

## Halal market for food productions

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### Abstract

This article examines how Georgian products can join the Halal country's markets and why this market has grabbed attention of many companies from all over the world.

The paper discusses the culture and rules of the Muslim market and how to enter to this market.

This research focuses on Georgian food products and how to extend them to the Muslims market with their strength and opportunity which can be acceptable by this market.

The aim of this article is to help those Georgian manufacturers and companies who want to export their products and develop their business, market and their brands and integrate them in the single biggest market in the world that has been largely overlooked.

**Keywords:** brand, export, food products, Halal, market development

### Introduction

This introduction part allows the readers to get the general idea of what our research is about.

Nowadays, halal market is one of the biggest markets which has a high consumption of food, also this market is expanding. Georgia is near to the Halal market countries more than most of the competitors which are working in this market

In connection with religion, there are some rules associated with food, especially from animal origin, which are accepted to consume. The main problems that the research focuses on are finding the best way for Georgian products to enter into the Halal market. Herewith, the article discusses are some challenges, obstacles strengths, weaknesses and opportunities connected with entering Halal Market. Research uses qualitative method and relies on secondary sources and references.

Halal markets are not similar to other markets everywhere. Each is a fragmented market by ethnicity, location, income and a few other determinants. Thus, a one-size-fits-all strategy cannot work simply. Product adaptability in each target market needs to be considered seriously. As with the case of other food products, consumer requirements may differ across the region.

Therefore, this research paper shows how Georgian products will be extend to the Halal market with their strength and opportunity which can be acceptable by Halal market.

### Literature review

In connection with religion, there are some rules associated with food especially from animal origin, which are accepted to consume. Traditionally, Hindus are prohibited to kill cattle and eat any products related to beef and its derivatives. Vegetarian is suggested to Buddhism, while Seventh Day Adventists have also dietary restrictions. Nevertheless, Jewish and Muslims have the relatively similar law concerning to the permissible animal to eat as they are not permitted to consume pork and its products. The permissible food for Muslim is known as Halal, while Kosher associates with clean food for Jewish community, according to Table 1 (Regenstein, et, al., 2003).

#### - Basic Concept of halal Food

The word "Halal" means lawful and permitted by Islamic law. Basically, Halal food is associated not only with spiritual aspect (ritually clean), but also with physical aspect (wholesome, clean, safe, healthy, nutritious). Opposite to Halal is haraam, which means unlawful or forbidden. Therefore, Muslims typically only consume healthy and proper foods that are permitted by Islamic law. Basically, four types of foods have been considered as haraam (unlawful) for Muslims. Those prohibited foods according to the Holy Qur'an (Al Baqarah:173) are: 1) The flesh of a dead animal (carion), 2) Blood and blood by product, 3) Pig meat and its derivatives, and 4) Meat from any animal on which the name of someone other than Allah (God) was invoked when it was slaughtered. Whereas animals permitted for human consumption under Islamic law include: cattle, sheep, goats,

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**Table 1.** Some Non-Halal Meat/Meat Products and the Alternatives for Muslim

Category	Non-halal products	Alternative Product
Fresh meat	<input type="checkbox"/> Pork/swine	<input type="checkbox"/> Beef, goat, sheep, turkey, chicken, etc.
Processed meat	<input type="checkbox"/> Bacon <input type="checkbox"/> Ham <input type="checkbox"/> Sausage <input type="checkbox"/> Salami	<input type="checkbox"/> Beef/chicken bacon <input type="checkbox"/> Chicken /turkey/beef ham <input type="checkbox"/> Beef/chicken sausages <input type="checkbox"/> Beef frankfurter's
Ingredient	<input type="checkbox"/> Animal fat <input type="checkbox"/> Shortening/emulsifier <input type="checkbox"/> Rennet <input type="checkbox"/> Gelatine	<input type="checkbox"/> Vegetable fat <input type="checkbox"/> Lecithin <input type="checkbox"/> Vegetable enzyme <input type="checkbox"/> Fish/beef gelatin, vegetable gum, carrageen, alginate

Source: Dwiytno (2014 ), Halal Food In The Global Market

camels, deer, poultry, etc., Carnivorous animals and predators are not permitted, while permissible animals must be slaughtered according to Islamic law. Intoxicants of any kind (alcohol, drugs etc.) are prohibited for Muslims to consume, even in small quantities. By implication, any product derived from the above prohibited food and drinks or any food containing ingredients from them will also be unlawful. Originally, fish, seafood's, grains, fruits and all vegetables which have no harmful effects, are Halal. The rules for those foods that are not specifically prohibited may be interpreted differently by various scholars. Essentially, the things that are specifically prohibited are just a few in numbers (Regenstein, et, al., 2003).

