

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.



49 out of 53

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



Over 90%

of sheep and cattle are processed according to halal requirements.

Growth of Halal-certified exports

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



In 2023/24
37% of total red meat exports were Halal-certified.



This was 374,838 tonnes, accounting for approximately **\$3 billion** of export revenue.

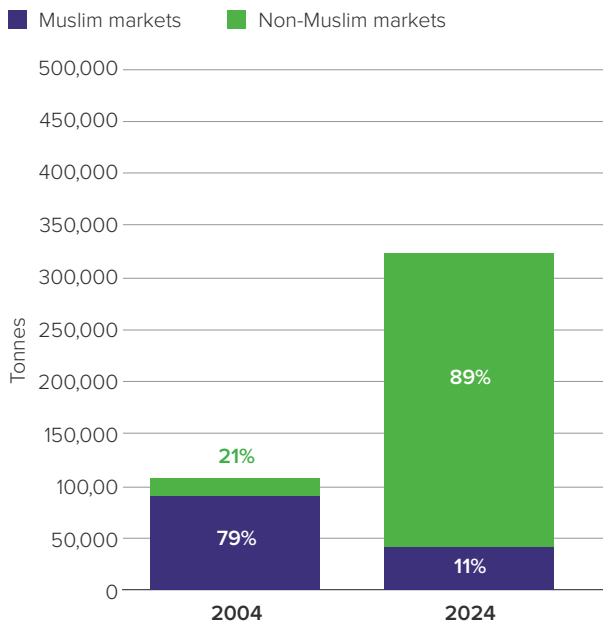
Diversification of Halal-certified exports

New Zealand exported halal certified meat to 64 countries in 2023/24. Seven of the top 10 destinations for the year were non-Muslim countries. The largest market for New Zealand halal-certified meat is now China, which has a significant Muslim population.

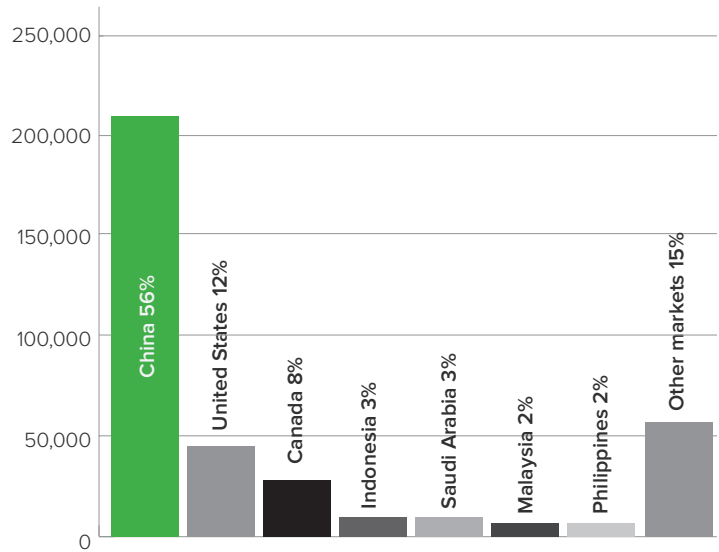




Growth of Halal-certified exports



New Zealand exports of halal-certified red meat (Year ended 30 June 2024)



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 MPI.

The regulation is administered by the Ministry for Primary Industries.

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 1% of the total industry workforce but directly contributes to \$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.

The industry is focused on working with government to establish a special immigration programme to recruit the much needed workers from overseas.