

Benefits of Halal Certification & Its Value to Food Industries




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Food for Muslims

HALAL CERTIFICATION

- Every Muslim expects safe and Halal food
- Assurance that food will not cause harm to the consumer's belief when it is consumed according to the Islamic law




What is Halal ?

HALAL CERTIFICATION

إِنَّمَا حَرَّمَ عَلَيْكُمُ الْمَيْتَةَ وَالدَّمَ وَلَحْمَ الْخِنزِيرِ وَمَا أُهْلَ بِهِ، يَغْيِرِ اللَّهُ فَمَنْ أَضْطُرَّ غَيْرَ بَاغٍ وَلَا عَادٍ فَلَا إِثْمَ عَلَيْهِ إِنَّ اللَّهَ غَفُورٌ رَحِيمٌ

- He hath forbidden you only carrion, and blood, and swine flesh, and that which hath been immolated to (the name of) any other than Allah


Al-Baqara Verse 173



What is Halal?

HALAL CERTIFICATION

- Halal means permissible and lawful
- It is a standard for dietary law for Muslims
- Halal requires food and food products clean and wholesome
- It applies not only food but also on cosmetics and pharmaceuticals products



WHAT IS HALAL?

Halal is a way of life, it promotes a healthy lifestyle by how we eat, live and conduct our business



PEACE OF MIND

Why Halal Certification

HALAL CERTIFICATION

United States Census Bureau

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People | Business | Geography | Data | Research | Newsroom

U.S. & World Population Clocks

U.S. 313,549,280
World 7,013,537,027
16:28 UTC (EST+6) May 15, 2012

Coordinated Universal Time (UTC) is the equivalent of Eastern Standard Time (EST) plus 5 hours or Eastern Daylight Saving Time (EDT) plus 4 hours.
Note: The U.S. POPClock is consistent with Census 2010 data and the most recent national population estimates.
Population clocks on the US Census Bureau's Web site will update continuously for one minute and then will update once per minute after the first minute a web page is displayed.
See the Detailed POPClock Pages for more information:
- U.S. POPClock

Global Business
MIDDLE EAST SPECIAL

The glorious products that the food world will rejoice to see in a special event

HALAL SHOPPING CART

Halal lamb chops	\$10.95
Halal beef ribs	\$14.95
Halal chicken	\$12.95
Halal fish	\$15.95
Halal pork	\$16.95
Halal beef	\$17.95
Halal lamb	\$18.95
Halal chicken	\$19.95
Halal fish	\$20.95
Halal beef	\$21.95
Halal lamb	\$22.95
Halal chicken	\$23.95
Halal fish	\$24.95
Halal beef	\$25.95
Halal lamb	\$26.95
Halal chicken	\$27.95
Halal fish	\$28.95
Halal beef	\$29.95
Halal lamb	\$30.95
Halal chicken	\$31.95
Halal fish	\$32.95
Halal beef	\$33.95
Halal lamb	\$34.95
Halal chicken	\$35.95
Halal fish	\$36.95
Halal beef	\$37.95
Halal lamb	\$38.95
Halal chicken	\$39.95
Halal fish	\$40.95
Halal beef	\$41.95
Halal lamb	\$42.95
Halal chicken	\$43.95
Halal fish	\$44.95
Halal beef	\$45.95
Halal lamb	\$46.95
Halal chicken	\$47.95
Halal fish	\$48.95
Halal beef	\$49.95
Halal lamb	\$50.95
Halal chicken	\$51.95
Halal fish	\$52.95
Halal beef	\$53.95
Halal lamb	\$54.95
Halal chicken	\$55.95
Halal fish	\$56.95
Halal beef	\$57.95
Halal lamb	\$58.95
Halal chicken	\$59.95
Halal fish	\$60.95
Halal beef	\$61.95
Halal lamb	\$62.95
Halal chicken	\$63.95
Halal fish	\$64.95
Halal beef	\$65.95
Halal lamb	\$66.95
Halal chicken	\$67.95
Halal fish	\$68.95
Halal beef	\$69.95
Halal lamb	\$70.95
Halal chicken	\$71.95
Halal fish	\$72.95
Halal beef	\$73.95
Halal lamb	\$74.95
Halal chicken	\$75.95
Halal fish	\$76.95
Halal beef	\$77.95
Halal lamb	\$78.95
Halal chicken	\$79.95
Halal fish	\$80.95
Halal beef	\$81.95
Halal lamb	\$82.95
Halal chicken	\$83.95
Halal fish	\$84.95
Halal beef	\$85.95
Halal lamb	\$86.95
Halal chicken	\$87.95
Halal fish	\$88.95
Halal beef	\$89.95
Halal lamb	\$90.95
Halal chicken	\$91.95
Halal fish	\$92.95
Halal beef	\$93.95
Halal lamb	\$94.95
Halal chicken	\$95.95
Halal fish	\$96.95
Halal beef	\$97.95
Halal lamb	\$98.95
Halal chicken	\$99.95
Halal fish	\$100.95