**- Stunning and Slaughtering**

Slaughtering is the crucial step in producing Halal meat. Islamic law requires that animals intended for human consumption be slain in a certain manner. The conditions for halal slaughter can be summarized as follows ( Dwiytno, 2014)

1. The animal to be slaughtered must be from the categories which are permitted by Islamic law.
2. The animal must be alive and healthy at the time of slaughtering.
3. Slaughtering must be done by a sane adult Muslim.
4. Electric shock/stunning by bullet or any other means should not be used prior slaughtering.
5. The animal must be slaughtered by the use of a sharp knife. The knife must not kill due to its weight otherwise the meat may not be permissible.
6. The name of Allah must be invoked (mentioned) at the time of slaughtering.
7. Slaughtering must be made in the neck from the front (chest) to the back. The throat, esophagus and the two jugular veins must be cut. The head of the animal must not be cut off during slaughtering but later after the animal is completely dead and bleed.
8. Skinning or cutting any part of the animal is not allowed before the animal is completely dead.
9. The slaughtering must be done manually not by a

machine as one of the conditions is the intention which is not found in a machine.

Threat comes from competitors such as Malaysia, Turkey and UK. So we will analyze all these factors and find out advantages in Muslims market in the world.

The purpose of this research is to explore the process of exporting Georgian products into halal markets and practical functions which have an effect on consumer behavior in accordance with the preference of products, especially Georgian products and finding opportunity in Muslims markets and trends of product's perspective. Finally implementing the international distribution channels and marketing operation.

**- Halal market**

High food consumption: There is growing focus on Muslim consumer needs. Now there are

imported Halal products from many countries, for example Halal ready meal, soup, ingredient and etc. In last two years, well known consumer brands and big companies have shown great interest in the Muslims market. The absence of Halal certification requirements has contributed to the consumer disbelief about products labeled as Halal. Thus, the primary challenge is gaining consumer confidence in the Halal designation and also Cultural diversity has lead to strict Halal standards.

The Halal Market is expanding: it means that fine dining to fast food, in the air, and in the prison, in schools, hospitals and military rations is increased.

Halal products in the export markets can be failed due to poor entering strategy, poor product adaptability to suit the local taste requirement.

The article explores best possible ways for the export of Georgian food products into the Halal market entering. Muslims markets are connected with number of factors such as: Halal food demand, financial or economic different with Georgia, different production standard, Competitors, languages & culture, and transportation. There is a lack of international Halal food market experience in Muslims mar-

kets because Georgia is non-Muslim country. Halal standard might have special requirements in Halal markets moreover different in food culture and traditions so we have to investigate the true story of Muslims food markets in all around the world.

## Methodology

Research utilizes qualitative method because the data collection for solving problem that we selected it's not converted entirely into the number and the numerical format. Basically the research focuses on the literature review, action research, case study, ethnography and the mathematical and statistical tool for collecting and analyzing data are not used. The article pays attention to concept and explanations more than numbers. According to our research method for data collection we use secondary sources and references including university data bases ,books, articles ,literature review , business magazines ,website sources as like as video sources on internet, Malaysian Halal Food web Page, different companies website.

## Theoretical Framework

In this chapter we will discuss and explained five stages of entering Halal Food products in the international market. We have also explained the character of the different international markets. In Muslims market Halal products are already becoming mainstream products. Being Halal is necessary as this is the Target Market. Halal products in the export markets can fail to satisfy the requirements due to poor entering strategy and, poor product adaptability to suit the local taste requirement. Muslim markets are not similar to other markets everywhere. Each is a fragmented market by ethnicity, location, income and a few other determinants. Therefore, a one-size-fits-all strategy simply cannot work. Product adaptability in each target market needs to be considered seriously. As with the case of other food products, consumer requirements may differ across the region.

