

Halal Certified Chicken



CODE	FULLY COOKED CHICKEN - PACK SIZE 2 X 2 KG	GLUTEN FREE
10610	NEW! Karaage, Asian Inspired Breaded Chicken	
10410	NEW! Chicken Tenderloin Portions	Yes
10571	NEW! Breaded Chicken Breast Bites	
35350	Frenched Chicken Wing Drumettes	Yes
35001	Plain Steamed Chicken Wings	Yes
11102	Oven Roasted Chicken Breast Strips	Yes
11590	Oven Roasted Chicken Breasts 90g	Yes
10500	Battered Chicken Breast Chunks	
10540	Dusted Chicken Breast Chunks	
10512	Breaded Chicken Mini Fillets	
10827	Low Sodium Chicken Breasts 90 g	Yes
CODE	RAW FROZEN CHICKEN WINGS - PACK SIZE 1 x 18.14 kg	
Various	Subject to availability	Yes

Reuven International is pleased to offer an array of poultry products which come from certified Halal producers, including our signature Oven Roasted Chicken Breast Strips, Battered Chicken Breast Chunks and our Boneless Raw Breasts which are ideal for Shawarma stations.



What is Halal?

- Halal is an Arabic word meaning "lawful" or "permitted". The opposite of halal is haram, which means "unlawful" or "prohibited". All pure and clean things are considered halal except for the few following exceptions:
 - * Swine/pork and its by-products
 - * Animals improperly slaughtered or dead before slaughtering
 - * Animals killed in the name of anyone other than ALLAH (God)
 - * Alcohol and intoxicants
 - * Carnivorous animals, birds of prey and land animals without external ears
 - * Blood and blood by-products
 - * Foods contaminated with any of the above products
- Halal Certification is the process of having a qualified independent third party supervise the production of consumables, attesting that they were produced in conformity with the preparation and ingredient standards of the halal lifestyle. After successful adoption and performance of halal productivity procedures, the supervisory third party then issues Halal Certification to the producer attesting to halal conformity on a per product basis. While halal requires foods to be wholesome and pure, Halal Certification has left the issue of food safety to the government regulatory bodies.
- Halal Certification is required to produce acceptable food and consumable products for halal consumers. That includes those who also choose to eat halal products because of the obvious positive health benefits associated with the cleanliness and purity of food and drug preparation within the halal framework as well as the compassion with which animals are slaughtered when done so in accordance with halal standards.
- The market for halal-certified products is huge and growing. It includes many millions of health-conscious non-Muslims who chose to eat halal-certified products because these products are inherently cleanly and manufactured in a compassionate manner with respect to the treatment of slaughtered animals.
- The requirements for zabiha or halal slaughter are to cut the animal so it bleeds, that bleeding results in the loss of life, and to invoke the name of God at the time of cutting.
- Traditionally, slaughter was a manual process, with an individual administering the cut. This is still the case today for large animals such as cattle and sheep, though a few processing plants have introduced more automation into the process.

Demographics

With the global Islamic population increasing at an average annual growth rate of 1.5%, there is growing demand for food manufacturers to provide Halal certified products .

The world's Muslim population is expected to increase by about 35% in the next 20 years, rising from 1.6 billion in 2010 to 2.2 billion by 2030. Globally, the Muslim population is forecast to grow at about twice the rate of the non-Muslim population over the next two decades. If current trends continue, Muslims will make up 26.4% of the world's total projected population of 8.3 billion in 2030, up from 23.4% of the estimated 2010 world population of 6.9 billion.

Muslims are the fastest growing religious community in Canada, according to the National Household Survey and Statistics Canada. Canada's Muslim population increased by 82 per cent over the past decade – from about 579,000 in 2001 to more than 1 million in 2011, Muslims now represent 3.2% of Canada's total population, up from 2.0% recorded in the 2001 Census.

Two-thirds of the country's 1 million Muslims lived in the three largest metropolitan areas combined – Toronto, Montréal and Vancouver.