
The Kosher Chicken Index

— Measuring the cost of living Jewishly —

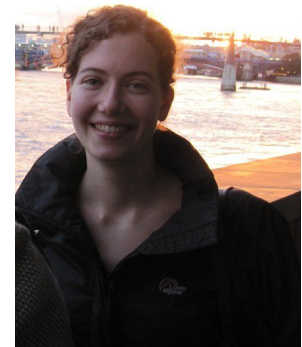
A presentation to Limmud Conference 2015.

About us



Anthony Tricot is a consultant for Ernst and Young and a former government economist, where he helped run competition investigations, develop immigration policy and commission renewable energy projects. He's also the Sephardi community's youngest ever 'elder', and its representative on the Board of Deputies

Andrea Silberman is an economist working for the HM Treasury. When she is not busy building economic models, she is passionate about Jewish learning, and enjoys hosting young adult Shabbat dinners at the Wimbledon Synagogue in South West London



Objectives for the session

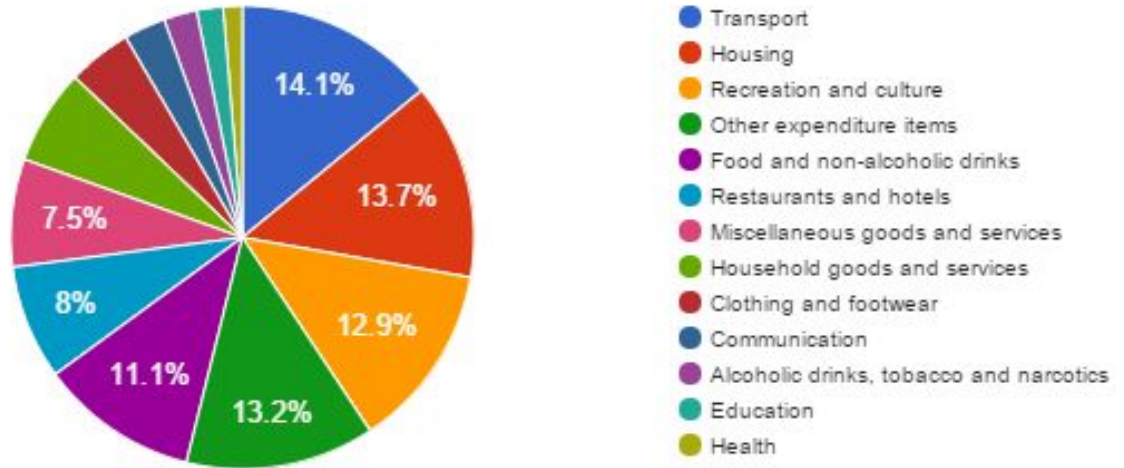
1. **Approach** to compiling a Jewish cost of living index
2. **Findings** on the cost premium for Jewish products
3. **Conclusions** on how to make Judaism more affordable

1. Approach

How do we measure the cost of living?