We can divide five stages to study how to enter Geor-

gian food product into Muslims markets.

**Stage 1:** Decision to internationalize

**Stage 2:** Analysis of Muslims market environment

**Stage 3:** Entering Halal markets

**Stage 4:** Muslims marketing program

**Stage 5:** Implementing the Halal marketing program

**Stage1:** Decision to internationalize

Our study amins the possible ways of Georgian product expansion to international markets. There are three main reasons that can connect interest to Georgian food products.

1. Demand and needs of Halal food are growing up
2. Georgian resources and food production
3. Halal food essence for every Muslim consumer around the world

1. Demand and Needs of Halal Food are growing up

In the old times, most of Muslim countries food requirements grow locally or purchase them from other Muslim countries. However, with the passage of time when the population increases, it outpaced the food supply. (Al Nisa ; 2009).

2. Georgia resources and food production. Georgia has abundant of food raw material and production potential, high quality, low labor cost and good geographical situation that are advantage to compete in Muslims food market competitions. Now Georgia can focus on Muslims business opportunity which can be Hub of Halal food. Moreover set up Halal organization to check and examine before and after getting Halal certificate.

3. Halal food essence for every Muslim consumer around the world Muslims have to follow in God regulation called Halal mean correct but in the term of food Halal mean clean and allow to eat considered by doesn't contain "pork, carnivorous animals, animals that were dead prior to slaughtering, animal doesn't" slaughtered in the name of Allah, birds of prey, land animals without external ears and alcohol." According to Department of Livestock and Institute of Halal food standards (2010)

Georgian products in Halal market mind map:

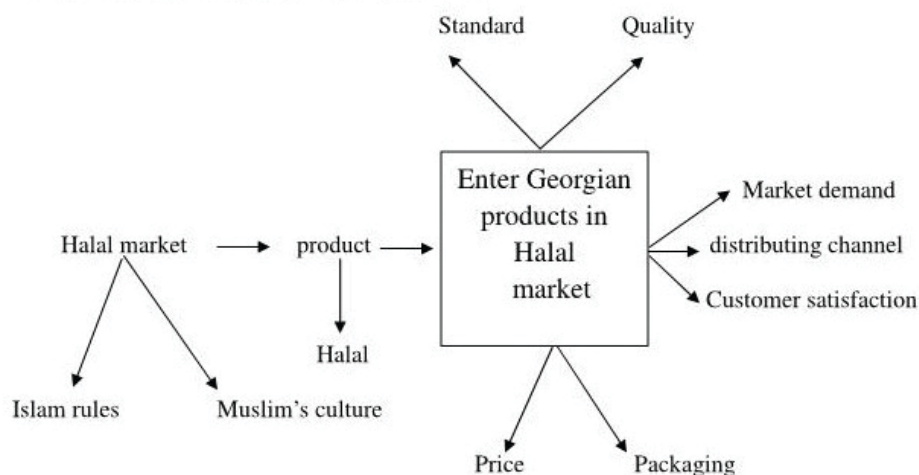


Figure1. Georgian products in Halal market mind map

**Stage 2:** Analysis of Muslim market environment according to Czinkota & Ronkainen (2007), state that the variables of the macro environment are categorized in different ways, the most notable being the PEST framework (political/legal, economic, social-cultural, and technological).

-The estimate Muslim population worldwide in 2010 is 1.627.6 billion (Table 2), Moreover the estimates of the World Muslim population from 2000 to 2075 are growing.

-The global Halal food industry estimated to be worth more than \$550 billion in 2009 this is a major business and the opportunities are substantial.

#### - Competitive Advantages.

According to Czinkota & Ronkainen (2007) states that managing competitive advantage as a process is implications for the control and implementation of marketing strategy. Their model of the process of competitive advantage is shown in Exhibit 1.

#### - Source of competitive advantage

According to Czinkota & Ronkainen (2007), there are only two sources of competitive advantage for a firm it has either superior skills, or superior resources, and hopefully both „Superior skills” are competencies. Superior resources imply greater stocks of financial and other capital, better productive capacity, better location and access to supply .

