Halal Certification in Halal-Meat Based Products

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Abstract

Halal meat industry is expected to grow exponentially and since the early 2000s, Malaysia has established procedures and standards for halal certification. It poses a huge challenge to protect its Muslim consumers assurance on halal meat-based products includes all elements and processes along. The purpose of this study is to discuss on halal certificate implementation mainly focus on meat-based products in Malaysia. The data and information for this study were collected using qualitative methods with descriptive analysis using inductive strategies to track and collect scientific material. The study's findings are expected to add current knowledge and understanding on implementation on halal certification in Malaysia and it will be benefiting halal industry players, customers and government. In conclusion, this study can be a new platform and source of reference, especially for industry, authorities, and other agency bodies to provide detailed information and framework to highlight on halal certificate in meat-based industry in Malaysia. In fact, halal certification is one of the prerequisites for entering the global halal market because it able to provide recognition of quality and safe product through the concept of halalan toyyiban for the entire meta-based supply chain, from farm to fork.

Keywords: Halal certification practice; Halal; Meat-based industry

1. Introduction

The halal industry involves halal foods and products has seen rapid growth recently, and it is no longer only identified as a religious symbol, but it is also highly correlated with excellence in quality assurance and lifestyle choice, and it is not only good for religious protection (Muhammad et al., 2020). By the year 2030, the halal industry is predicted to expand rapidly as the population of affluent Muslims worldwide has been projected to reach by 29%. Being an integral part of the halal industry, the integrity of halal assurance on products are very crucial to focus on because it related to the establishment of social wellbeing as one strategies trust in Shared Prosperity Vision 2030, to protect not only Muslim consumer but also non-Muslim consumer (Sungit et al., 2020). Besides, Muslims nowadays have become increasingly concerned about the halal status of products they consume such as from meat based. Proper description on halal status and halal certification are important for customers to make informed decisions and to promote fair commerce, especially in the halal meat-based industry (Nakyinsige et al., 2012).

According to Zahara, Logaiswari, Suraya and Kalthom (2021), currently, the public's attention has been drawn to concerns on halal integrity and ethical values conduct by halal governance agencies to ensure the halal status of meat-based products in halal market. The nature of the meat-based industry poses a huge challenge for
authorities in Malaysia to protect its Muslim consumers from haram and unsafe consumption of meat-based products. The community has been made aware of the presence of non-halal imported meat which used fake halal labels via the meat cartel's distribution mechanism. It was said that this scenario had occurred for the past forty years lack effective enforcement or monitoring from the halal governance agencies (Yaacob et al., 2016). The arrest of a 1,500-ton illegal meat cartel smuggling organization from four foreign nations, notably China, Ukraine, Brazil, and Argentina, stunned Malaysia towards the end of 2020 (Ariffin et al., 2021). The issues and controversies in halal meat-based industry has been discovered, and this criminal case has piqued the interest of several parties because it is thought to have operated in Malaysia for many years. This issue had provoked a public outcry that demand justice to be meted out an irresponsible miscreant who have been involved in feeding Malaysians fake halal meat. The polemics and anxieties on this scandal led to research on halal certification to ensure implementation so that the products released are believed to be safe, nutritious and with quality.

This issue is further exacerbated because consumers put their trust in Jabatan Kemajuan Islam Malaysia (JAKIM) also known as Malaysian Department of Islamic Development, halal logo and as key regulatory bodies in monitoring the quality assurance to safeguard the halal product integrity from farm to fork. According to Baharuddin & Ismail (2018), halal meat is meat from a permissible animal that has been slaughtered in a Shariah-compliant manner. Furthermore, meat imported from other countries with the halal logo recognized by JAKIM and does not violate halal standards and is safe for customers. The meat production must meet industry, economic, and manufacturing needs, as well as government health standards, without negatively impacting Islamic religious requirements derived from the Qur'an and Hadiths (Shahdan et al., 2017). According to Ministry of Agriculture and Food Industries, meat demand is expected to increase from 1.4 million tons in 2010 to 1.8 million tons in 2020 with a growth of 2.4% per annum. As a result, it shows that Malaysia became one of the significant Muslim countries involve in halal meat productions.

