

CHALLENGES AND OPPORTUNITIES IN HALAL CHICKEN MEAT

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Abstract:

This study discusses the challenges and opportunities of halal chicken meat for sustainable production at the national level. Considering the existing challenges, the aim of this work is to deepen understanding of some issues related to production and marketing opportunities of halal chicken meat in Bosnia and Herzegovina (B&H). Based on available statistical data and calculations, this work shows broiler number, chicken meat production and its consumption in B&H in the period 2017 – 2022. Document searching technique based on the research and Agency for Halal Quality Certification Bosnia and Herzegovina data was used to fulfil the objectives of the study. Data on imports and exports are obtained from producers and Agency for Halal Quality Certification Bosnia and Herzegovina. Questions that arise in relation to halal chicken meat on the B&H market are mainly related to the export reliability. Therefore, it is necessary to examine the challenges and opportunities of halal chicken meat in order to maintain halal safety in B&H from the demands of the international market. The authors emphasize the following challenges and opportunities: product traceability, improving supply chain efficiency, facilitating farm management, authenticating halal status of food and monitoring of halal certifications. The results reveal and highlight the principles related to improving the authority, validity, production, and marketing value of halal chicken meat.

Key words: broiler chickens, halal chicken meat challenges, marketing value



S Strengths

- Forward looking halal food industry
- Agency for Halal Quality Certification
- Capacity to meet the demand

O Opportunities

- Growth of the global Muslim population
- Rising food production costs in EU

W Weaknesses

- Global economic crisis
- Lack legal, social, and cultural knowledge of regional consumers
- Supply inconsistencies

T Threats

- Stiff competition from major food producers
- Lowering of selling prices
- High energy and raw material costs

SWOT of the B&H chicken halal food industry