



Considerations and benefits of developing a Minnesota-based Halal meat supply chain

Mamedov, S. and Draeger, K. August 2021

Minnesota traditionally has been known as a welcoming state and in the past several decades has become increasingly diverse. One population that has significantly increased its presence is Muslims. The majority of Muslims eat only Halal meat. However, the availability of Halal meat in mainstream retailers is limited. Most Muslims in Minnesota buy their meat and meat products at Halal grocery stores. These grocery stores mostly sell imported frozen Halal meat, and fresh Halal meat is not always available. Developing a Halal meat supply chain will help to increase the availability of locally raised Halal meat in small grocery stores and the food retail mainstream.

Considerations	Benefits
Most producers and processors lack knowledge of Halal production, processing and business opportunities related to Halal foods and meat. Therefore, it is necessary to provide understanding, guidance and supervision for the producers and processors to improve their awareness of Halal products.	Increased demand for Halal meat presents substantial growth opportunities for local farmers. The Halal food market is broadly accepted among non-Muslim consumers.
Minnesota's Halal meat production is comparatively low for the demand. There is a lack of Halal meat processing facilities and shortage of Minnesota-raised Halal meat to supply processing facilities.	The Minnesota state government has introduced incentives including grants to help start-up, modernize or expand meat, poultry, egg and milk processing facilities.
Halal certificates and logos are important to gaining market share and retaining consumers. Meat producers and processors need to obtain Halal certification. However, currently Minnesota has no Halal certification bodies.	Private business is interested in investing in the development of Halal meat infrastructure, specifically for the construction of new Halal processing plants.
There is currently no consensus on a single Halal standard. This generates uncertainty for producers, who may not know exactly which authority to consult in order to get their product certified for the selected market.	Halal logistics are expected to increase in tandem with the growth of the Halal meat industry. Halal logistics include Halal warehousing, Halal food specialized transportation services, and everything else that helps to move Halal meat products

	throughout the supply chain in accordance with the Halal standard.
The absence of a roadmap for the development of Halal meat industry in Minnesota.	Halal meat is a value-added product. Most Muslim and non-Muslim consumers are willing to pay marginal premiums.
Lack of Shariah-compliant funding. Traditional Islamic law prohibits Muslim entrepreneurs from paying interest, or reba, on debt. There is the need to accommodate Muslim beginner farmers through alternative financing.	Currently fresh Halal meat producers do not face strong competitors. The Halal meat market is dominated by frozen imported meat which is relatively inexpensive but lower quality compared to fresh and locally raised meat.
There are many producers who are less concerned about Halal products and some retailers avoid Halal labels.	A great number of animal farmers expressed willingness to address the demand for fresh Halal meat.
Difficulties to track and trace Halal meat from its origin to the ultimate destination.	Halal meat is produced considering animal welfare and employing environmentally friendly animal agriculture.

Resources

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