The purpose of this research is to understand the nature of halal certification practice in Malaysian meat-based products due to concern to protect the interests of all Muslim and non-Muslim customers and meet their needs. Many non-Muslim consumers in Malaysia have started to purchase and consume halal products because they know it is a healthy choice and this situation gave rise to a wider halal-conscious community in the country (Aliff et al., 2015) and (Ilyas Masudin et al., 2021).

1.2 Halal Meat-Based Industry in Malaysia

Malaysia has aspired to be a competitive global halal food hub since 2010. To achieve this goal, the Halal Development Corporation (HDC) recommends that the country's halal food industry have at least 10,000 halal food firms that are competitive and internationally marketed (Noor & Wahid, 2015). In general, the meat industry in Malaysia involves two main commodities, namely the production of beef, buffalo, mutton and sheep. According to Ministry of Agriculture and Food Industries (2021) in 2019, there were 657,407 cows, 101,695 buffaloes, 312,571 goats and 121,677 sheep with a farm value of RM1,751.90 million. During the same period, the import value of live ruminant livestock was RM158.80 million, and meat RM2,67.87 million, compared to the export value of RM87.31 million. The shortage of supply of live ruminant livestock and meat in the country requires drastic action with a comprehensive approach to increase ruminant production to the required level.

However, demand for halal meat-based products will continue to increase with the increase in the country's population estimated to reach 32.6 million in 2019. Food production needs to be mobilized with more focus to meet the country's food needs. Due to this reason, Malaysia’s meat-based production contributes significantly to the nation’s economic development as well as the global economy. Over the last decades, issues in the halal meat-based industry have been studied from various perspectives for instance on attributes of halal products, awareness of halal products, consumer perception, and consumer behavior when purchasing halal meat-based products and it reflects the important of halal certification as it provide recognition of quality and assurance. For example, only halal meat-based products endorsed by JAKIM certified bodies are allowed for imports into the country for consumption by the Muslims. Consumers usually associate halal logo on the products as a warranty for their cleanness, najs-free (filth-free), and thoyyib (Tieman, 2011).

2. Literature Review

2.1 Definition of Halal

The word ‘halal’ is from the Arabic language which means that all things and actions that are permissible, allowed and lawful according to Shariah (i.e., Islamic law) and it refers to part of the Islamic beliefs (Rejab, 2018). It is an obligation that should be fulfill by every Muslims. Meanwhile, the opposite of halal is haram which means prohibited (for use or for consumption).
Besides, the concept of halalan tayyiban helps determine all the physical and spiritual benefits of food to mankind. In this context, halalan tayyiban can be defined as foods that are permissible to eat (halal) and can benefit the human body (Zainal Arifin et al., 2021). In other words, halalan tayyiban food meets two criteria which is, it’s halal and obtained from a halal source and it is a quality food that benefits people who consume it. Both the concepts of halal and thayyib cover the aspects of nutrition, quality, and safety, not only for the Muslim society but also for all humankind; the term thayyib also include aspects of the impacts of the use or the consumption of the matter.

Zabiha or Dhabihah or the killing of animals for Muslim use, must follow the requirements stated in the Quran and Hadith (Sharifah & Zaidatul, 2012). Not all ingredients are permissible for Muslims to eat. Allah SWT told all Muslims in the Qur'an to take only what is good and Halal. Allah S.W.T said in the Quran:

أَلْهَمَّ جَنًّا وَطَعَانَكُمْ لَكُمْ جَنًّا الْكَتَابَ أَوْثَانًا الْتَّمِينَ وَطَعَانَ‏

Meaning: “This day [all] good foods have been made lawful, and the food of those who were given the Scripture is lawful for you, and your food is lawful for them.” (Surah Al-Mai’dah: 5)

Regardless of philosophical differences, the acts and aspects of halal meat- based production could be categorized into three parts (Shahdan et al., 2016):

- Acts of sacrifice (slaughtering), which are also considered as acts of worship and obedience in Islam.
- The species, ages, and physical conditions of the animals.
- Animal handling before, during, and after the slaughter, these considerations frame Halal meat poultry production.