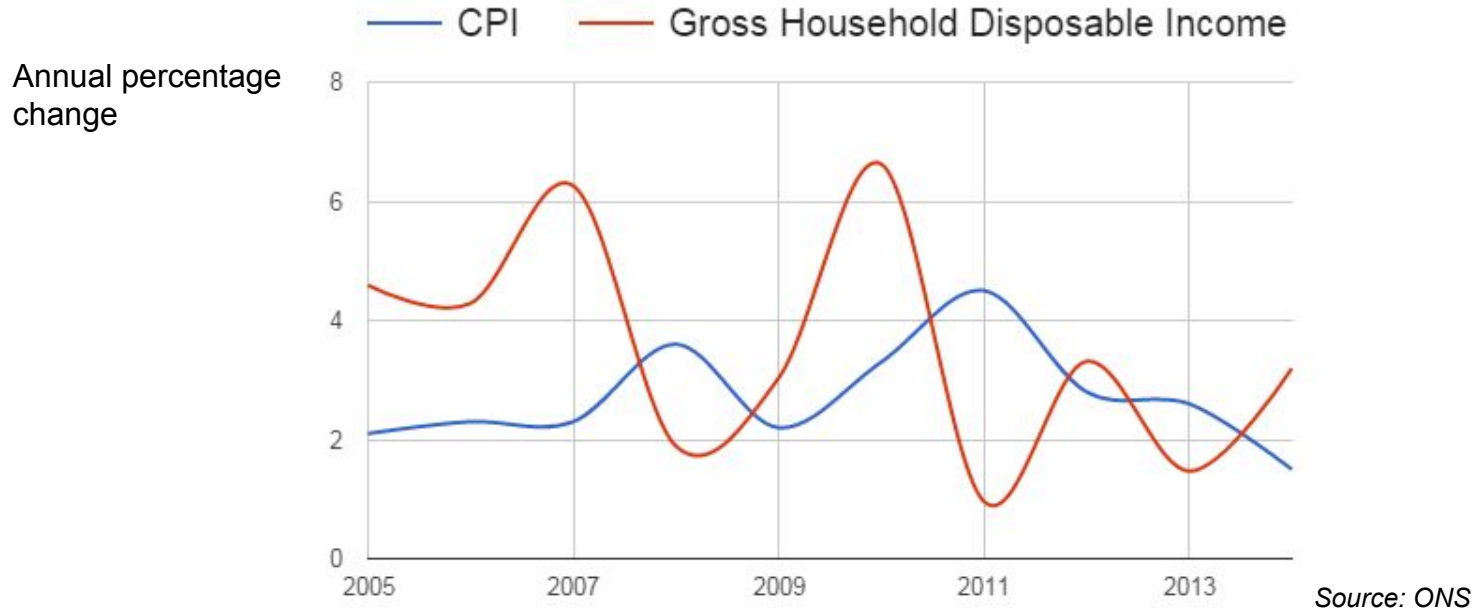
2014 Living Costs and Food Survey



Source: ONS

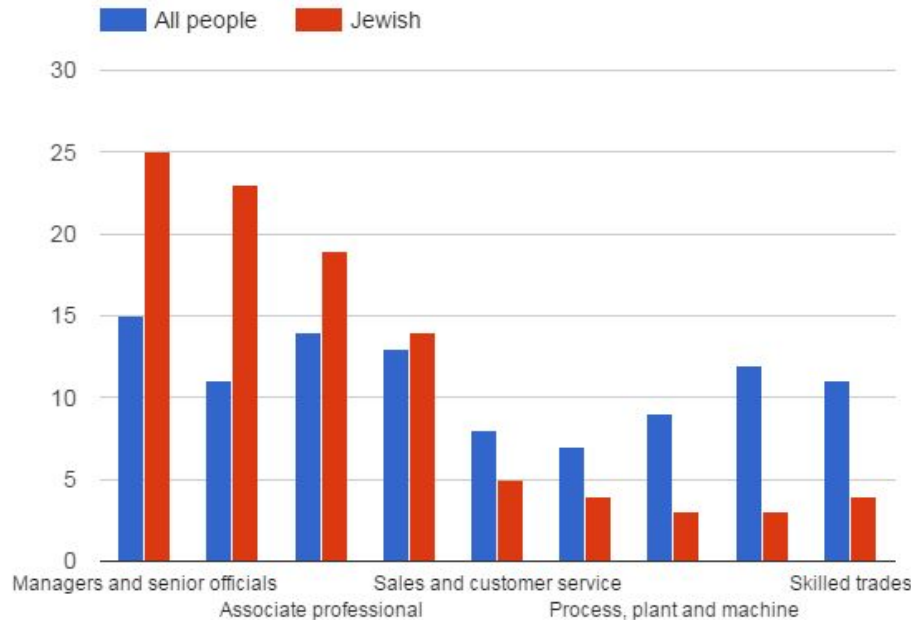
A way to measure the cost of living is to think of a very large shopping basket containing all the goods and services bought by households.

How has the cost of living changed in recent years?



The prices of goods and services bought by households have risen at a faster rate than households' incomes, so they are worse off.

