



Halal Meat in Minnesota



Market Spotlight

Minnesota is an emerging market for halal meat. This market spotlight highlights the opportunities for halal meat in the state and provides an overview of market trends, opportunities, and challenges. It is part of a series of market spotlights from AURI on Minnesota's agricultural and food industries.

Industry Outlook

In the Islamic community, halal refers to anything permissible under Islamic law. This term applies to all aspects of Muslim life: food, cosmetics, personal care products, and cleaning products. Given the state's growing Muslim population, this faith-based market represents a new opportunity for Minnesota's meat producers. The state is home to thousands of Muslim consumers with an unmet preference for fresh, high-quality, and affordable halal meat (Agricultural Utilization Research Institute [AURI], 2020).

This document illustrates the approximate demand from the Minnesota halal community for four animal protein categories: goat, beef, chicken, and lamb. AURI compares annual consumption data to local supply to highlight market potential. All calculations are included in Table 2.



Estimating the Muslim Population in Minnesota

Accurate demographic information is needed to estimate the demand for halal meat in Minnesota. However, the U.S. Census Bureau, the nation's primary source of reliable demographic information, is prohibited from asking questions about religion on its census form. Therefore, AURI relied on an alternate source to quantify the Muslim population in Minnesota. For this market spotlight, AURI estimates the Minnesota Muslim population at 140,000, according to the Islamic Regional Group.

Halal Goat

Goat meat has a high demand potential among halal meats in Minnesota because Somalis purchase goat meat as their primary source of meat protein, and Somalis represent Minnesota's most significant Muslim population (Minnesota Demographic Center, 2023).

- **Market Demand Estimate:** AURI used only the Somali population to estimate the demand for goats in Minnesota. In 2023, there were 76,000 Somalis living in Minnesota (Minnesota Demographic Center, 2023), and the average Somali purchased 81 pounds of goat meat annually (Agricultural Utilization Research Institute [AURI], 2020). This represents a market demand of 6.2 million pounds of halal goat meat annually in the state.
- **Market Supply Estimate:** Minnesota farmers produce 30,000 goats annually. With an average goat carcass weighing 35 pounds, local production can only supply 1.05 million pounds of goat meat per year. Therefore, the local demand of goat meat outweighs local supply by more than 5 million pounds (See Table 2).
- Frozen goat meat imports from New Zealand and Australia fill the supply gap to meet demand. This gap represents an opportunity for Minnesota producers to reach consumers looking for local and fresh halal goat meat.

Note on data below: No reliable information on Muslims' beef, chicken, and lamb consumption is available. AURI uses average national consumption numbers as a proxy for the halal market.

Halal Beef

Beef is a substantial halal industry meat with various certified cuts and products. Halal beef is an opportunity primarily for non-Somali Muslims, who are not significant eaters of goat meat.

- **Market demand Estimate:** The average consumer in the U.S. purchases 58 pounds of beef annually from retailers (USDA-ERS, 2024). This consumption number translates into approximately 3.7 million pounds of beef that can be sold through halal markets in Minnesota. AURI used the non-Somali¹ Muslim population to adjust downward and avoid demand overestimation¹.
- **Market Supply Estimate:** Approximately 636,000 beef cows² are sold annually in Minnesota (USDA-NASS, 2024). The average beef carcass weighs 750 pounds; therefore, the halal demand of beef represents less than 1% of the local supply (See Table 2 for calculations).

Halal Lamb

Lamb is popular in Middle Eastern cuisine due to its flavor and texture. Seasonal demand usually increases around major Muslim holidays. Muslims consume the most lamb per capita in the U.S. (Colorado State University, 2024)

- **Market Demand Estimate:** AURI used the total Muslim population in Minnesota to estimate demand for halal lamb. The per capita lamb consumption in the U.S. is estimated at 1.1 lbs. per year (USDA-ERS, 2024), translating into a demand of 154,000 pounds for halal lamb annually in Minnesota.
- **Market Supply Estimate:** Minnesota produces 112,000 heads of lamb every year. Assuming the average lamb carcass weighs 50 pounds, the halal demand for lamb represents 3% of the local supply in Minnesota.

Halal Chicken

Chicken is another important halal meat market.

- **Market Demand Estimate:** AURI used the total Muslim population in the state to estimate halal chicken demand. Minnesota's halal chicken demand totaled 14 million pounds annually, using the U.S. per capita consumption of 101 pounds of chicken, excluding turkey (USDA-ERS, 2024).
- **Market Supply Estimate:** Minnesota farms produce 7.7 million broilers and other chicken meat annually. With the average carcass weighing 6.7 pounds, 51.5 million pounds of chicken are produced in Minnesota annually. The demand for halal poultry represents 27% of the local supply.

¹Additional market research is needed to investigate the beef consumption of Somalis.