GLOBAL ECONOMY
Buying Muslim Islam has always been a religion of peace and tolerance. Now certain foods should be prepared. Now firms are applying halal concepts to everything from perfume to hotels. A look at a trillion-dollar industry

A Halal Shopping Cart From fast food to fashion, the sector is thriving

People will not buy halal until... they see a better offering, or a better experience.

By Mian Nadeem Riaz, London-based

When it comes to halal, there are two main issues: the quality of the product and the quality of the service. People will not buy halal until they see a better offering, or a better experience. This is why many companies are investing in halal certification and marketing.

Halal Certification is a process that ensures that a product is free from any haram (forbidden) ingredients. It is a process that is becoming increasingly important for businesses in the halal market.

Halal Marketing is a process that ensures that a product is marketed in a way that is appropriate for the halal market. This includes using halal-friendly language and imagery.

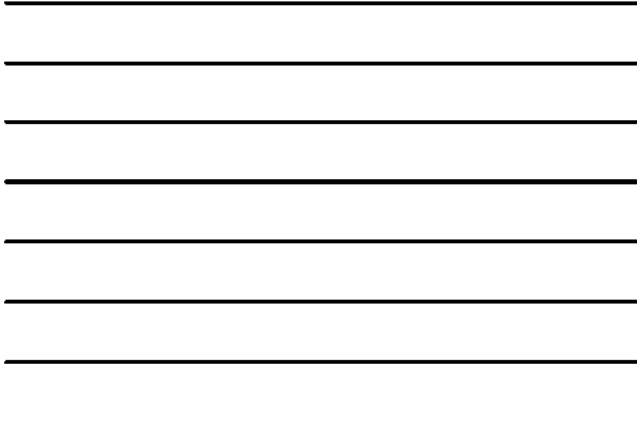
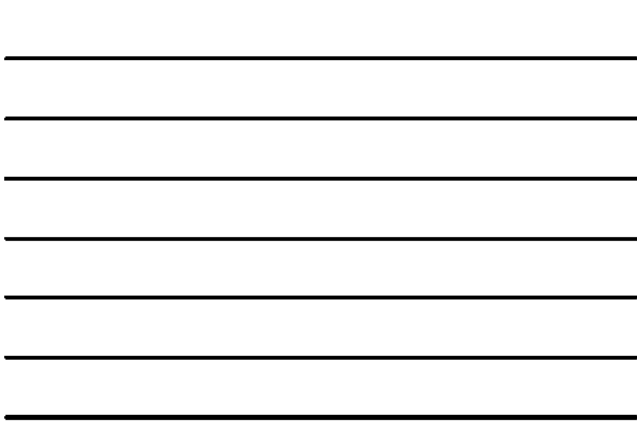
Halal Certification and Marketing are two key factors that will determine the success of a business in the halal market. Companies that invest in these areas will be better positioned to attract and retain halal consumers.