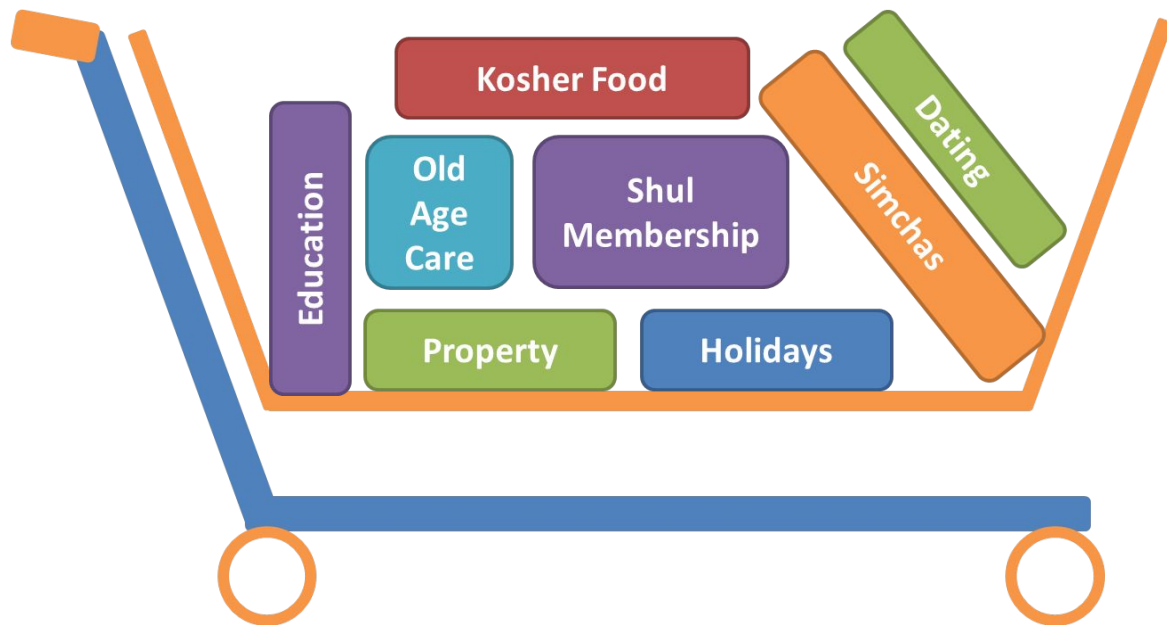
What is “affordable” for the Jewish community?



Source: 2001 Census

Overall, the Jewish population appears to experience high living standards. However, the economic circumstances of the strictly Orthodox and non-strictly Orthodox differ substantially.

What's in a Jewish basket of goods?



What do you spend more money on as a result of living a Jewish lifestyle?

2. Findings

Shul membership

Standard synagogue fee around £700 per household*

What accounts for high synagogue fees?

Rabbis' wages

Burial costs

Declining membership

Subsidies

Barriers to Switching

Barriers to Exit

Is synagogue membership still an essential?



*United Synagogue estimate of most shuls having £600-800 standard rate.

Kosher meat

Kosher Deli Prices £/KG	2005	2015	Average Annual Cost Inflation
Flat pickled brisket	8.99	15.49	5.17%
Whole fresh roasters	3.20	4.19	2.53%
Chulent meat	5.99	11.49	6.22%
Chuck steak	5.99	8.99	3.83%
Frozen roasters	1.39	4.19	10.76%
Minced steak	3.30	10.49	11.30%
Average			6.63%

2005 prices from advert in JC (Jan 2005); 2015 prices in store as of 25 October 2015

Kosher meat has doubled in price over past decade - compared with 40% rise in non-Kosher price

The Kosher Chicken Index



Tesco Value



£2.48
(-41%)

Shazans Halal



£2.92
(-30%)

Tesco Regular



£2.97
(-29%)

Kosher

**KOSHER
DELI**

£4.19/kg

Tesco Finest



£4.25
(+1%)

Tesco Organic



£6.50
(+55%)

£/Kg for fresh whole chicken (medium size); prices as of 25 October

I'm Dreaming of a Kosher Christmas...



