

THE IMPACT OF HALAL CERTIFICATION ON ENVIRONMENTAL STANDARDS IN THE SERBIAN MEAT INDUSTRY

Suzana Knežević¹, *Milena Milojević¹, *Maja Došenović Marinković¹,
*Aleksandra Milošević²

¹Academy of Applied Studies Šabac, Unit for Agricultural and Business Studies and Tourism,
Vojvode Putnika 56, 15000 Šabac, Serbia

²University of Belgrade, Faculty of Law, King Aleksandar Boulevard No 87, 11000 Belgrade,
Serbia, alexandramilosevic77@gmail.com, s.knezevic@akademijasabac.edu.rs

ABSTRACT

This paper explores the impact of Halal certification on environmental standards in the Serbian meat industry, with particular emphasis on sustainable resource use and the reduction of the environmental footprint in meat production. Although Halal certification is primarily a religious regulatory framework, it encompasses specific requirements related to animal welfare, strict hygiene practices, and meat handling procedures - all of which can contribute to enhancing environmental standards in the meat industry. The aim of this research is to analyze the environmental aspects associated with Halal certification and assess its influence on the sustainability of meat production in Serbia. The methodology includes an analysis of relevant literature focusing on the ecological dimensions of Halal production, as well as an examination of the practices employed by domestic meat producers who hold Halal certificates. Special attention is given to the environmental protection measures these producers implement and the challenges they face in adopting sustainable practices. The paper also discusses opportunities for improving existing ecological practices by further aligning Halal standards with sustainable production principles. In this way, Halal certification can contribute not only to meeting the religious requirements of consumers but also to reducing the environmental impact of the meat industry.

Keywords: Halal certification, environmental standards, sustainable production, meat industry, environment.