16%
\$632 billion
1.6 billion

Why Halal certification

HALAL CERTIFICATION

- Halal logo is an authoritative, independent and reliable testimony to support Halal food claims
- 100 % profit of greater market share, no loss of non-Muslim market consumers
- Enhance marketability of products in Muslim countries/market
- Small cost investment relative to multiple growth in revenue



Halal labeling

HALAL CERTIFICATION

- Halal labeling provides adequate information about the products to make the right personal choice



IFANCA
CERTIFIED HALAL

HALAL SINGAPORE

MAJELIS ULAMA INDONESIA
LPOM: 09170001560107

HALAL BEATS

How to get Halal Certification ?



Neck & Clod
Chuck & Brisket
Fore Rib
Sirloin
Round
Picnic
Thick Rib
Thin Rib
Thick Flank
Leg

HALAL

Coca-Cola classic



- APPLICATION**
To get an application form, interested parties either write-in or request to Halal Food Control Division.
- HALAL FOOD CONTROL DIVISION**
The Halal Food Control Division in MOHA will check the received application forms for completion of information and documents.
- HALAL CERTIFICATION BOARD**
A desk visit will be performed by the Inspection Committee (Consisting of MOHA, NSP and HRP) which meets once a week.
- INSPECTION**
If approved, the Chief Auditor and his staff conduct onsite inspection at the applicant's premises (e.g. abattoir, factory).
- APPROVAL**
The Audit team will prepare a report to submit to the Inspection Committee, which in turn will submit to the Religious Council.
- ISSUANCE OF PERMIT**
If not approved, applicant will be notified via fax.
- ISSUANCE OF PERMIT**
If approved, the applicant will be asked to make payment to the Religious Council (R.C) for each Halal permit (i.e. for each food product) and \$30 for a certificate.
- HALAL PERMIT & CERTIFICATE**
The Halal permit and certificate will be issued by MOHA and posted to the applicant. The applicant does not need to renew the permit but will need to renew the certificate.

Halal Certification Program

HALAL CERTIFICATION

- The Halal certification program started in Indonesia in 1990s
- Program is executed by an organization known as LP-POM or **The assessment institute for Food, Drugs and Cosmetics**





Halal Certification

HALAL CERTIFICATION

- Malaysia and Indonesia are the only countries that have a formal program to approve the Halal certifying organization



Halal Certification

HALAL CERTIFICATION

- Countries like *Saudi Arabia, Singapore, Kuwait, United Arab Emirates* may also permit approvals of organizations for specific reasons



Halal Certification Program

HALAL CERTIFICATION

- A company wishing to apply for a Halal logo, must make an application to a Halal certifying body
- Certificates and logos of several recognized agencies are acceptable all over the world
- Certain Islamic countries require Halal certificate not only for food products but cosmetic products



Halal Certification

HALAL CERTIFICATION

With the complexity of manufacturing system and the utilization of all animal by products, any product consumed by Muslim may be certified, whether the product is consumed internally or applied to the body



Halal Certification Program

HALAL CERTIFICATION

- Halal certificates are also required by some non-Islamic countries as well



Slaughtering Animal According To the Islamic Law "Shariah"

Halal Certification

HALAL CERTIFICATION

- A Halal certification is a document issued by Halal certifying organization
- This document certifies that a particular product meets the Islamic dietary guidelines



Halal Certification

HALAL CERTIFICATION

- Product does not contain prohibited food ingredients from **dead animals**
- The product has been prepared and manufactured on **clean equipment free from any haram lubricants as well as cross contamination**
- Meat and poultry components are from animals slaughtered according to the **Islamic Law**
- Product should not contain any other plant/animal based products which are prohibited by **Islamic law**



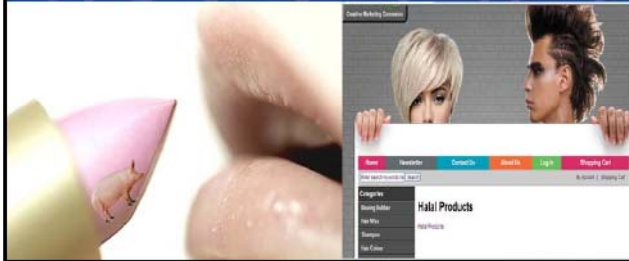




Halal Certification

HALAL CERTIFICATION

- Cosmetic and personal care products



Halal Certification

HALAL CERTIFICATION

- Meat and poultry, fresh, frozen and processed products
- Meat and poultry ingredients