Cheaper

More Expensive

Tesco frozen



£2.83
(-66%)

Tesco Regular



£4.50
(-46%)

Halal (Online)

H A J I
B A B A
HALAL MEATS

£5.38
(-35%)

Waitrose Organic



£6.99
(-16%)

Tesco Finest



£7.00
(-16%)

Kosher

KOSHER
DELI

£8.29
£/kg

Other price comparisons



Diced Beef



VALUE -20%	NORMAL -7%	KOSHER £8.99/Kg	HALAL +22%	ORGANIC +11%	FINEST +43%
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Chicken Thigh fillets



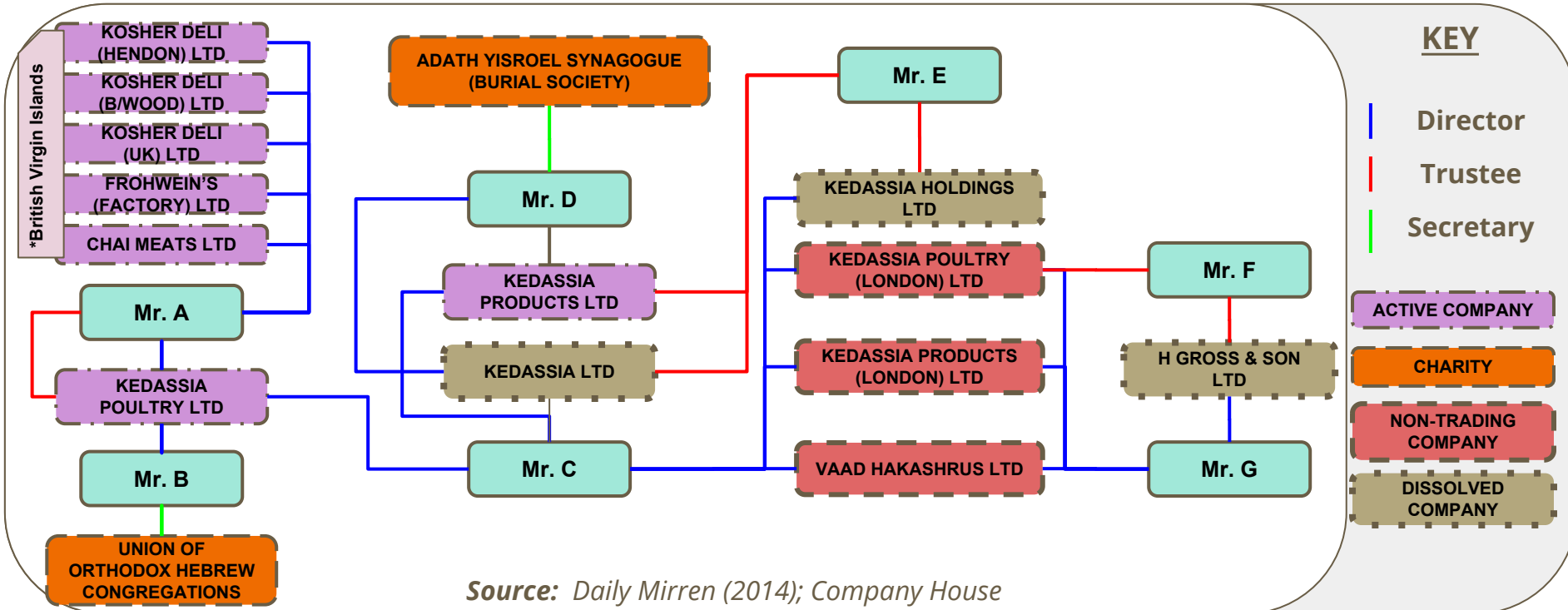
VALUE -87%	HALAL -83%	NORMAL -71%	FINEST -51%	ORGANIC -13%	KOSHER £18.99
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Beef Mince



VALUE -64%	NORMAL -62%%	ORGANIC -57%%	HALAL -24%	FINEST -24%	KOSHER £10.49/Kg
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Is the Kosher meat industry competitive?



Source: Daily Mirren (2014); Company House

What is the Kosher premium on groceries?



**Milk
(2 pints):
12%**



**6 Free
Range Eggs:
19%**



**Cheddar
Cheese:
19%**



**Heinz Beans:
99%**



**Margherita
Pizza:
136%**



**Ginger Snap
Biscuits:
850%**

Based on comparison of prices (in £/kg) between Kosher Kingdom versus Tesco on 18 November

Kosher premiums can be arbitrarily large on some products.

What's the Kosher premium on eating out?



