

A Study of Halal Unification for food Production and different Halal Standards available in the World

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Abstract

Muslim consumers are very similar to any other consumer segments, demanding Halal, healthy and quality products, which must conform to *Shari'ah* requirements. This large market has created interest from food producer's worldwide including Muslim and non-Muslim countries. Multinational firms acknowledged the significance of Halal in sustaining competitiveness. Halal certificate can play an important role to assure consumers that this product has got the necessary conditions of Halal product. The present study was carried out with a concept of Halal unification for food production and processing companies and certification process for CBs working in Halal certification of different products as well as processed for stakeholders considering the major requirements of 4 selected standards prepared by Pakistan, Malaysia, SMIIC and GSO countries.

Keywords: Halal Products, Halal, Halal standard, Ingredients, Uniformity, Halal Certification



Introduction

Halal is an Arabic word that means permitted or allowed or a “thing which is permissible, according to which no restriction exists, and which Allah, has authorized”. In particular Halal food means “A food in which there is no containment of prohibited animals by the Islamic law, or animals that are not slaughtered following by the Islamic law; does not have an adulterated substance as defined by Islamic law and is not produced, manufactured or processed using equipment which contain impurities according to Islamic law.¹ In Islamic law, Halal means lawful or permitted. Halal foods are those which are permissible according to Islamic dietary guidelines. Many verses of the Quran stress on one of the obligatory requirements of human beings, where Allah disclosed the eating directions to eat permissible and healthy food provided on the earth to all mankind.²

Halal is vital element that influences consumer purchase and consumption behavior as well as from industrial context, multinational firms acknowledged the significance of Halal in sustaining competitiveness. The emergence of Halal within the international food market has been warmly welcomed in global businesses and trades, and recognized as an international symbol of food quality and safety in modern societies.³

Almost 20 years ago, the concept of Halal and Haram was not even that much important in the world food industry. But nowadays a lot of thought has been given to these terms in the food supply chain and considered dominant element.⁴ With increasing population and demand of Halal foods, import and trade of foods shifted to the leading agriculture countries i.e.

¹S. Qureshi, et al., A review of halal food with special reference to meat and its trade potential. *J Anim Plant Sci*, 2012. 22(2 Suppl): 79-83.

² Seed for Instance : Al-Baqarah 2: 168, Al-Mā'ida 5: 3, Tāha 20: 81.

³S.M Yusof, N.J.P.-S. Shutto and B. Sciences, The development of halal food market in Japan: An exploratory study *I2I* (2014): 253-261.

⁴M.H. Zulfakar, et al., Conceptual framework on halal food supply chain integrity enhancement (2014) *I2I*: 58-67.

Thailand, France, USA, UK and china etc.⁵ but unfortunately, these foods were not in compliance with Halal guidelines of Islamic law, since they are originating from European (non-Islamic origin) countries and were avoided due to incompliance. Today the Halal food market is an emerging, profitable and an influential market around the global food businesses. Halal food system not serves as food production medium for Muslims but it is also becoming global symbol of quality assurance and healthy life choice.⁶

Halal foods is not limited to Muslims but to everyone as the main attribute of Halal food is cleanness in every process followed by Halal standard which might different in each country.⁷ The food consumed by the Muslims which does not contain meat of the animals that are not slaughtered in the name of Allah, carnivorous animals, animals died before slaughtering, animals not slaughtered according to the Islamic laws, blood and its products, pork and alcoholic based products and land animals not having external ears.⁸

Purchasing decision for any commodity is dependent on various factors i.e. food quality (intrinsic and extrinsic). The intrinsic factors are attached to its functionality and cannot be altered externally i.e. one may focus on taste/smell of a food in a particular way. Another person, however, may focus on extrinsic features i.e. price, brand, region of origin and packaging etc.⁹ Back in times Muslim countries used to grow their foods indigenously or

⁵ M.H. Zulfakar, F. Jie, and C. Chan, Halal food supply chain integrity: from a literature review to a conceptual framework. in 10th ANZAM Operations, Supply Chain and Services Management Symposium, 2012.

⁶ S. Khan, et al., Prioritizing the risks in Halal food supply chain: an MCDM approach. 2019.

⁷Z. Samori, et al., Understanding the development of halal food standard: Suggestion for future research. (2014) 4(6): 482.

⁸J. Regenstein, M. Chaudry, and C. Regenstein, Comprehensive reviews in food science and food safety: The Kosher and Halal Food Laws. *Electronic Journal of food science and food safety*, (2003): 120-127.

⁹D. Maison, and A.P. Gregg. Capturing the consumer's unconscious: Applying the implicit association test in consumer research in Routledge international handbook of consumer psychology. 2017.

imported from other Muslim neighboring countries. But due to rapid increase in population and increased demand of foods have outpaced the native production. Globally, Halal food industry is estimate to have worth of >650 billion \$ with substantial growth and opportunities. Europe and France with major of Muslim population also have estimated markets of 4-8 million dollars in Halal foods and products.