Halal Certification

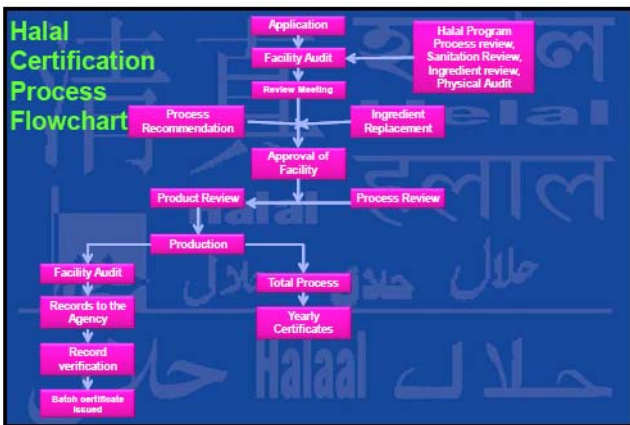
HALAL CERTIFICATION

- Dairy products and ingredients









Halal Certification Process

HALAL CERTIFICATION

Fill out an application to the organization, especially the type of product and its components

APPLICATION FOR HALAL CERTIFICATION

Company Name _____

Address _____

City/Town _____ Fax No _____ Email Address _____ Website _____

Application Submitted By _____ Signature _____ Date _____

Name and Title _____

Product to be certified _____

Type _____

Complete details where product is/will be marketed. Please list all the countries: USA _____ Canada _____ Malaysia _____ Indonesia _____ Singapore _____ Saudi Arabia _____ UAE _____ Egypt _____ Pakistan _____ Other _____

Location of plant(s) where product is/will be manufactured _____

Contact person in office _____ Name _____ Title _____

Signature/Stamp _____ Date/Place/Signature _____

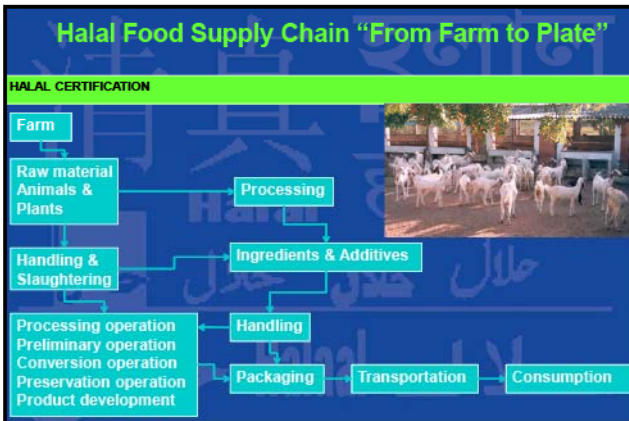
LIST OF INGREDIENTS:
Please provide information about each ingredient, including specification sheet and analysis, which is required data is needed.

Comments _____

Halal Certification Process

HALAL CERTIFICATION

- Inspection of manufacturing facility, production equipments and ingredients



Halal Certification Process

HALAL CERTIFICATION

- Inspection of human condition of animals keeping, from raising to transportation



Halal Certification Process

HALAL CERTIFICATION

- Hiring trained Muslim slaughter man



Halal Certification Process

HALAL CERTIFICATION

- Inspection and review of slaughtering area, pre and post slaying
- Cold storage and freeze houses inspection



Halal Certification Process

HALAL CERTIFICATION

- Issuance of the Halal certificate



Halal Logos

HALAL CERTIFICATION

- When product is certified Halal, a symbol is printed on the package to inform the consumers
- There are several symbols that are being used by the Halal certifying agencies