Georgian Beef, Frozen processed food, mineral water, agricultural food, etc. can have competitive advantage VS other countries in Halal markets.

#### -International competitors

According to Czinkota & Ronkainen (2007), competitors’ strengths and weakness are based upon the existence or absence of assets or skills. Thus, to analyze competitor’s strengths and weaknesses, it is necessary to identify the assets and skills that are relevant to the industry.

- Malaysia
- England
- Turkey
- Brazil

#### -Malaysia

Strengths:

According to Standard & Quality news (Aug 2004) Malaysia has a strong reputation as an exporter of Halal products, and this sector is expanding rapidly. By doing so it is bringing in foreign investment, setting up Halal industrial parks and promoting links with foreign ports. Malaysia’s strength as a Halal food-producing centre is large domestic and regional Halal market. Another factor is the government support in this sector. The government allows Halal product producers a 100% Investment Tax Allowance (ITA) for the first five years of operation, in effect, offsetting investment costs with a tax break on income.

Weakness:

Malaysia does not have a huge amount of scope for expanding its agricultural output, given its geography. Grazing land for cattle, for example, is in relatively short supply. Therefore, a lot of the inputs particularly meat will need to be sourced from abroad in future.

#### - England

Strengths:

According to BBC news (16 February 2010) England has Halal industrial park proposed for South Wales. News of the proposed £150m Super Halal Industrial Park (SHIP) was revealed at an Islamic finance summit in London. The industrial park could create up to 3,000 jobs and would make the UK a landmark Halal centre in its region. It would provide services like storage freezers, a product packing centre, and raw material storage for manufacturers for food production. Meat selection and processing as well as research and development would also be offered.

Weakness:

Raw material or food resources in England are different from Georgia moreover labor cost which can made Halal food price in England higher than Georgia also food production skill or product taste are different.

#### - Turkey

Strengths:

According to Cesarettin state in TÜBİTAK Marmara Research Centre Food Institute (2003), Turkey is a Muslim country because Muslim population about 70-80% therefore it is not difficult in finding raw materials for Halal food (sufficient varieties and quantities of agricultural production). Agriculture in GDP: 11.3% (2004) relatively cheap labor force. Food establishments 27.000 by number mostly SMEs and top three Cerals, F&V, Milk and Dairy.

Weakness :

Turkish agriculture is relatively low agricultural grow. this restrained by some structural deficiencies fragmented such as small holdings (67% of the 4 Million farms are 0.1-5 hectares), lack of strong farmer’s organizations, Insufficient integration and cooperation between agriculture and agro-industry, some quality and safety problems in agriculture, and need to improve the official food control system in line with the EU legislation, rather low investments in research and development, some technology and capacity utilization problems of food producing SMEs. (Cesarettin, TÜBİTAK Marmara Research Centre Institute 2003).

#### - Brazil

Strengths:

According to Gulf News (11 May 2010) reported Brazil is one of the largest producers of chicken and beef in the world. Brazilian food products are supposed to be certified by Cibal Halal, the Brazilian Islamic Centre for Halal Food Stuff Association. “Most companies consider going hHalal at this time,” said Eduardo Moraes, a representative of Brazilian multi-food products company Latinex International. Brazil has become a major supplier of foodstuffs to the Middle East region and Turkey, a large market in itself, and is leading the supply of Halal foods to European markets.

Weakness:

Brazil didn’t have intensive concern about Halal food market seriously because it is non Muslim country so in have less of Halal food producer than other countries such as Malaysia, and England. Brazil focuses on Middle- East Asia such as UAE. Moreover Brazil has less local companies used innovation Technology for Halal food production and there is lack of Halal production knowledge.

