



HALAL PROCESSING

Matching products to customers

The industry has been undertaking Halal processing for over 40 years and has developed internationally recognised systems and expertise in this area.

Halal processing is a cornerstone of the New Zealand meat industry business model as it provides greater commercial flexibility and allows the industry to diversify and export to a wider network of markets.

Halal processing gives New Zealand the flexibility to export different cuts from every carcass to meet the demand for Halal-certified meat by Muslim customers around the world.

Halal certification can be a condition of market access for Muslim countries as well as a value-add consumer driven requirement particularly in non-Muslim countries, such as China and the United States.

Growth of Halal-certified exports

Halal certified exports have grown significantly over the last 20 years.



In 2024/25, **38 percent of red meat and edible co-product exports** were Halal certified.



This was 352,743 tonnes accounting for approximately **\$3.4 billion of export revenue**

Diversification of Halal-certified exports



New Zealand exported Halal certified meat to 73 countries in 204/25. Seven of the top 10 destinations for the year were non-Muslim countries and the largest market for New Zealand Halal-certified meat is now China, which has a large Muslim population.



48 out of 52

export processing plants are approved and listed by the Ministry for Primary Industries (MPI) to undertake Halal processing.

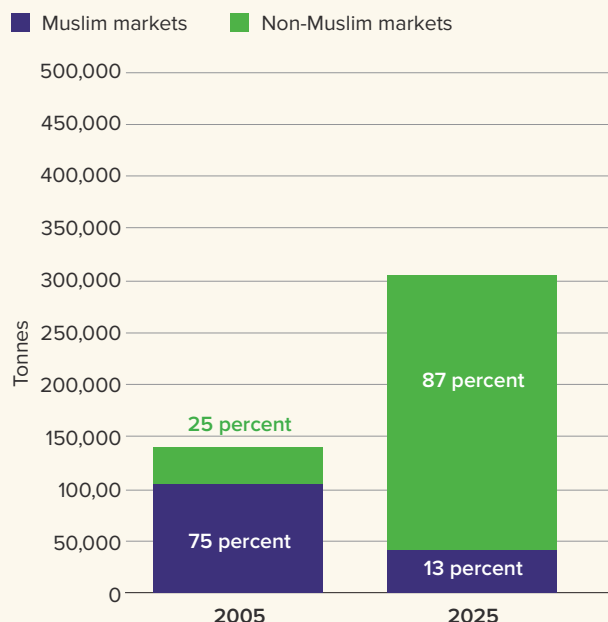


Over 90 percent

of sheep and cattle are processed according to Halal requirements.

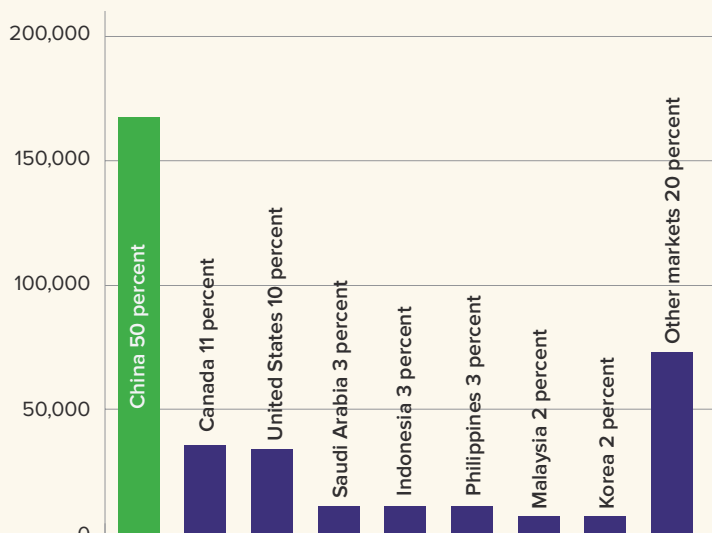


Growth of Halal-certified exports



New Zealand exports of Halal-certified red meat

(Year ended 30 June 2025)



Robust Halal Export Regulatory Framework and Animal Welfare

New Zealand's robust regulations for Halal export meat production set out the requirements for:

- Halal systems at processing plants, including traceability and labelling of Halal product
- Halal workers, who must meet a number of NZQA competency requirements
- Approved Halal Organisations (AHOs), which are the agencies that provide Halal certification services and are listed by the Ministry for Primary Industries (MPI).

The regulation is administered by MPI.

New Zealand has some of the world's highest animal welfare standards and the Halal regulation is fully consistent with New Zealand's Animal Welfare Act (1999).

It is compulsory for all animals to be stunned before processing in New Zealand.

Reversible electrical stunning ensures animals are rendered unconscious instantaneously and remain unconscious at the time of processing. There are no exemptions to this or any other animal welfare requirement.

Immigration

Halal workers are a critical part of New Zealand's Halal processing system. This specialist role accounts for only one percent of the total industry workforce but directly contributes to \$3.4 billion of export earnings.

The industry is committed to employing New Zealanders first, however, there is a sustained shortfall domestically of approximately 150 people available to undertake this critical Halal role. This leaves the industry vulnerable and deprives companies, farmers and rural communities of revenue and income.

MIA works closely with officials to ensure that the immigration settings are suitable to allow industry to recruit critical Halal workers from overseas to address this domestic shortfall.