Pizza

Franco Manca
£5.90

Pizaza
£6.50

That's Amore
£7.10

Strada
£7.95



250g
Steak

Flat Iron
12.50

Cote
£15.45

La Fiesta
£20.75

Hawksmoor
£28.30



Salt Beef
Sandwich

Brick Lane
£3.70

Selfridges
£8.95

Reubens
£9.95

Harry Morgan
£11.95



Burger
+ Chips

McDonalds
£4.29

Byron
£9.70

GBK
£10.10

Burger Bar
£11.85



Duck +
Pancake

Jade Cottage
30.50

Good Earth
£44.80

Singapore
Garden
£42.50

Met Su Yan
£52.50



Lamb
Biryani

Lahore
£7.50

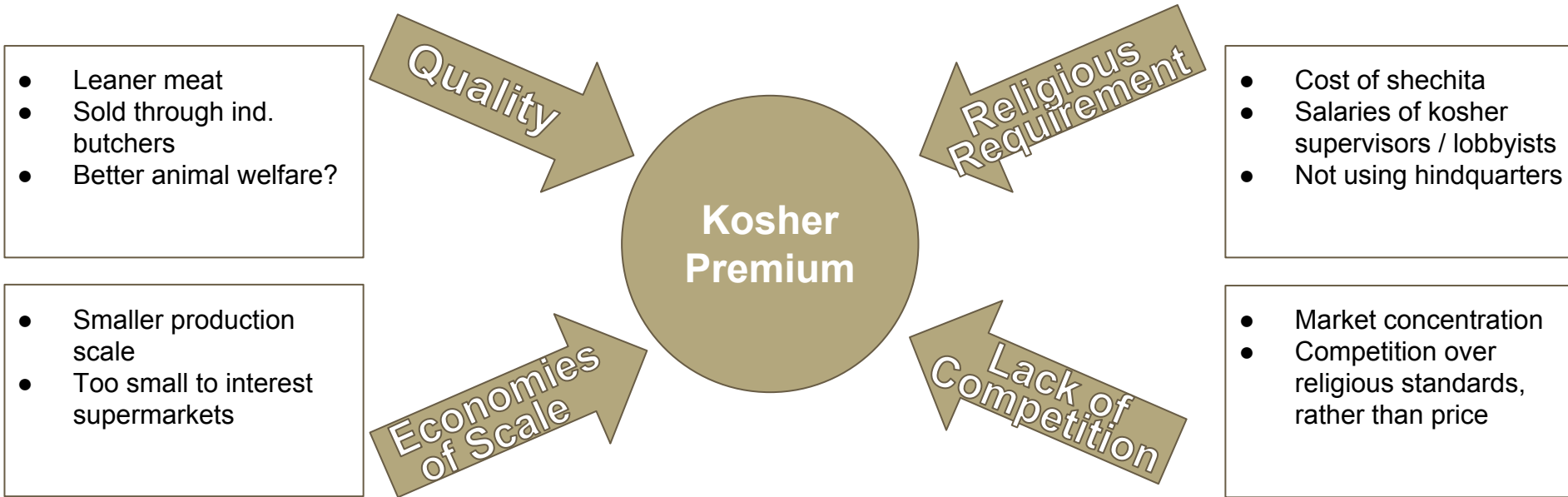
Dishoom
£9.50

Kipling's
£10.50

Beit Madras
£16.50

**Prices recorded
in-store or online
(inc review sites)
as of 23-28 Nov.*

So why is Kosher food so expensive?



The kosher industry has not kept up with technological innovations that have helped make non-kosher industries more efficient.

Holidays

£3k Israel tour as rite of passage?



The poster features a collage of photos showing young people on a boat, a couple, and a group of friends. The text includes 'FZY Make it Happen', 'ISRAEL TOUR 2016', and 'EDUCATIONAL ISRAEL PROGRAMMES FOR 16 YEAR OLDS'.

Passover vacation ~400% kosher premium*



The advertisement for Elysium Resort & Spa features a large image of the resort's pool and spa area. Text includes 'Pesach in Rhodes Elysium Resort & Spa', 'THE BEST DEAL', and a comparison of kosher packages.