#### Stage 3: Entering Muslims markets



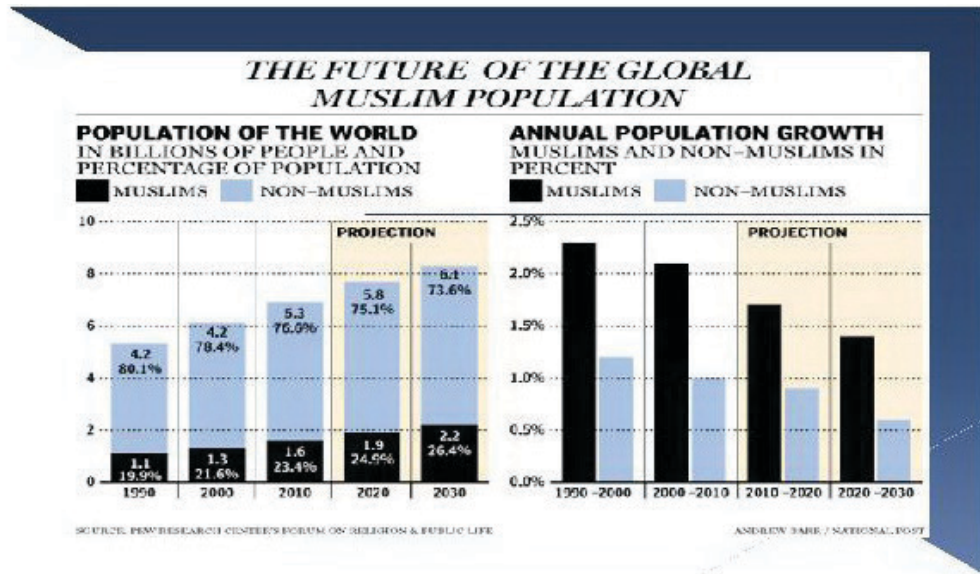


Figure 1. The future of the global muslim population

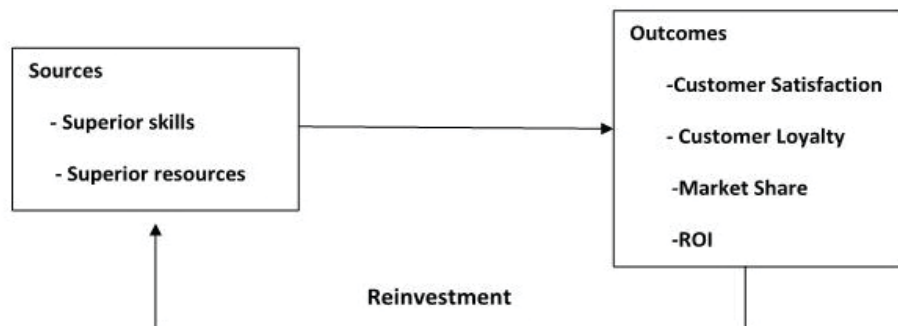
Table 1. The Distribution of Muslim Population Total Population and Muslim by Continent, in millions, 2010

### Table 2. The Distribution of Muslim Population Total Population and Muslim Population by Continent, in millions, 2010

Continent	Total Population	Muslim Population	Muslim Population as a % of Total
Africa	967	462.3	47.8
Asia	4,050.6	1,103.7	27.2
Europe	735.2	51.4	7.0
North America	331.7	7.13	2.2
South America	576.8	2.4	0.42
Oceania	33.54	0.5	1.5
<b>Total</b>	<b>6,694.8</b>	<b>1,627.6</b>	<b>24.3</b>

Source: Pew research centers forum on religion & public life

Exhibit 1. A process Model of Competitive Advantage



Source: Czinkota & Ronkainen (2007), www.examanswers.examscorriges.com

1- Export entry mode

According to Czinkota & Ronkainen (2007), the international Participation in the international marketplace is within the grasp of even small firms. Firms that exports grow faster, are more productive, and have employee who tend to earn more. Even though some firms go international from the start most of them do so gradually. New activities in an unfair environment increase a firm's risk. Therefore, companies must prepare their activities and adjust to the needs and opportunities of international markets in order to become long term participants.

2 -Contractual entry mode

- Franchises
- Income taxes.
- Value added tax.

3- Investment entry mode

A) Manufacturing Requirements

if the product contains certain prohibited ingredients or components, its import may be forbidden. Exporters should note that all goods entering to the destination country should conform to the certain country standards. This is mandatory for all products fulfilling publicly funded contracts, as well as for machinery, tools, household appliances, sporting requirement, toys.

B) Joint Ventures

According to Gide Loyrette Nouel State in The World Leading Association of Independent Law Firms, a contractual joint venture is often only a first step and a vehicle for future expansion. a joint venture can either be a simple contractual relationship that does not give rise to a common entity or it can be a common entity having either the form of a partnership or a stock corporation .

