Halal Slaughtering Issues from Exporting Country Perspectives: A Case Study of New Zealand
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ABSTRACT
New Zealand has a relatively small Muslim population numbering some 25000, but that has not deterred the country from becoming one of the biggest exporters of halal meat in the world. The industry is estimated to be worth between NZ$200 and NZ$300 million (USD143 million and USD214 million). The client list includes Malaysia, Saudi Arabia, Egypt, the United States and the United Kingdom, with countries such as France emerging as another potential market. Recognising the market’s economic potential, the local meat industry moved to institute halal methods in several of the country’s slaughterhouses. Almost 80 percent of sheep and 50 percent of cows slaughtered in the country are done so according to Muslim requirements. In fact, it has become cost effective to slaughter an animal in the halal manner, even if the meat is destined to be exported to a non-Muslim market. The challenge however is to ensure that slaughtering process will remain halal when the production occurs in non-Muslim countries. Hence, this paper is going to focus on the issues arises for slaughtering adopted by New Zealand as one of the biggest exporter of meat products that cater large Muslim population is fully complying with the halal guidelines provided by each and every country. As for