

UK Halal Consumers' Perspectives on Livestock Production Practices and Animal Welfare

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Introduction

There is an ever increasing interest in ethical food consumption amongst Halal consumers.

Continued tensions between Halal practices, certification and animal welfare standards.

Due to awareness increasing, Muslim consumers are now more than ever concerned with how the animal is raised.

Purpose of this study: To explore Halal consumers' perceptions of Halal and the welfare of livestock in production systems, including the use of AI and Lab cultured meat.

Research Objectives



INVESTIGATE PERCEPTIONS OF
LIVESTOCK PRODUCTION AND
HALAL CERTIFICATION



UNDERSTAND INTERSECTION OF
RELIGION AND ETHICAL
CONCERNS

Methodology & Data Analysis



Study Type: Qualitative Research



Participants: UK Muslim Halal consumers



Survey sent via social media, WhatsApp and in person



Data analysed using Chi-squared statistics

Key Themes Identified

- **Religious Compliance:** Concern for Halal procedure accuracy and differences in Halal certification standards.
- **Animal Welfare:** Consumers consider humane treatment of animals as an Islamic value.
- **Concern:** Over industrial-scale production and transparency.
- **Transparency:** Demand for clear labelling and traceability.
- **Knowledge:** Limited knowledge and awareness of AI used in farming and Halal certification but interest in learning.
- **Reluctant:** Consumers are reluctant to try lab cultured meat and unsure of Halal status.

Religious Compliance

Concern for Halal procedure accuracy and differences in Halal certification standards.

- Consumers look for particular “brand” or certifier they trust when buying meat products.
- Younger generations are losing trust in the integrity of Halal certifiers (47% said they look for any certification)
- Next generations have concern for the animal rearing not just slaughter and cross contamination.
- Halal consumers have increasing consciousness about the treatment of the animal and if their products are Halal, but driven by price (41%).
- Consumers would like certification extended along the entire supply chain.
- Consumers are concerned with imports of meat at lower standards than domestic farming.

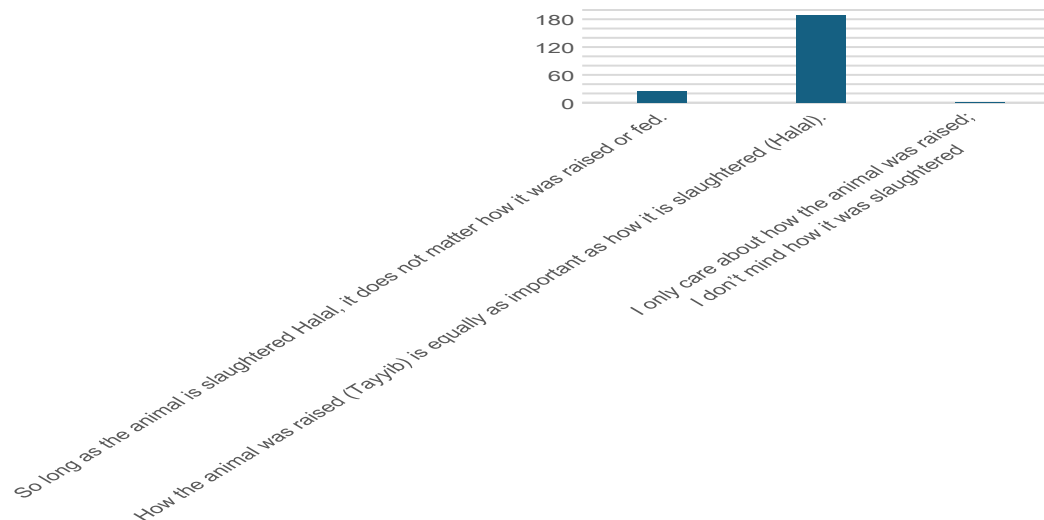
Animal Welfare

Consumers consider humane treatment of animals as an Islamic value.

