

DOWNSTREAMING AND COMMERCIALIZATION OF RESEARCH RESULTS TO SUPPORT HALAL PRODUCTS

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BACKGROUND: The global halal industry is experiencing rapid growth, with the market projected to reach USD 10 trillion by 2030 and an annual growth rate of 5.5%. However, Indonesia faces significant challenges in downstream processing and commercialization of halal research, with only 10-15% successfully converted into marketable products.

METHOD: This article uses a Literature Review method to analyze various studies relevant to the research topic. Based on the review, the results highlight key trend and findings in the field.

RESULTS & DISCUSSION: This paper discusses downstream processing and commercialization of research in the halal industry. Downstream processing involves transforming research into market-ready products, such as the development of halal raw materials and production processes. Commercialization refers to the process of bringing products to market and generating profits, with companies that succeed in commercialization seeing an average profit increase of 22%. Key challenges in downstream processing and commercialization include a lack of research facilities, funding, and delays in halal certification. However, companies such as Kalbe Farma have shown success in downstream processing and expanding halal products to international markets. This study concludes that effective collaboration between academia, industry, and government is crucial to advancing halal product development.

CONCLUSION: The overall halal market has shown steady and significant growth over the years, and the halal food sector is increasingly dominant, contributing a larger share of the total halal market. Therefore, the global halal market shows strong growth potential, particularly in the halal food sector, which is expected to continue expanding as awareness of the importance of halal in various aspects of life increases. Down streaming and commercializing research findings are crucial for developing halal products that can compete in the global market. Successful down streaming and commercialization processes require collaboration between industry, academia, and the government. Indonesia's halal sector holds significant potential, but requires more support to maximize existing research output.

KEYWORDS: halal industry, downstream processing, commercialization, halal product