An average increase of 2.4% of Muslims populations around the world (1990-2010) justifies the demand of Halal goods and is linked with origin of Islam. Population of Muslims is expected to grow at the rate of 1.6% annually which will be twice the size of non-Muslim population. Three decades ago, Muslims were 20% of the world's population and expected to reach up to 30% in 2050. Apart from that Muslims are residing in more than 200 countries through migration/immigration. These migrations have increased the need of Halal foods in European markets and other regions including Australia, North America, New Zealand and Asia which also observed the same incremental trends.¹⁰

With increasing awareness about the Halal/Haram concepts, lot of Muslims consumers quit buying food items that were not in compliance with Halal food practices or Haram. Food producers in Pakistan are to believe the increasing demand of Halal meat in Muslims and non-Muslim countries and they believe in effective fulfillment of Halal meat requirement by Pakistan meat sector. But people in Pakistan not necessarily believe in the Halal compliance of foods coming from Muslim countries and substances used in these foods production. Literature shows the conviction of Muslims consumers towards Pakistan meat and food sector.¹¹

The main factor influencing the development of Halal products in the market is the increased awareness of Muslim consumers throughout the world on

¹⁰A.M. Bohari, et al., The competitiveness of halal food industry in Malaysia: A SWOT-ICT analysis (2017). 9(1).

¹¹ Kamaruddin, R., H. Ibrahım, and A. Shabudin. *Halal compliance critical control point (HCCCP) analysis of processed food*. in 2012 IEEE Business, Engineering & Industrial Applications Colloquium (BEIAC). 2012. IEEE.

Halal food. At present, about 1000 Halal products are available within the U.S. market.¹² Information technology also contributes remarkably to facilitate the consumer access to information with respect to Halal products. Grasping the importance of Halal food for Muslims is also essential to estimate the trade opportunities in the global market. Halal is not only applied to food production and consumption but this industry has now evolved from solely Halal food products to a comprehensive Halal concept that surrounds the entire value of business activities. It has stretched beyond food into the realm of business and trade and has become a symbol of quality assurance and a lifestyle choice for both Muslims and non-Muslims.¹³

The teaching of Islam deeply emphasizes on importance of Halal in every aspect of life especially food consumption and dietary requirements. Halal food market is one of largest consumer market in world as the Muslims spent 16.6% of total global food expenditure for signifying Halal food market attributed to growing global Muslim population. Additionally, emergence and growth of Halal food market is mainly boosted by broad acceptance among non-Muslim consumers who regard Halal food as safe, hygienic, quality, and wholesome.¹⁴

Halal food consumption and health benefits

Although people are well aware of the importance of eating healthy food but still many people do not bother the effects of what they consume is beyond their physical needs. It has been documented that most people not aware of effects of food consumption on their mental health. In this context, a study was carried out to explore relationship of Halal food consumption on intellectual attributes of Muslim in Malaysia. In this study, student aged between 18-35 years were randomly selected and were asked to complete

¹²Lubis, H.N., et al., From market to food plate: Current trusted technology and innovations in halal food analysis, 58 (2016):55-68.

¹³ Bakar, N.R.A., et al., Theory of planned behaviour and halal compliance 8(5) 9(2018): 816-829.

¹⁴ Ab Talib, M.S., et al., Emerging Halal food market: an Institutional Theory of Halal certificate implementation (2016)

questionnaire having Halal food consumption and psychological construct. Results of this study indicated, that majority Muslim students have high level of awareness for Halal food (93.8%) however, significant differences documented for gender attitude, perceived behavioral control as well as Halal food consumption intention. Conclusively, this study has proven the importance of Halal food towards psychological development of participants.¹⁵

The Halal food market has shown significant growth in last decade due to many factors. One of the factors is increasing Muslim population that coupled with increase retail sector development that boosts global Halal food market. The World Health Partners reported, that Muslims population with highest fertility rate (average fertility rate of 3.1) compared to other religious groups, that also linked with Halal food development. Additionally, the supermarkets and hypermarket like Tesco in U.K and Carrefour in France have opened dedicated Halal sections for selling Halal food to Muslims. The Tesco through its Malaysia-based subsidiary has already entered into a contract with Nestlé Malaysia to supply Halal-certified products for Tesco stores in U.K. ¹⁶ Keeping in view the growing market of Halal foods and its adjacent food businesses, the food legislators and stakeholders around the world should consider various factors i.e. methods of slaughtering, pre or post stunning, consumption frequency, animal welfare, consumer protection policies and research strategies for educational institutions to continuously improve the laws on food slaughtering and processing and compliance with Halal food system. Survey conducted to assess the meat consumption in England revealed that around 40% of the participants were daily meat consumers and also preferred non-stunning before slaughter meat than stunned meat.