2.2 Halal Certification in Malaysia

The Malaysian government has gazetted through the Malaysian Halal Standards (MS 1500:2009) in order for the halal and tayyib aspects are used by the halal industries. Halal certification is the process of approving goods or services in accordance with Islamic law. A process of halal certification and verification is viewed as a critical aspect in giving confidence to Muslim customers on halal quality. They need to follow the standards in the production of halal products as the Government wants a halal product manufacturer in Malaysia to respond to a higher competition for halal products worldwide. According to Buang & Mahmood (2012), in Malaysia only the JAKIM and JAIS halal logos are authorised to use on any product or service area. The application can be made to either JAKIM or JAIS to get halal certification for goods that will be sold locally as well as exported to other countries. JAKIM has recognized 84 Islamic bodies from 46 countries that follow the same halal certificate requirements as Malaysia on 1st December 2021 (JAKIM, 2020).

Moreover, the e-Halal system was created in February 2006 to allow halal certification applications to be submitted online. The goal of this system is to increase halal certification process productivity, give priority to industry halal certification applications, and serve as a database of companies, businesses, restaurants, hotels, and products (Muhammad et al., 2020). The e-Halal system was renamed MYeHALAL in April 2014, and it now divides halal applications into nine categories which are food and beverage products, cosmetics product, pharmaceuticals, food premises, consumer goods, logistics, slaughterhouses (under the monitoring and supervision of JAKIM for domestic as well as international products), OEM and medical devices (MPPHM, 2020).

2.3 JAKIM as Halal Certification Bodies in Malaysia

JAKIM is Malaysia’s legally mandated competent authority for halal certification. To halal certification, JAKIM must determine the halal status of the product at every stage and process by conducting an official inspection to determine how the halal status of the raw materials is maintained and managed at all times. Its duties include the implementation of the halal certification system and ownership of the Malaysia halal logo. Since the amending of the Trade Description Act in 2011, JAKIM has been the exclusive halal certification authority in Malaysia, certifying both local and exported products. It is also the regulating body in Malaysia, monitoring and enforcing halal standards.

Furthermore, according to Buang & Mahmood (2012), JAKIM must determine the halal status of the product at every stage and process involved in order to get halal certification by conducting an official site inspection on the factories to check how the halal status of the raw material is maintained.
2.4 Halal Certification in Halal Meat-Based Products

Malaysia has enacted a series of laws regulating the halal industry. Effective law enforcement is critical to guarantee that halal producers follow the laws' requirements and, more critically, to increase Muslim customers' faith in halal meat products (Rahman et al., 2018). As a result, halal meat-based industry players must comply with this guideline to obtain halal certification of their meat-based products. JAKIM published Malaysian Halal Certification Procedure Manual in 2005, and it was recently amended in 2014. It gives JAKIM the authority to carry out its role as the halal certification body.

MPPHM includes halal certification criteria for JAKIM and MAIN inspection officers. MPPHM includes information on halal certification application methods, certification process, and financial levied, in addition to defining the terms and requirements for halal certification. It's worth mentioning that the halal certification procedures and standards have been updated and reformed for simpler study and reference by inspection authorities and the industry (Rahman et al., 2018). Figure 1.0 below shows the process involve in getting halal certification (MPPHM, 2020).

![Flow chart of halal certification process in Malaysia](image)

According to MS1500:2019 Halal Food - General Guidelines (Third Revision), there are eight general requirements as stated in clause 4 which is management responsibility, premises and facilities, devices, utensils, machines, processing aids and equipment, hygiene, sanitation and food safety, processing of halal food, storage, transportation, display, sale and serving of halal food, packaging and labelling, legal requirements (Department of Standards Malaysia, 2019). The Food Act of 1983, as well as laws such as the Food Regulations of 1985 and the Food Hygiene Regulations of 2009, protecting customers by guaranteeing that any food supplied does not include dangerous materials in terms of food preparation and safe to consume (Rahman et al, 2018). This law was created to ensure that food safety control is more secure and maintained among the food industry as well as food preparation is also protected from things that are harmful to consumers.