²This is the number of cattle on feed sold in 2022 in Minnesota, collected from the Census of Agriculture: https://www.nass.usda.gov/Publications/AgCensus/2022/Full_Report/Volume_1,_Chapter_1_State_Level/Minnesota/st27_1_013_014.pdf

Price

AURI staff visited grocery stores selling halal meat in the Twin Cities and recorded the price per pound as of October 2024. Figure 1 compares the observed price data with the USDA retail price for the same period.

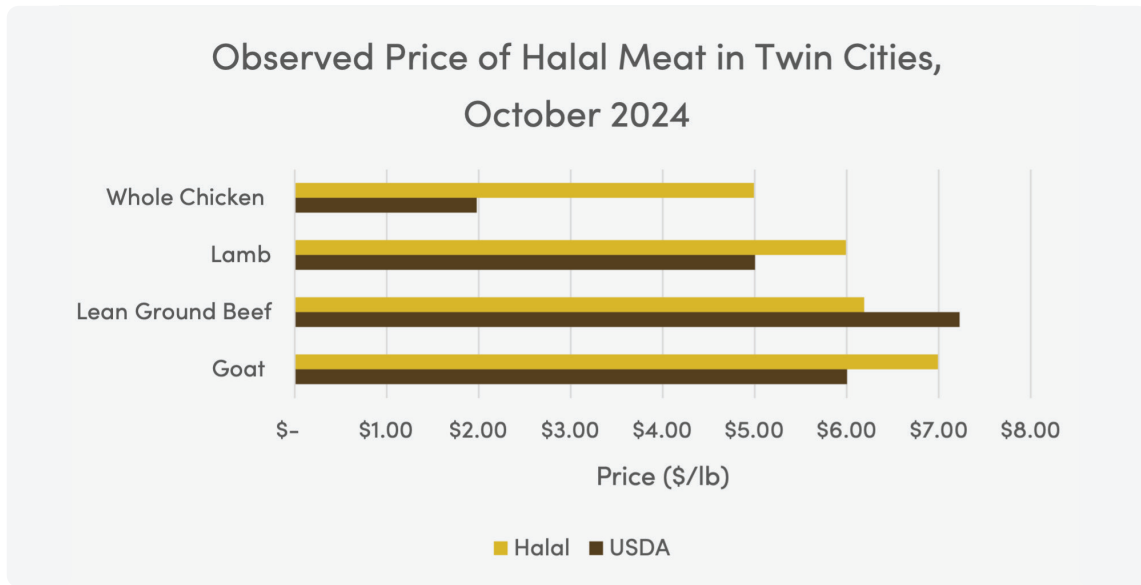


Figure 1. Observed prices of halal meat and USDA retail prices (\$/lb.) in the Twin Cities.

Takeaways

- 1** AURI used per capita consumption numbers to calculate halal market demand. However, more market research is needed to gather Muslim consumption for different meat categories, to find more accurate market demand estimates.
- 2** Market opportunities exist mostly for halal goats and lamb in Minnesota because of the gap in demand and the capacity for local supply. Opportunities also exist for lamb because it is a more segmented market and the local supply capacity.
- 3** Satisfying local halal demand for the four meat categories will depend upon the slaughtering capacity of the facilities allowed to perform ritual slaughter; three facilities are currently processing halal meat in Minnesota.



Calculations

Table 1. The formulas used for halal meat demand.

Formulas
Total Supply= Number of Animals x Average Carcass Weight
Total Demand= Population x Per Capita Consumption
Demand Rate= Total Demand/Supply

Table 2. Calculations for each protein category.

Goat		Unit	Beef	
Per Capita Consumption	81	lbs.	Per Capita Consumption	58
Population	76,000	people	Population	64,000
Demand	6,156,000	lbs.	Demand	3,712,000
Average Carcass Weight	35	lbs.	Average Carcass Weight	750
Number of Animals	30,000	head	Number of Animals	636,000
Supply	1,050,000	lbs.	Supply	477,000,000
Demand Rate	586%	%	Demand Rate	0.8%
Chicken		Unit	Lamb	
Per Capita Consumption	101	lbs.	Per Capita Consumption	1.1
Population	140,000	people	Population	140,000
Potential Demand	14,140,000	lbs.	Potential Demand	154,000
Average Carcass Weight	6.7	lbs.	Average Carcass Weight	50
Number of Animals	7,700,000	head	Number of Animals	112,000
Local Supply	51,590,000	lbs.	Local Supply	5,600,000
Demand Rate	27%	%	Demand Rate	3%



This document is part of the Agricultural Innovation Center at the Agricultural Utilization Research Institute (AURI) to provide market business development services to agricultural producers in Minnesota. The center assists farmers with market research, marketing plans, customer identification, and market intelligence issues. The center provides direct business, products, processes, and development services.

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Questions or comments?

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