¹⁵ Van der Spiegel, M., et al., Halal assurance in food supply chains: Verification of halal certificates using audits and laboratory analysis 27(2): (2012):109-119.

¹⁶A., P Fuseini, Hadley, and T.J.J.o.I.M. Knowles, Halal food marketing: an evaluation of UK halal standards (2020)

The acceptance of Halal food among the consumers is due to purity, intention of use, higher quality which is defined by its cleanliness and freshness, food safety aspects. In order to achieve this, food processing methods are vital in sustaining the cleanliness and freshness of food and directly affect the nutritional quality of food consumed. Food quality can also be used to determine food safety that divide quality dimensions for food into classifications such as hedonic, health- related, convenience and process-related. Also, the hedonic quality is related to sensory pleasure thus linked to taste, smell, and appearance whereas health quality is concerned with consumption patterns of the food product and their effects on human health.¹⁷

Halal logistics, tourism and cosmetic

Tourism industry and the increasing population of Muslims around the world has warranted the importance of Halal foods and urged the practitioners and researchers but all these systems should only follow the Islamic law. The Halal food market also encourages and attracts the Muslims around the world that their Islamic laws are being followed in the setting and they can enjoy foods and tour without any hesitation and worries. Halal tourism and products are growing their markets day by day with increasing population of Muslims around the globe. The need is to develop a vicious and active system that can cover this large sector and meet the requirements of Halal foods. Muslims all over the globe travel to the Mecca and Medina (Holy places) for annul Hajj and Umrah. In the Hajj travel package the food residence and traveling is covered. Muslims contribute to one of the largest shares to tourism but the Halal food sector is still neglected and its significance is not given much importance. Therefore, there is a need to introduce Halal food network inside the tourism industry.¹⁸

¹⁷ Mathew, V.N.J.P.-S. and B. Sciences, Acceptance on halal food among non-Muslim consumers 121 (2014): 262-271.

¹⁸S. Zailani, et al., Drivers of halal orientation strategy among halal food firms. *British Food Journal*, (2015)

In order to have a competitive advantage and with expansion and liberalization of trade big food systems around the world now follow comprehensive strategic plans considering the demands of global markets. Hence continuous innovations and product development can guarantee customer satisfaction and edge over other food systems. Supply chain is considered the most important and critical point to control the competitive pressure and increasing the market flow of product. Therefore, the concept of Halal logistics and innovations in the old systems should be included to gain extra benefits and food market share. Comprehensive hygiene and logistics demand of increasing Muslims population should be taken into consideration to fulfill the criteria of critical customers. In order to apply the Halal food practices, one should understand its rationale and reasons for its implementation. The food companies around the worlds should focus on developing and innovating new systems that can implement the Halal food practices that can cover the growing demand of Muslim population.

Halal authentication for food ingredients

Non-Halal ingredient and their use in the food processing and manufacturing is one of the main concerns of practicing Muslims. The use of gelatin is very common in food processing and have various food sources origins including porcine (non-halal), bovine and fish (halal sources). Therefore, the source of these ingredients should be properly mentioned on the food labels in order to comply with halal food practices.¹⁹ But unfortunately, unclear information on the origin of these substances has been the main concern for Halal authenticity of food as the porcine consumption is prohibited in the teachings of Islam. Various advanced biochemical techniques i.e. HPLC, electrophoresis, chemometric and Fourier transform analysis can be useful in determination of these ingredients in the food samples and can be useful in detection of actual source of these prohibited ingredients (Hassan et al., 2018).

Food labeling is very critical in communicating the nature of product to its consumers and Halal foods are the only foods permissible for Muslims to eat.

¹⁹J.Z.K Khattak, et al., *Concept of halal food and biotechnology*3(5): (2011): 385-389.

Halal food labels attract the community of Muslims as it is the right of every Muslim to have Halal food. The Halal food label was linked to positive product perception among Muslim consumer. The sign of “Halalness” and “anti-Halalness” considering a specific product is critical as Muslims pay keen attention to these signs. The religious based groups were associated with more product quality perception but in general it was not linked with product perception. But the religious groups do not believe in the non-indigenous countries’ products or countries other than Islamic countries.²⁰ Globally, the gelatin production has been boosted and the authenticity of Halal nature of foods due to cross-contamination of gelatin porcine by-products. The analytical techniques of PCR and chromosomal DNA-(MPRE42 repetitive element) can be used to detect the presence of non-Halal ingredients in the food products.

