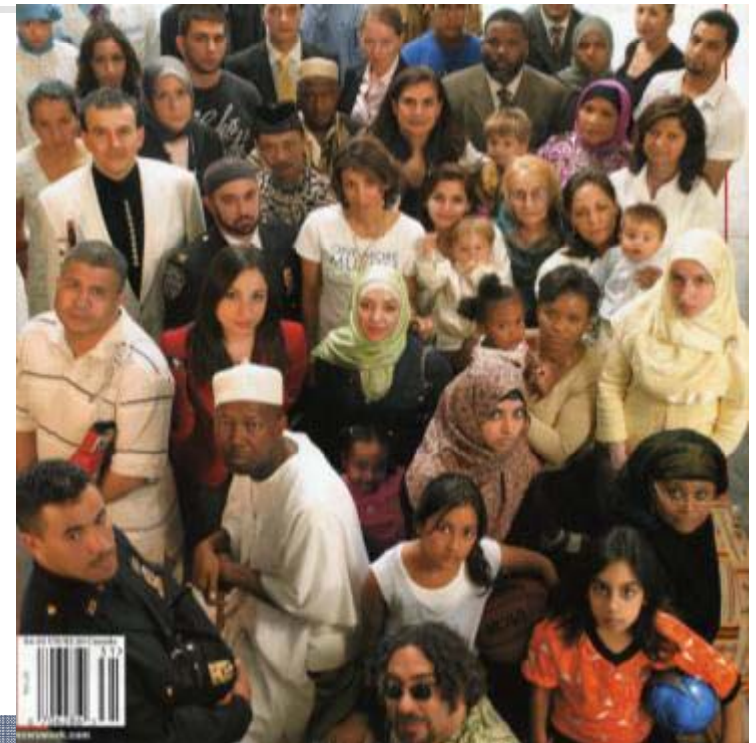
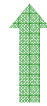
Halal Food

A Global Market Opportunity



World's Muslim Population

- 1:3 Christian
- 1:4 Muslim
- 1:8 Hindu
- 1:20 Buddhist
- 1:200 Sikh
- 1:450 Jew



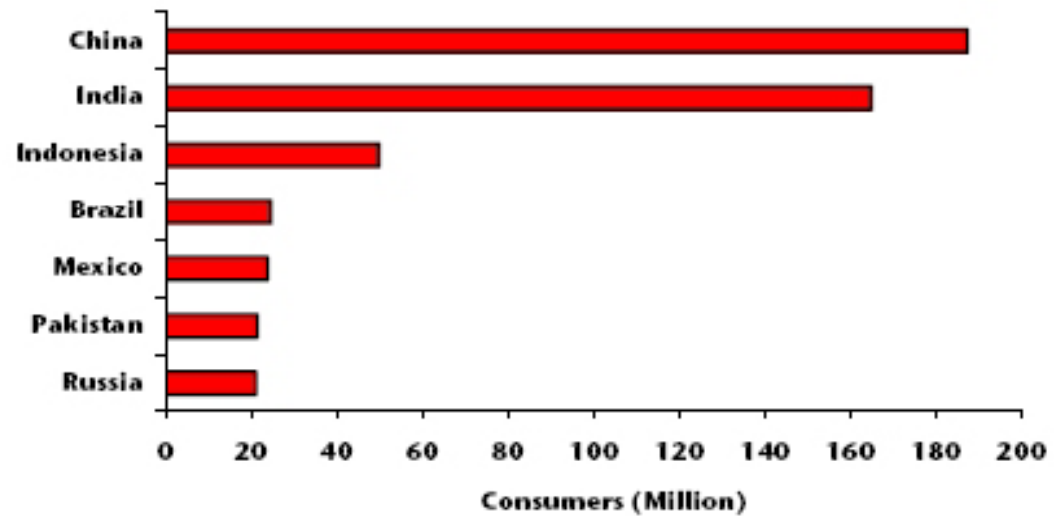
- \$2 Trillion halal food market
- 25% of world population
- 1 in 3 people by 2050



