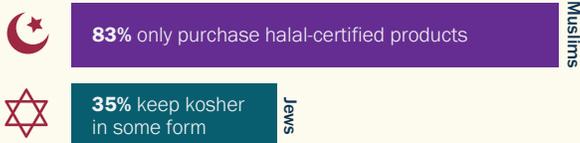


THE MAJORITY OF MUSLIMS IN THE U.S. EITHER PREFER OR REQUIRE KEEPING A HALAL DIET

Insights from An Analysis for Decision Makers

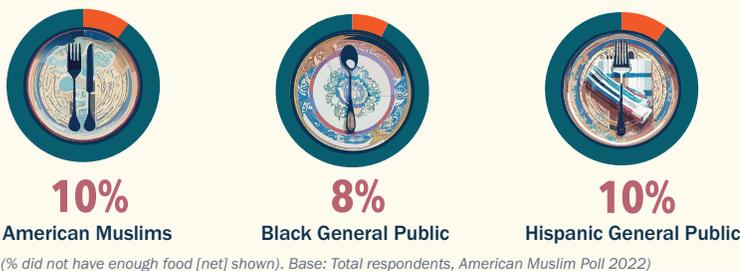
PURCHASING HALAL PRODUCTS

The **vast majority** (83%) of Muslims say they either only purchase products that are halal-certified (37%) or prefer these products but will purchase those not certified as long as they are not clearly religiously forbidden (46%). This compares to 35% of Jews who keep kosher in some form.



FOOD INSUFFICIENCY

Muslims are disproportionately **more likely** than other faith groups to suffer from food insufficiency (10%), **on par** with Black and Latino communities in the general public. This punctuates the need for halal options in food assistance programs.



HALAL DIETARY NEEDS

Halal dietary needs must be considered in all contexts where people are given food, including but not limited to educational settings, health care institutions, food assistance programs, disaster relief, prisons, and elder care programs.

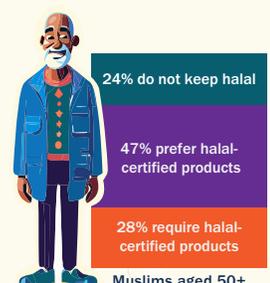
Young Muslims

Muslim college students are as likely as nonstudents to be food insufficient but are even more likely (51% vs. 35%) to require halal certification. This suggests that food assistance programs must be visible on university campuses and, along with campus cafeterias, offer halal-certified options.



Older Muslims

Food assistance programs for seniors serve the needs of millions of Americans. However, without a halal option, they may be excluding hundreds of thousands of Americans. Most older Muslims still either require (28%) halal certification or prefer it (47%), with just a quarter (24%) saying they do not keep halal.



WHY THIS RESEARCH?

Decision makers charged with food programs in any U.S. institution, from education to incarceration, must consider the needs of all those they serve, including religious minorities who observe special dietary laws. These include millions of Muslims and Jews whose dietary requirements, halal and kosher guidelines, respectively, are more than health preferences—they are a matter of sincerely held religious beliefs. Halal and kosher dietary guidelines share some similarities, but are distinct in significant ways. Observing one does not meet the requirements for the other.

WHAT IS "HALAL"?

Halal (which means "permissible" in Arabic and is most often used when referring to food or consumable goods) preferences also offer a significant opportunity for business leaders looking to expand their market share. U.S. Muslims are a growing community, projected to be the second largest faith community in the country by 2040, the vast majority of whom care about observing halal guidelines in their purchase choices.