- Islamic ethics seen as aligned with humane treatment.
- Younger generations consider animal rearing as “moderate- important” when purchasing meat.
- Gap between consumers and actual production practices.
- Demand for ethical, transparent Halal meat labelling across the entire supply chain.

65% has concerns about breeding and biotechnology intervention i.e Breeds for rapid weight gain

Which of the below statements regarding Halal meat do you agree with?



73% said they are concerned factory farms fall outside Islamic rulings

Knowledge

Limited knowledge and awareness of AI used in farming and Halal certification but interest in learning

- Consumers would like to know more about AI developments in the Halal sector (younger generations).
- “unsure” was the most common response if they think AI will improve animal welfare.
- Concern was shown about AI replacing jobs and the religious integrity using AI.

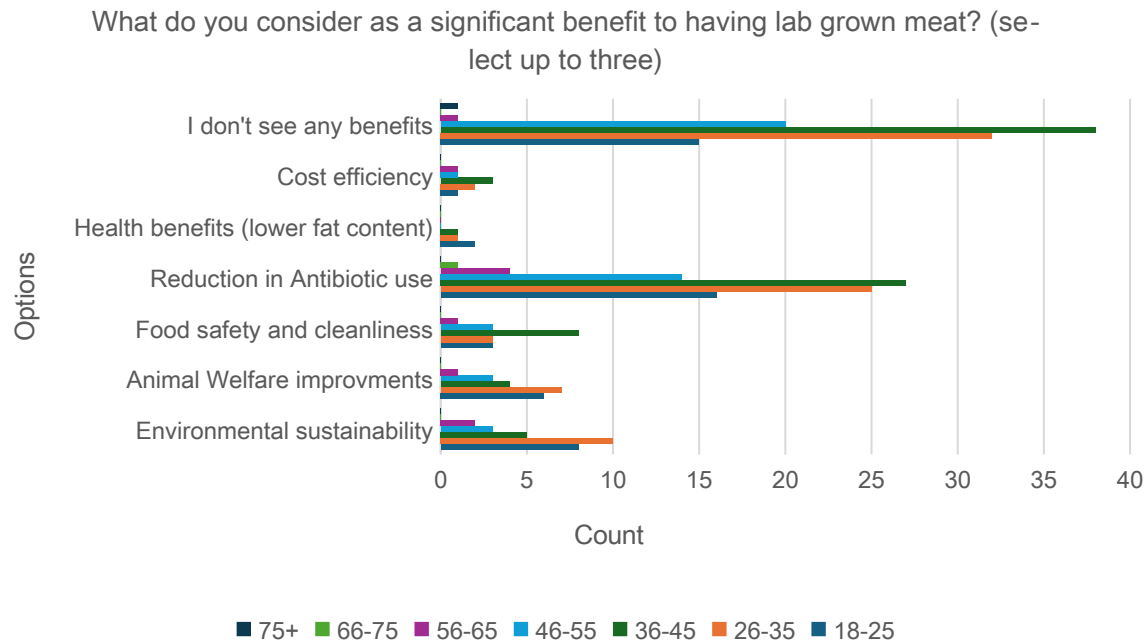
43% were concerned about AI job replacement

69% were unsure about AI use in agriculture including welfare and feed improvement

Reluctant

Consumers are reluctant to try lab cultured meat and unsure of Halal status.

- Consumers are unaware of the Halal status of lab cultured meat.
- Vast majority would not like to try or purchase lab grown meat.
- Major concerns were long term health effects, Tayyib. Didn't see any benefits.
- Benefit expressed was less antibiotic use, animal welfare and environment.



Conclusion

- Halal consumers care about animal welfare and religious compliance.
- Consumers would like Halal certification expanded to the farm.
- Desire for humane, transparent practices in Halal supply chain.
- Would like clear labelling to make informed choices.
- Reluctant to buy or try lab cultured meat.
- Would like more education into AI use in farming and Halal integrity.



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