Middle Class Shift



Increase in Middle Income Consumers, 1996-2006

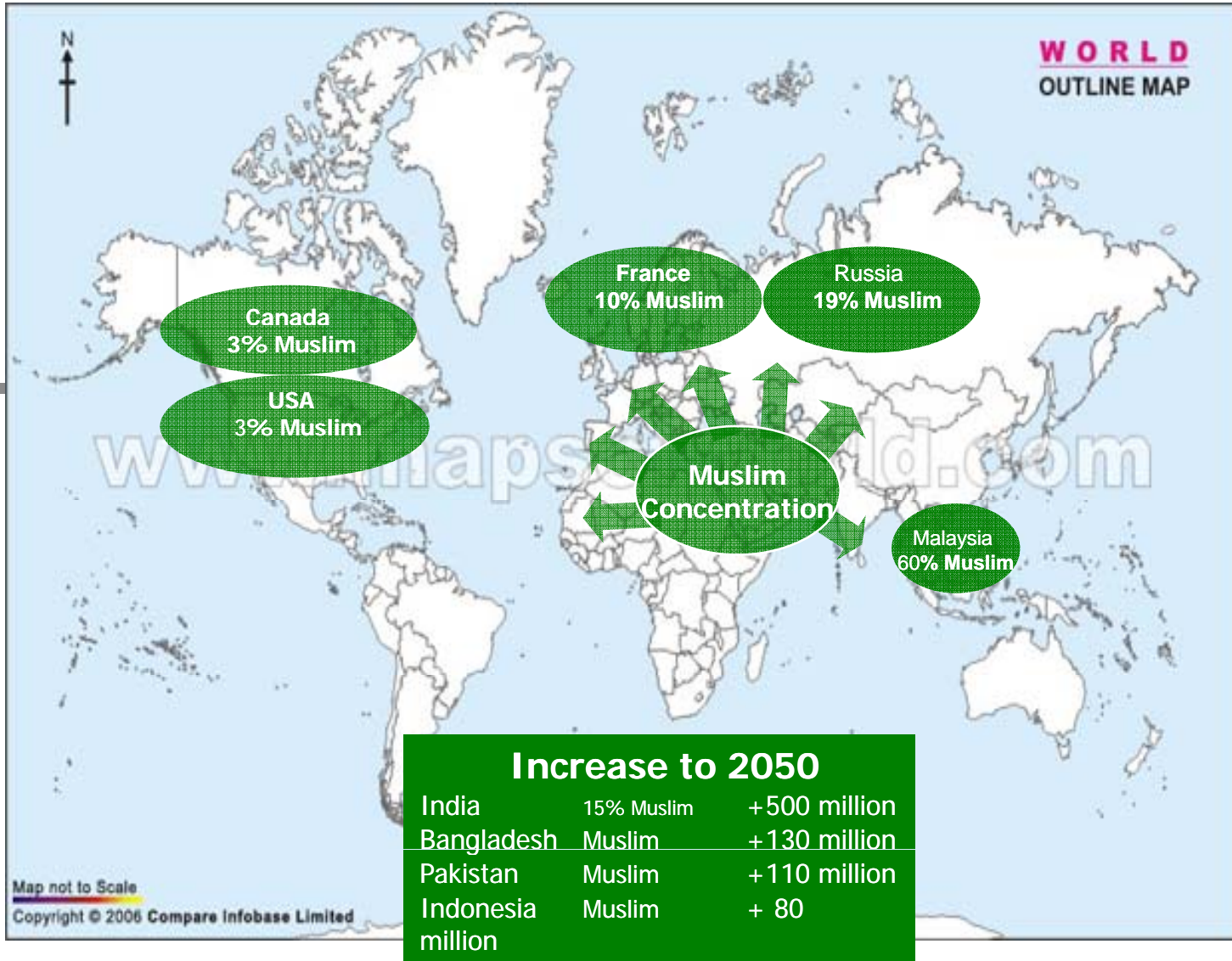


Source: American Farm Bureau.

- *Half-billion* in 3rd world join the middle class
- Food demand to double by 2050
- Needs- from Sustenance to Selection
- Healthy, Safe, Quality, Convenience



World's Fastest Growing Cohort





CANADIAN HALAL
EXPORT ALLIANCE

Muslims Need Halal Food

- Halal usually associated with meat
- Actually covers nearly all foods
- Associates to religion and health
- Beverage, bakery, dairy, condiments, ingredients, spices, capsules, lip balm etc.
- No alcohol, pork, gelatine, some seafood etc
- Halal animal slaughter follows strict protocol
- Certified halal by recognized authority
- Importing countries differ in severity of restrictions/regulations





Malaysia

- 24 million population, 60% Muslim
- \$6.6 billion food imports
- Move to cities, increased middle class
- Demand for better quality and variety food
- Canada's share > 2%



Kuala Lumpur, Malaysia





The United Arab Emirates

- 4.6 million people. 90% Muslim.
- Trade centre for the Middle East
- \$3 billion+ in food imports
- Canadian's share >3%, raw materials





Saudi Arabia

- 28 million people. Muslim. Birthplace of Islam
- \$9 billion+ in food imports
- Canadian share >2%, raw materials





Middle East

Target Opportunity

- 350 million population
- Personal consumption 75 % *higher* than Canadians
- Oil and trade wealth
- Fast growth economies
- Major re-export centre, Dubai
- Infrastructure, business, tourism
- LOW duties on food imports
- Target for aggressive nations; Brazil, France, etc