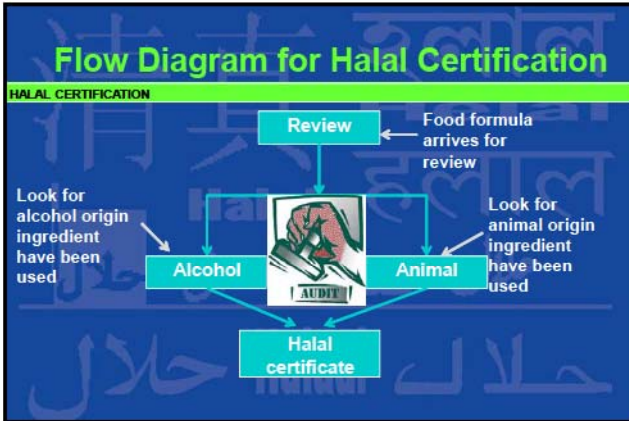


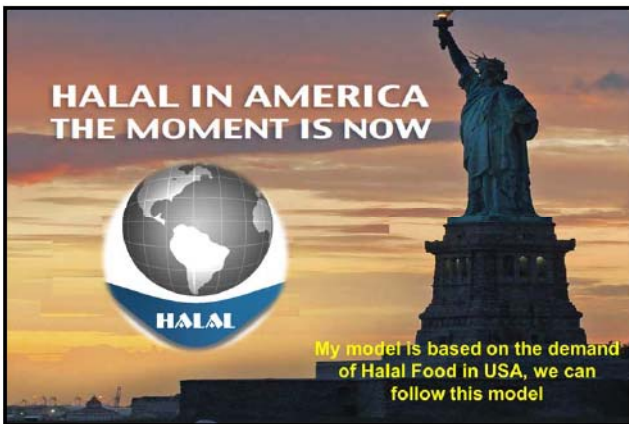
Halal Logos

HALAL CERTIFICATION

- The product would be better accepted by the Muslim consumer if the logo is from the local Halal authority or from a reputable Halal certifying organization



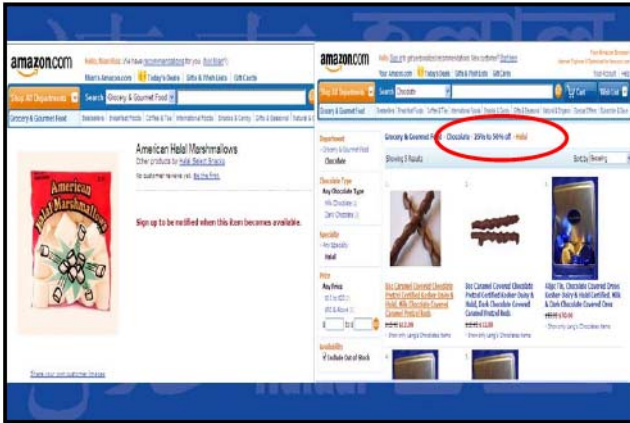




Halal Food Awareness in USA

HALAL FOOD AWARENESS AND DEMAND

- Halal Food Growth in USA
- US Universities
- US Airlines
- US Armed Forces
- US Hospitals
- US Prisons System
- Halal act in different US states







Halal McNuggets a Hit in Detroit

Sales are so good, McDonald's expands the idea other restaurants
By Huda, About.com Guide

See More About: [mcdonalds](#) [halal food](#) [muslims in north america](#)

In September 2000, a McDonald's restaurant in Dearborn, Michigan began offering a halal version of its chicken nuggets, in response to requests from area customers. Over the following year, sales of the unique item were so good that they expanded the idea to a second Dearborn location.

At the Michigan Avenue restaurant (14860 Michigan Avenue), McNugget sales are usually about double the restaurant chain's average, and 65 percent of the orders are for the halal version. The halal product has been so successful that McDonald's





The halal gold standard!

100% Natural
No MSG
No Artificial Flavors
No Antibiotics

Home About Us Authentic Indian Our Products SRB - Prophets for Peace Contact Us



100% Zabiha Halal

Our Mission Why Halal? Organic Pioneers



TEX-MED BEEF CO.

THE COMPANY HISTORY WHERE TO LOCATE EXPORT/WHOLESALE RECIPES CONTACT

Newsletters / Updates

Sign Up for Our Newsletter & Updates
Delicious Recipes, helpful Tips, New Store Locations and More.
[Sign Up](#)

Texas Halal™ Crescent Ranch Halal™

The labels assuring the Muslim community the finest in Zabiha Halal meats.