Halal certification process in food and allied industries

Avoiding cross contamination and use of proper ingredients for food processing are main considerations of Halal food system. Halal certification and designation of Halal status certifies that the product was made in accordance with Islamic law and can be used by Muslims and Islamic rules have been followed in professing slaughter and hygienic handling of food. Medium size Enterprises (SMEs) are one of the major chunks of the food industry that is involved in the supply of the major raw materials and ingredients for the food processing and value addition and their Halal certification can ensure the Halal certification of final products in an efficient way. Accordingly, a survey of SMEs and their perception towards Halal certification was carried out in Malaysia involving 136 SMEs. Religion was significantly associated with having a Halal certification of food. From all the SMEs approximately 64.9% had Halal certification and 44.3% were Muslim entrepreneurs.

Halal certification ensures the necessary attributes i.e. belief, safety and hygiene to the consumers and the need of Halal certification is appreciated by

²⁰ Maison, D., et al., Explicit versus implicit “halal” information: Influence of the halal label and the country-of-origin information on product perceptions in Indonesia 9 (2018): 382.

Malaysian food system managers. They also believe that Halal certification ensures trust and customers relate high expectations to this system.

The Codex Alimentarius have recognized rules and regulations of Malaysian Halal food standards as best and excellent set of available standards all over the world and the Government of Malaysia has created a special department for regulation of these Halal food matters nationally and internationally with name as Food Safety and consumers specific sectors under Ministry of Health. Food logos and Halal certifications play a very important role in global market because of gigantic population attraction. A study conducted to assess the understanding and knowledge on Halal food and certification. The study findings revealed that the discrepancies in the variations between the regulations of state and federal level requirements and these issues create confusions and detrimental to execution of Halal food systems.²¹

Halal standards in world and unification of Halal standards

Execution and development of Halal food standards should be based on mutual decisions taken various stakeholders i.e. firms, food companies, food systems and industries, governmental organization at national and state level. All these consensuses can help the effective implementation of Halal system in its true form. These systems can facilitate in compatibility, repeatability and safety/quality of foods around us in its true nature. The mutually consistent decisions can solve all the problems and can satisfy the needs of every set and community all over the world.

The aim to follow Halal food standardization is normally misunderstood and not clearly stated which can create a lot of confusion among the consumers as well as law makers. General principles clearly describing the aim i.e. improvement in quality, safety, health protection and environment friendly approaches should be communicated and stated when marketing the Halal foods. These steps should be followed to promote use of energy, materials and human resource for economic use and to nullify the ambiguous and miscommunication among all the interested parties/stakeholders. All these

²¹M. Tieman, and F.H.J.B.F.J. Hassan, Convergence of food systems: Kosher, Christian and Halal (2015)

standards should abide by the food laws. That should be helpful in promoting trade internationally and to remove all the hurdles and disparities in national and international practices and set of codes.²² The human rights in all Muslim countries or Muslim majority countries can only be protected by provision of safe, Halal and nutritious foods as it is belief of majority of Muslims that the kind of foods they eat will determine the way they will behave and it will shape the behavior fate of their upcoming generations and lifestyle. Haram foods on the other hand are believed to negatively affect character-building and civilization of the Muslims.²³

The discrepancies and differences in the national and international laws are the main determinants for international trade and according to the agreement on technical barrier to trade (TBT) all these issues should be resolved by unanimous debate and uniform laws to facilitate and encourage international trade of foods without destroying or undermining the Halal food systems. This is a challenge for ASEAN (association of south east Asian countries) to establish and upgrade the guidelines on Halal food system that should meet the demand of every stakeholder and related parties. They should construct a brief and comprehensive set of measures on Halal foods. There is a possible clash between the regulations of Halal food systems and TBT agreement which is the main barrier. There should be transparent and unbiased law and set of practice that can meet the needs of both parties but should be constructed in the light of existing codex Alimentarius guidelines.²⁴

Conclusion

Globally, there are various standards for production and certification of Halal food and allied articles and therefore creates confusion for the consumers. Additionally, the absence of single or unified Halal standard also affects the acceptability for the countries and therefore results confusion among the food

²² Manzouri, M., et al., *Lean supply chain practices in the Halal food*. 2013.

²³ Junaidi, J.J.M.S.L., *Halal-friendly tourism and factors influencing halal tourism* 10(8): (2020): 1762-1755.

²⁴C. Ratanamaneichat, S.J.P.-S. Rakkarn and B. Sciences, *Quality assurance development of halal food products for export to Indonesia* 88 (2013): 134-141.

processors due to different requirements and acceptability standard even though the basic requirements remain the same. In this context, present study was carried out with a concept of Halal unification for food production and processing companies and certification process for CBs working in Halal certification of different products as well as processed for stakeholders considering the major requirements of 4 selected standards prepared by Pakistan, Malaysia, SMIC and GSO countries.