CANADIAN HALAL
EXPORT ALLIANCE

Middle East

Rich in Oil, Poor in Arable Land



85% of Food Must Be Imported





CANADIAN HALAL
EXPORT ALLIANCE

Middle East

- Rapid expansion of hypermarkets.
- New locations opening every week.
- Top 30 chains have less than 30% market share.
- Lots of growth potential





CANADIAN HALAL
EXPORT ALLIANCE

Middle East

- Growing demand for quality, convenience, healthier- safer-higher quality foods, western dishes
- Rapid hotel, QSR and full service restaurant development
- Respect for Canadian integrity





CANADIAN HALAL
EXPORT ALLIANCE

Canada's Food Advantage

Productivity, Plentiful Resources Enable Agriculture Exports.

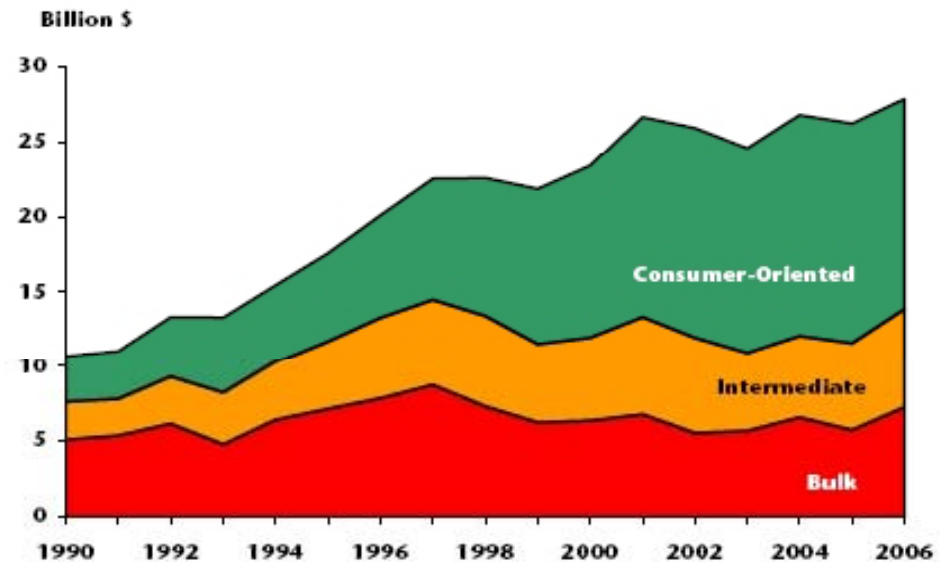




CANADIAN HALAL
EXPORT ALLIANCE

Food Exports

Canadian Agriculture and Agri-Food Export Sales (BICO),
1990-2006



Source: Statistics Canada and AAFC calculations.

- Canada is world's 4th largest food exporter
- Exports quadrupled since 1990
- Processed Foods now 50% of agriculture exports



CANADIAN HALAL
EXPORT ALLIANCE

Ontario Food Sector

- Canada's Food Processing leader
- 2nd biggest mfg sector after auto
- N. America's #2 in processing value



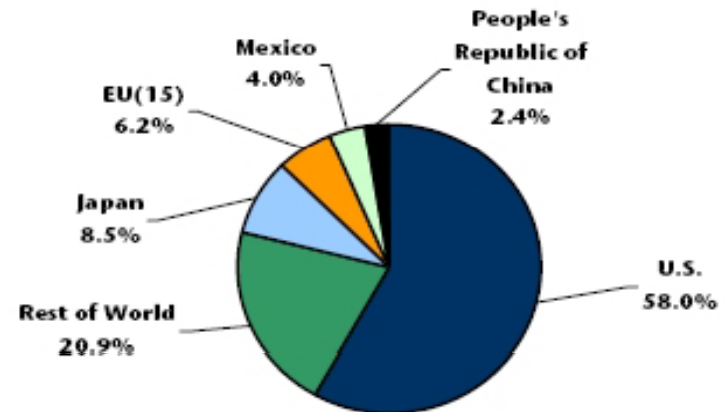
3,500 companies	*	\$ 8.5 b. exports
120,000 direct jobs	*	\$ 32.5 b. revenues



Risk



Destinations of Canadian Agriculture and Agri-Food Exports, 2006



Source: Statistics Canada and AAFC calculations.