When you see our branded products, you can be assured that all the Islamic guidelines have been followed. All Halal processes have been followed and attested. Meats and products that carry the Texas Halal™ or Crescent Ranch Halal™ brand are certified halal for all consumers to enjoy. You can find our brands in these select areas.

Know Your Meats Meet the Mascot The Company Mascot Recipes









Halal at Walmart

Halal products now available at Wal-Mart

Wal-Mart is Toronto now stocks Al Safa halal products:

New Dearborn WalMart Carries Al Safa Halal Products To Attract the Large, Muslim Community of the Greater Detroit Area

Dearborn, MI -

The recently opened WalMart Supercenter in Dearborn, Michigan has decided to attract the large and growing Muslim community of Dearborn to its stores.

Jordan Sultka, co-manager of the Dearborn WalMart, stated that WalMart is thrilled to have a store that caters to the needs of the Muslim consumers. Items carried include Al Safa Halal chicken nuggets, Al Safa Halal pizza, Al Safa Halal beef burgers, chicken hot dogs and beef hot dogs.

The WalMart is located at Ford Road and Mercury Drive east of the Southfield Freeway in Dearborn.

Nick Infante, WalMart public affair senior manager, said that WalMart has been looking to come to Dearborn for some time. "The store was one of our top five for 2010. We are excited to be here and to serve the local community."

HALAL CUISINE
SAFFRON ROAD

WHOLE FOODS MARKET

Make sure your home meals are 100% Halal and natural

Saffron Road Halal Frozen Entrees are now available at select Whole Foods Markets near you





FSTC /NUTR -489 Religious and Ethnic Food

Very useful for future food scientists and food technologists, nutritionists and dieticians

Learn about the foods related with Muslims, Jews, Christians and Vegetarians

Learn about different ethnic foods including

- Chinese foods
- Indian foods
- African foods
- Mexican foods
- Latin American foods
- Arabic foods and many more

Most practical knowledge and its application in R&D in food industries, in Hospitals, Restaurants etc

MW 9:10-10:00am
127 Kleberg
Dr. Mian N Riaz
Director Food Protein R&D Center
<http://foodprotein.tamu.edu>

Halal Food in US Universities

HALAL FOOD AWARENESS AND DEMAND

1. Chicken Breast Set with chips and small drink
2. Chicken Baguette
3. Chips and Veggie Burger
4. 1/2 Chicken

حلال

For more information, visit

HALAL FOOD ON CAMPUS
Wednesdays || Café Brava, UCD Student Centre

ATM TEXAS A&M UNIVERSITY THE UNIVERSITY OF WISCONSIN VT

Meal Plans: Dining Services

ATM TEXAS A&M UNIVERSITY

DEPARTMENT OF DINING SERVICES

STUDENTS PARENTS VISITORS CATERING

SPECIAL DIETARY NEEDS

Eating right has never been easier! Texas A&M Dining Services offers a variety of healthy options, including low-fat, organic, gluten-free, kosher, Halal, vegan and vegetarian options. We use trans-fat-free cooking oils in all dining locations on campus.

We are happy to cater to students needs. Contact us at 979-845-3005 for any questions or special requests.

VirginiaTech Invented the Future

Division of Student Affairs

halal meat GO

Dining

Halal and kosher foods available at dining hall

In an effort to serve its increasingly diverse customer base, Virginia Tech's Culinary Services now offers several new halal and kosher food entrees at the Owens Food Court, giving Muslim and Jewish students more on-campus dining options that meet their religious dietary guidelines. These foods can be ready in only two minutes.

* There are very few universities in the United States that serve both halal and kosher foods,* said Rick Johnson, director of culinary services. "We take pride in honoring every individual's right to a quality experience, and meeting a student's religiously mandated dietary needs is part of a quality experience."