**Stage 4:** Muslims marketing program

Muslims in all countries prefer to be in their own culture style and also EU styles became a part of their daily life for example fast food styles and other convenience food such as Pizza, Burger, nugget, sausage...

Georgian taste and styles are not different from general Muslims taste and styles. Georgian products can be successful in fast food styles and ready meal and also fresh products will be suitable because of short distance transportation that is very important.

**Stage 5:** Implementing the Muslims marketing program

1 - Managing distribution channels

Muslim butcher shops are main distributor for Halal food products in Muslims markets.

They sell meat and other Halal product including imported products for Muslim community, Muslim community is mostly stay nearly together and close to Mosque.

Supermarket and Hypermarket such as Carrefour are trying to increase halal food product for Muslim and non Muslim customers because non Muslim will not concentrate with halal certificate or Halal logo on that product too much but Halal certificate can guarantee cleanness and safety of that product. Demand of Halal food product can be increased in big supermarket and hypermarket for example Carrefour hypermarket are providing shelves for Halal food products including 100 different brand such as Defial for beef, Mondial, Viande Service (MVS) for lamb and Chaplain for poultry. Now Halal food is required from many retailer and wholesaler including hotels, canteen, hospital, and Air-

line. (USDA Foreign Agricultural Service 2006).

2 - Managing marketing operations

In this study, we have read the many articles which show the future of the Muslims market as very bright. Many Halal food producers are generally aware of the current and future market of Halal food and their responsibilities in providing good, healthy, safe and permissible food. Fast food and other convenience food styles such as Pizza, Burger, Lasagna, nugget, sausage, tomato meat ball, spring roll, are already available in this market.

- Communication tools

For example Advertising, internet website, Email, Trade-show, Personal selling, Business journal, Directory, Board of Investment activities.

-Government agreement between countries

Government agreement between countries is one of the best ways for countries trade Agreement and Georgia has this potential and can use it.

**Analysis**

The analysis shows that Halal market is good enough for Georgian food business because Halal market has high-quality infrastructure, developing economic, and demand of Halal food which is ever-increasing.

On the whole, Georgia has everything what it takes to be a successful agricultural producer: a favorable tax environment, mild climate, long growing season, inexpensive labor force and abundant water resources. There are also many other factors that make Georgia's agricultural sector a target for foreign investors, such as Simon Appleby: great access to markets thanks to a strategic geographic location and transport links, relatively low land prices, and the ability of foreign-invested entities to acquire freehold land titles. Good road and sea freight links with South Caucasus and Caspian, Black Sea ports .Good airfreight links with China, UAE,Kuwait, Ukraine and Europe .Mid-priced labor force with liberal labor policies .Land prices 1/5 that of Romania, 1/10-1/15 that of UK.

The article has identified some areas for improvement. For instance, while Georgia has abundant water resources, how these water resources are managed in the countryside is important. The irrigation and drainage systems in Georgia are by and large in disrepair and sometimes water is diverted in inefficient ways. In many places across the country, village infrastructure is similarly dilapidated and the lack of land titling in some areas makes it difficult to ensure the use rights of purchasers. While agricultural land is relatively low priced, grazing land can also be fairly expensive. ( Appleby, 2012)

Fragmented and unrecorded supply chain is also seen to be an impediment to growth in the sector. Rural credit and insurance markets are either absent or need to develop. The transportation system is viewed to be inefficient and expensive for investors. Lastly, the lack of proper vocational training, higher education in agriculture, and extension services in Georgia are also major weaknesses of the sector, Mr. Appleby argued .The lack of cold storage, grain storage, grain drying facilities, and deep processing of fruits and vegetables are also current drawbacks of the Georgian agribusiness sector. However, Mr. Appleby suggested that these and many other weaknesses could also be seen as potentially profitable opportunities for investors. Additional opportunities for investors may include winter and off-sea-

son production of different agricultural commodities, along with the provision of rural insurance, financial, consulting, and rental services. Export of agricultural products to neighbor countries could also be profitable for investors.

(Appleby, 2012)

Georgia has lot of opportunities towards becoming an international Halal hub because of the resources available and, with a strong commitment and efforts by the Government to strengthen the agro based industry.