Pesach in Rhodes Elysium Resort & Spa

THE BEST DEAL

***Comparison of kosher package with half-board at same hotel**

There is a significant premium on holidays if you are strictly kosher and want to travel on chagim.

Festivals

Does that *really* need to be Kosher for Passover?!



Who wants to buy a £30 lemon?!



Festivals, particularly Passover, can impose a heavy cost on observant families.

*“At least 40% of Orthodox families in Stanford Hill rely on charitable support to celebrate Passover”
(Rabbi Pinter, Jewish Chronicle 2014)*

Education

Supplement for faith schools ~£2k/year



£78 annual JC subscription



Sunday School



Limmud = ~£400/person



Lectures at JW3 = £15-25 /person



Jewish education costs money - but public funding for faith schools means the cost of Jewish education is far lower in the UK than elsewhere (e.g. US & France)

Simchas

Cost of Bar & Bat Mitzvahs



Average Jewish wedding cost ~£55k; 2X average non-Jewish spend



Sources: JC (2015), Brides Magazine (2015)

Simchas can be expensive due to both kosher premium and the pressure to “Keep up with the Cohens”

Dating

Social events tend to be marketed at young professionals.
However dating apps have made it cheaper to meet people!

Young professional shabbat dinners ~£30



JDate subscription ~ £15/month

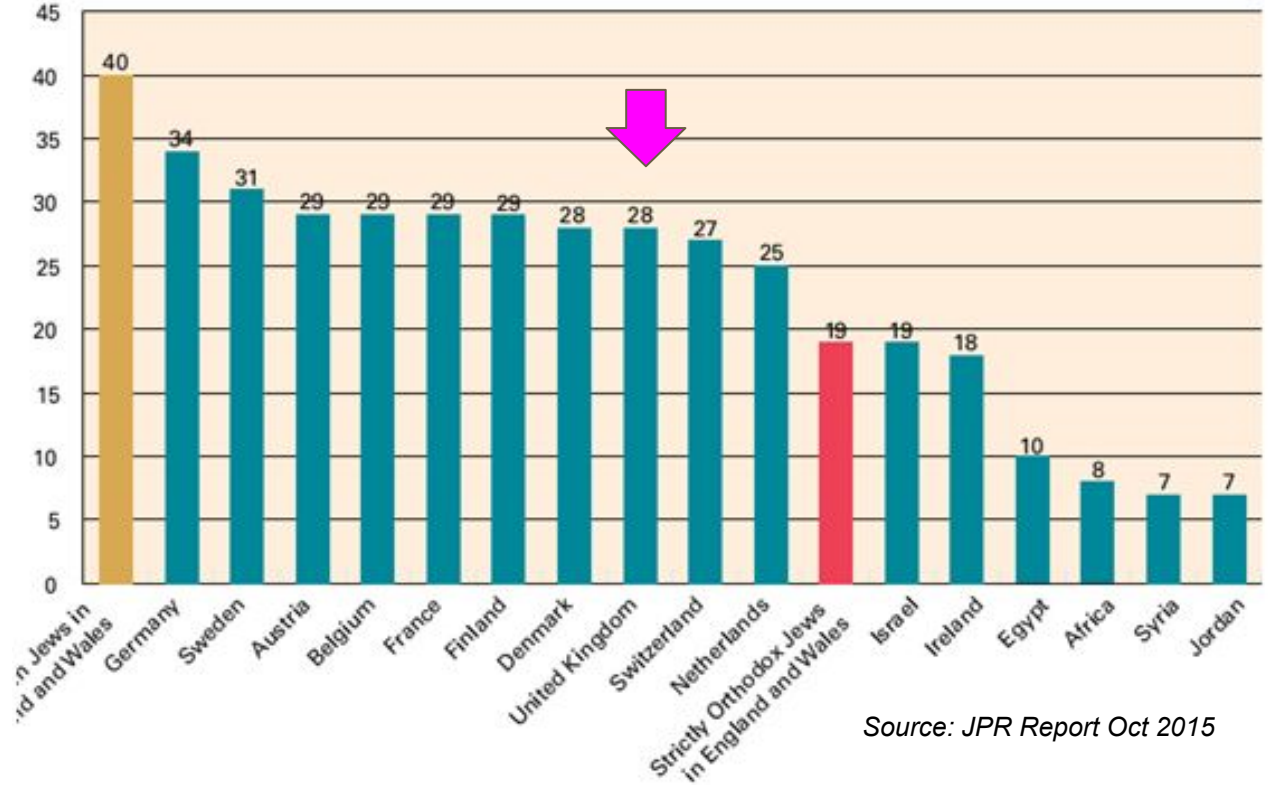


Old age care

The 3,000 volunteers who help support clients save Jewish Care over £9 million every year.