Culinary Services decided to make the move after surveying Muslim and Jewish students who







Halal food will be available in higher educational institutions in Moscow

This article is from

Halal food will be available in higher educational institutions in Moscow.

Halal dishes excluding animal fats, will appear in canteens and cafes in all Moscow higher educational institutions and hostels, by order of Mayor Yuri Luzhkov, from 1 January 2010.

Mood: other

Tags

food halal moscow higher january mayor educational institutions available yuri

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Halal Food for US Armed Forces

DEFENSE LOGISTICS AGENCY
Sustenance

Kosher, halal MREs feed religious diversity

Meal, Religious, Kosher/ Halal

Military buys special meals for Jewish, Muslim

The Meal, Religious, Kosher or Halal is utilized to feed those individuals in the Military Service who maintain a strict religious diet. Each meal consists of one Kosher or Halal certified entree and religiously certified acceptable complementary items sufficient to provide the recommended daily nutritional requirements. Like the MRE, it is a totally self-contained meal; however, it is not combined in a flexible meal bag. Each case of Religious Rations contains two intermediate boxes, one box with twelve entrees and one box with twelve component/accessory items.

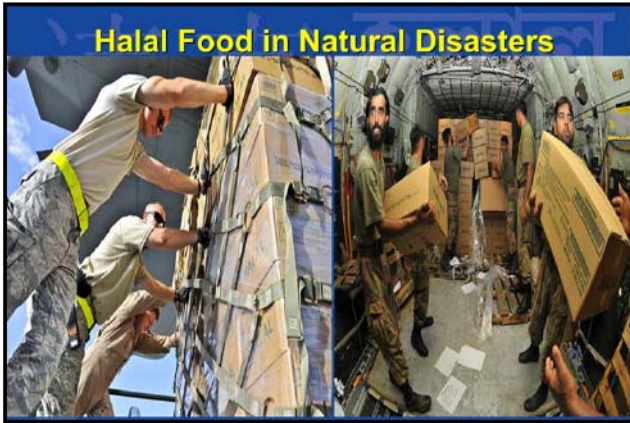
Each meal contains an entree plus a bag containing a variety of components. In addition, an accessory packet with condiments/seasonings, utensils, flameless ration heater and napkin is included in the component bag. Each menu provides approximately 1200 kilocalories (11-13% protein, 37-40% fat, and 46% carbohydrate).

Except for the beverages, the entire meal is ready to eat. While the entree may be eaten




















Pakistan

HALAL FOOD AWARENESS AND DEMAND

Home of fruits and vegetables

- Citrus = 2458*
- Mangoes = 1754*
- Dates = 497*
- Vegetables = 3125*
- Fish and seafood = 570*

* Thousands tons
Food, Agriculture & Livestock Division Pakistan, 2008



But in Pakistan ??

HALAL FOOD AWARENESS AND DEMAND

- Lots of production but less yield
- Plenty of fruits and vegetables but >40% post harvest losses
- Hardworking nation but poor return
- Abundant raw material but lack of food processing industry
- Fertile land but hungry population



In Pakistan

HALAL FOOD AWARENESS AND DEMAND

- Processed food market is \$2.0 billion
- Annual increase 10%
- 25% of processed food is imported (Is it Halal ?)
- Major imported items: edible oil, dairy products, spices, tea, confectionery products, meat, seasonings, flavors, pharmaceutical ingredients, and food additives



Halal Product Market

HALAL FOOD AWARENESS AND DEMAND

- The World Bank estimates the market in all halal products at \$632 billion and is growing at 25 % a year
- Brazil and Argentina are major Halal meat producers
- The largest share of Brazil's exports goes to Saudi Arabia, most of whose population believes in strict compliance with Islamic law

Halal Product Market

HALAL FOOD AWARENESS AND DEMAND

- New Zealand is the world's largest exporter of halal mutton
- The U.S. halal-meat-production market has soared 70 % in the past five years, with such large companies as ConAgra, Tyson and Oscar Mayer leading the charge