- USA takes **58%** of all our food exports
- Overdependence – vulnerability



CANADIAN HALAL
EXPORT ALLIANCE

Halal Foods

Meats and Fish



Halal Certification Seal





CANADIAN HALAL
EXPORT ALLIANCE

Beverages and Yogurt





Side Dishes, Bakery, Snacks





CANADIAN HALAL
EXPORT ALLIANCE

Early Adopters

30% of Nestlé's
global food business
is now halal-certified





CANADIAN HALAL
EXPORT ALLIANCE

Early Adopters

30% of Nestlé's
global food business
is now halal-certified





Halal Food Value Chain

- Grower/ Raiser
- Ingredients supplier
- Slaughter facilities
- Processing/ Co-Packing
- Training
- Certification/ Inspection
- Processing Equipment
- Packaging/ Containers
- Brokerage
- Marketing
- Trade Promotion
- Consulting
- Transportation
- Warehousing Logistics
- Financial Services



Our Food Strengths

- Innovation, technology, supply chain, resources (including water)
- Innovative ingredients, packaging technologies, formulations, nutraceuticals e.g.- MAP, Omega3, drying, powdering, fat-free, sodium-free formulations, advanced processing, etc.
- Reputation for safe, high quality products
- 'Canada Brand'– clean, safe, high quality, nutritious, honest
- Active, respected in-market trade commissioners



CANADIAN HALAL
EXPORT ALLIANCE

Halal Pioneers

early 90's



Today





Barriers

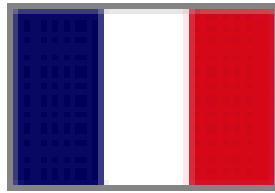
- Low market awareness
- Unfamiliar cultures
- Poor market presence
- Obscure Certification Requirements
- Processing sector primarily small-scale firms
- Slim company resources
- Little funding to commercialize innovations
- No strategy nor collaboration
- Poor alignment of public/ private efforts



Competition



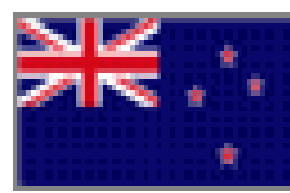
Brazil



France



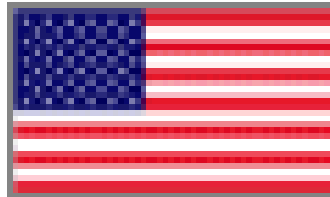
Australia



New Zealand



India



USA

- Brazil and France among best organized, aggressive in UAE
- Australia and New Zealand; strong aligned programs in S.E Asia



Potential Reward

Food Processing Sector

- + 25,000 direct production jobs
- + 50% investment growth, processing plants

Bulk Agriculture and Value Chain

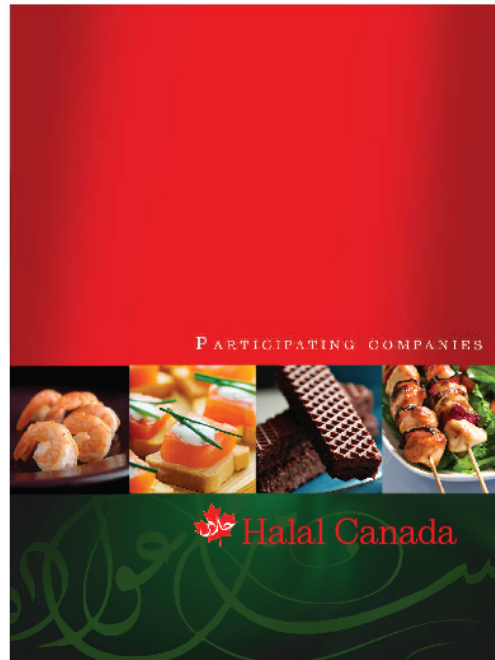
- + 15,000 new jobs
- + 10% investment growth, primary agriculture sector

Every \$1m in export revenue creates 4 new direct jobs



CANADIAN HALAL
EXPORT ALLIANCE

Joint Initiative

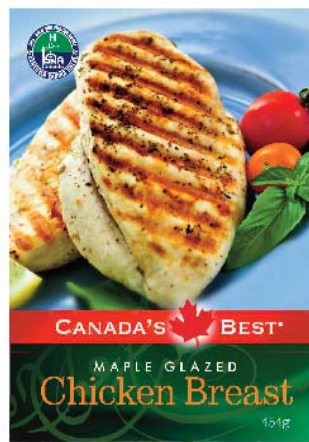
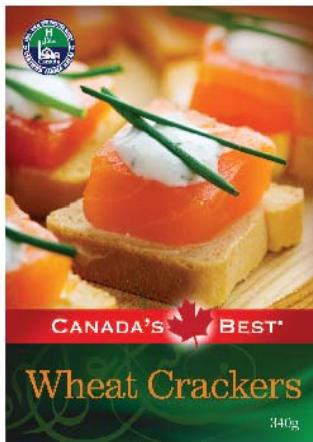


 Halal Canada



CANADIAN HALAL
EXPORT ALLIANCE

Umbrella Branding





CANADIAN HALAL
EXPORT ALLIANCE

Thank You!

Any Questions?