Source: Jewish Care

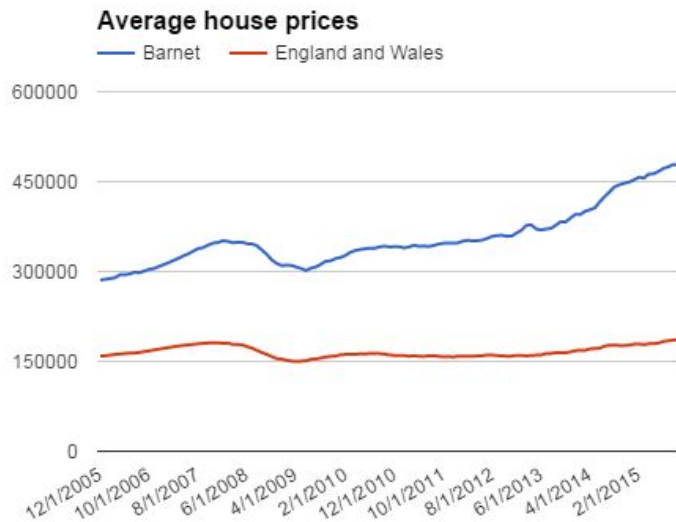
Number of people aged 65+ years per 100 aged 20-64 years



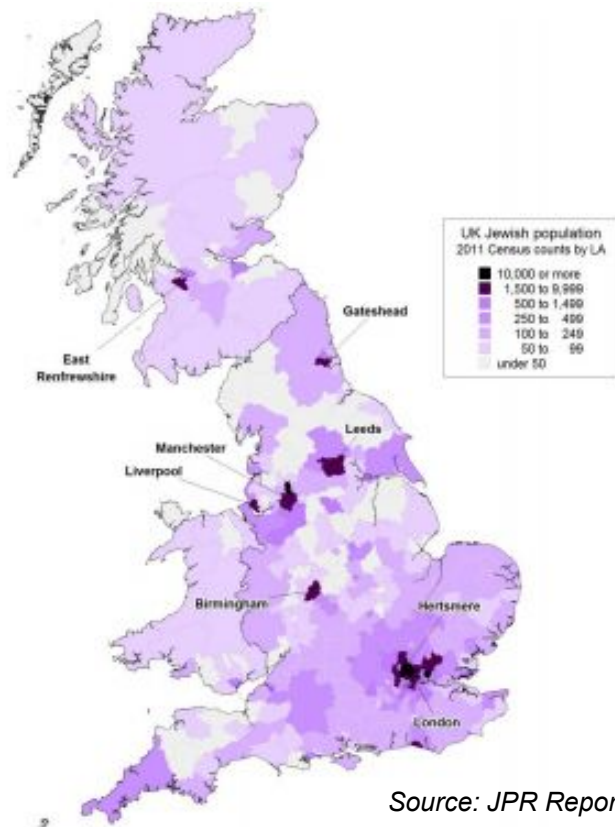
Source: JPR Report Oct 2015

The Jewish community is older than the general population.
A big proportion of Jewish charitable giving goes to those charities that care for the elderly.

The cost of living in North West London...



Source: Land Registry



Source: JPR Report Dec 2013

Jews in the UK are becoming increasingly geographically concentrated. This creates difficulties in finding affordable housing.

Conclusions

Is a Jewish lifestyle affordable?

1. What's a Jewish lifestyle?
2. Affordable for whom?
3. People would do more if it were cheaper...

What can we do to make Judaism more affordable?

1. Increasing transparency
2. Promoting competition
3. Reducing cost
4. Greater inclusiveness

How do you think we
can make Judaism
more affordable?