Top International Suppliers of Halal meat

HALAL FOOD AWARENESS AND DEMAND

- Brazil supplied 51% of Algerian meat demand
- Malaysia supplied 48.7% of Brunei meat demand
- Australia supplied 43.37% of Brunei meat demand
- Brazil supplied 90.2% of Egypt meat demand
- New Zealand Supplied 43% of Indonesian meat demand
- Australia supplied 41.7% of Indonesian meat demand

Source: Global Trade Atlas(GTIS)

HALAAL TALK
To inform and educate in matters of halal

Home > Pakistan, Halal Meat > Halal Meat & Beef

Halal Meat & Beef

May 15, 2012 | halalinfo | [Go to comments](#) | [Leave a comment](#)

Pakistan's share only 5.21% of total \$2.95tn market

* Shares of global halal meat of Brazil, India and Australia are 54%, 11% and 9%, respectively

By Anroba Ghouri

KARACHI: Out of the total global market of Halal meat and beef worth \$2.95 billion, the share of Pakistan is only \$153.025 million or 5.21 percent.

The shares of global Halal meat of Brazil, India and Australia are 54 percent, 11 percent and 9.0 percent, respectively.

All our neighbouring Muslim countries like Saudi Arabia, UAE, Kuwait, Oman, Qatar, Bahrain, Iran and Afghanistan are dependent on imported Halal meat and beef and Pakistan can increase its share if Halal meat and beef is exported rather than exporting live animals.

International Trade Fair KAZANHALAL


Halal Trade Show & Fairs
May 19th, 2012

3
days to go.

Halal key market in non-Muslim countries

HALAL FOOD AWARENESS AND DEMAND

India	140 million
China	40 million
USA	8 million
Philippines	6 million
France	6 million
Germany	3 million
UK	1.5 million
Canada	800,000



VIEW IMAGES

Halal Food Demand

HALAL FOOD AWARENESS AND DEMAND

- Nestle is sold about 5.23 billion dollars worth of halal food in 2008, about 5 percent of its annual revenue
- About 88 of Nestle's 456 factories globally are now halal-certified






Summary

HALAL FOOD AWARENESS AND DEMAND

- Halal food market is the fastest growing in the world
- Existence of such a big market open the doors of opportunities for those who are engaged in this business
- The rise in Muslim purchasing power and growth in consumer-led movements will give food makers with Halal certification access to new markets







Fundamentals of Halal Foods and Certification

Ingredient challenges **PROVED FOODS**

Formulating products for the growing sector that require extensive knowledge of processes and regulatory decisions in some jurisdictions. Some tasks are as follows. How to source halal ingredients without compromising on quality.

How to find halal suppliers.

How to ensure halal compliance in the supply chain.

How to ensure halal compliance in the supply chain.

How to ensure halal compliance in the supply chain.

POWER OF THE LOGO

Opportunities still abound for products bearing the Halal Certificate and to explore the steps involved in obtaining the certificate and the audit marking process.

By Dr Mian Nadeem Riaz, Head - Education Technology Program, Food Protein R&D Center, Texas A&M University

THE HALAL CERTIFICATION PROCEDURE

The halal certification program started in Indonesia during the early 1980s, and has developed into one of the strictest programs in the world. The program is managed by an organization known as LPPOM MUI (The Indonesian Islamic Food, Drug and Cosmetic).

Japan and the authority of the Islamic Council of America (ICA) generally known as Mideh (Islamic Institute of America). The institute issues the Halal Certificate.

Recently, other countries in the region such as Thailand and the Philippines have initiated programs to regulate the export and import of Halal products. In the region, Halal is considered as a symbol of quality and wholeness not only by Muslims, but also by non-Muslims.

of the various government departments and agencies. Malaysia, Indonesia, Singapore and Thailand have also developed Halal logos for the products offered for retail or food services as well.

A company wishing to apply for each country's logo must make an application to that country's government or to manufacturers, retailers, exporters, and importers of other regional agencies an acceptable as well.

There are approximately 100 million Muslims in South Asian countries such as India, Pakistan, Bangladesh, Sri Lanka. These countries also request Halal products for consumption, especially for the food services.

However, Halal programs in other countries are not as well defined. Some of the food service establishments in Pakistan