The combination of a good understanding of global Halal market trends, the right market segment to supply products and services gives Georgia a competitive advantage and this result in the growth of the Halal Food Products. In European countries Halal markets are growing and there is good potential. In France, Germany, Italy, Spain and United Kingdom, united state of America, African countries there are good opportunities for Halal Food Business. Muslims like to use their traditional dishes rather than other countries that are why the traditional food of the area is included in daily life and Halal food is considered as essential in majority of Muslim.

The article also focuses on Georgian food in Halal markets. We have 46 Muslims countries and other Muslims are living in 185 countries in all around the world with 1,627.6(million) population (Table 2). This market is special variety market (food, special cloths (hijab, jilbab), publishing, etc.

From this research we have seen that it is better to produce fresh beef products with high quality .Georgian food can have opportunity in processed food because of rich agricultural roots and resources and if it is combined with its investments in international quality standards, technology, and research and development (R&D) for food safety. The main competition will be with Malaysia, England, Turkey, and Brazil with respect to processed Food.

Malaysia has strong research and development in Halal food sector because of government support. In addition local agent can makes marketing more effectively and they have more understanding the customer requirement. The second competitor Turkey's food taste is close to Muslims taste .and also Georgia is located in the middle of Halal markets for instant its near to the Middle East and North Africa that has most population of Halal market ,Saudi Arabia and the United Arab Emirates (UAE) are seen as the most important import markets in the region. However, key Halal markets also include Algeria, Iraq, Morocco, Iran, Egypt, Turkey, Tunisia, Jordan, Yemen, and Syria.

Also, the European Union is an important Halal market as a whole, with France as the largest Halal market outside of the key Muslim countries. Germany and the United Kingdom have major potential as Halal markets given their significant purchasing power. There are also substantial Muslim communities in Eastern Europe, specifically Albania (70% Muslim), Bosnia/Herzegovina (60% Muslim), Macedonia (30% Muslim), Russia (19% Muslim) and Yugoslavia (19% Muslim).

The research found that non-Muslims in Europe are also purchasing Halal products due to the perception that they are safer.

Muslims have a total purchasing power and its increased as twice as non- Muslims. Muslim people prefer homemade food. They spend around 40% of income on food therefore Georgian Halal food products can be good choice for them if they want to buy natural high quality products for homemade food.

For entering to the Halal markets, Georgia can use first

political relationship; Georgian governments can begin the Trade and economic relations with high potential Halal market countries governments. Companies and manufacturers can participate and show their Halal products in Halal food exhibitions and events in Middle East countries ,then to the other countries in all around the world and also contact to the Halal markets local distributors and to have the negotiation with them using the social media for products and brand awareness .

## Conclusion

In this part the final impression of the research is explained and we have generalized an answer for the problem statement which gives an easy understanding of this paper.

The way to the entry of Georgian food in Halal markets are Export entry mode, Contractual entry mode, Investment entry mode and we also found useful information about food tax, quota, and regulation to export products and moreover regulation to direct investment such as joint venture in Halal markets .Direct export value added on non transformed agriculture product is total about 5.5% and other food products which are total transformed will pay around 19.6%. Although starting the Georgian Halal Food Business is the new experience in the Halal market and the increasing number of Muslim population makes this business attractive. Cultural differences also exist and it can be overcome to present Georgian Halal Products in the Halal market and people will get to know about the traditional food of Georgia which can have the familiar taste .Georgia has competitive advantages such as mild climate, long growing season, inexpensive labor force and abundant water resources and also a strategic geographic location and transport links. We think if Georgia wants to involve in Halal markets, one of the suitable way is to make easier condition for the foreign investment that make Georgia's agricultural sector a target for foreign investors to invest on cold storage, grain storage, grain drying facilities, and deep processing of fruits and vegetables to produce processed food. Other competitive advantage is lower cost of labor so it would be good if Georgian processed food is produced and packed in Georgia and then exported to franchises in Halal markets .The second one is abundant water resources and also winter and off-season production of different agricultural commodities .For entering to the Halal market, the political relationship is useful and also participating to the Halal food exhibitions.

Also this paper can be useful for any companies and manufacturer which they want to develop their business and trades in special market.

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