3. Methodology

This study employs content analysis where an inductive strategy is used in tracking and gathering relevant materials related to the concept of halal certificate practise and meat-based industry. The information obtained is from various sources such as books, journals, articles newspapers and magazines. This information is collected and screened and analyzed using contents analysis. Content analysis resulted when the researcher had the goal of conducting a literature review. By analysing the opinions of scholars, researchers, as well as reporters in
disseminating information the analytical approach was used to develop understanding on of halal certificate in Malaysia meat-based industry.

4. Important of Halal Certification

Academic scholars and industry players state that the halal certification is important to make sure the product is free of toxins and contamination, include no dangerous ingredients, and be clear of fraud in terms of weight, quality, expiry date, ingredient, and name (Ariffin et al., 2021), (Nakyinsige et al., 2012), (Zulfakar et al., 2014), (Ngah et al., 2014) and (Yaacob et al., 2021). The consumer’s sensitivity was affected by issue of halal meat-based industry and the halal meat market will drop due to the loss of trust especially the Muslim consumers in Malaysia. The meat-based industry must follow and comply with halal certification process to build consumers trust and interest. The worst part is the potential lack of trust by consumers in Malaysia towards the halal certification authorities, especially JAKIM. A low level of assurance in the halal meat products in halal meat-based industry would have adverse impacts on consumers’ confidence in consuming the products which will lead to low producers’ sales, as well as might jeopardize the credibility and status of JAKIM halal certificate, which is supposed to preserve the halal, thoyyib and well-being of Muslim consumers. Thus, the halal certificate practice is important to fulfill the quality and requirement in halal meat-based industry. The growing Muslim population throughout the world encourages the growth of the halal meta based industry since all Muslim customers are obligated to seek out halal products and services. Many years previously, Malaysia will establish a worldwide halal centre to produce and promote the important of halal goods and services. Because Muslims constitute most of the Malaysia’s population, our government readily promotes the halal market. Malaysia is well-known for its high degree of sensitivity in terms of halal and haram issues.

5. Conclusion

Majority food crime issues involving meat products are meat adulteration, mislabelling of meat-based products, and meat manipulation, such as beef manipulation with buffalo meat in sausage production. In addition, the exchange of prohibited meat for halal is exchange for beef, dog meat is exchanged with mutton and the meat of animals that are not slaughtered. But there is limited study on halal certification practice on meat production since a lot of issue about meat was hit the halal industry in Malaysia.

A proper regulatory framework is very important to manage halal meat safety and quality throughout the halal meat-based industry supply chain. Primarily, the issues of halal certification and compliances are related to product safety and quality assurance. Halal meat-based products must comply with the standards and regulations to ensure the food's safety and quality throughout the supply chain process. In order to get the halal certification, the entire supply chain starting from the farm to fork must be halal. A proper regulatory framework governs and controls the halal meat supply chain from raw material, production, packaging, transportation, and storage until the halal meat products reach the end user. However, due to a lack of enforcement and monitoring from the local authorities, the non-conformity of regulations may affect the halal status, safety and quality. It is also noted that the industry players of halal meat lack understanding and exposure to the proper flow of halal meat based regulatory framework. Thus, the improvement of the halal operation in the halal meat-based industry can be facilitated with awareness and readiness from the stakeholders involved in the industry.

The study's findings are expected to add current knowledge on the practices about halal certification in meat-based industry and it will be benefitting both industry players and government. This study will provide improvements on halal certification practices where several methods can be used to ensure that the products marketed are guaranteed halal by comply with the halal certification practice. Other than that, this study also provides recommendations to the government in providing improvements on aspects of enforcement to the authorities which can be refined in more depth. Moreover, this study provides recommendations to meat-based industry in providing improvements on standard operation procedure.

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