

Halal Standardization and Accreditation Authorities

Updates, Challenges and Solutions

GIMDES - 9th International Halal and Tayyib
Conference, ISTANBUL 23-24 Oct '17.

EXPONENTIAL GROWTH

- Localised environment - traditional corner shops and neighbourhood butchers
- Exponential growth
- Tesco, Unilever and Nestlé
- Nestle - USD5 billion
- 35% of Nestlé's global sales
- \$3 trillion by 2021
- Muslim spend \$1.1 trillion - \$415 billion

LACK OF UNIVERSALLY ACCEPTED STANDARDS

- No universally accepted international standards and best practice norms
- Significant variance –DSM, Malaysia & ESMA, UAE
- Different Rulings
- Multiple certifications & statutory req.
- Cost - Confusion - Abuse - Fraud
- Entry barriers for the industry

ROLE PLAYERS

- **State-run/Parastatals - Malaysia, Thailand, Indonesia, Singapore and the UAE**
- **International bodies - SMIC/OIC**
- **NGO's/ Private certification bodies - WHC, WHFC**
- **Majority of Halaal food produced in Non-Muslim majority countries**

ACCREDITATION

- Lack of viable international accreditation
- Accreditation is country specific
- JAKIM / ESMA - ESMA / Indonesia
- HCB's have to duplicate accreditation
- Industry does not fully understand the difference between recognition and accreditation

BENEFITS OF ACCREDITATION

- **Accreditation - Compliance to an approved management standard**
- **Superior to recognition**
- **Bolsters credibility**
- **Advantage over competitors**
- **Curbs prohibitive cost of accreditation**
- **Sanitizes the Halal regulatory environment which is disjointed, disorganized and divided**

SOLUTIONS

- **Accreditation bodies need to be talking to each other**
- **Agree on a universally accepted Halaal standard and Management System**
- **Aim is to simplify, enhance & unify**
- **Enhance commercial relationship**
- **Contribute to greater Muslim confidence**

MANDATE

- **Mandate to establish a Halal Accreditation Framework**
- **Establishment of an 'Internationally Recognised' accreditation system**
- **Islamic Scholars of international repute supported by technical experts**

IS CHANGE POSSIBLE?

“And those who strive in Our (cause),- We will certainly guide them to our Paths: For verily Allah is with those who do right.”
(69:29)

“Your positive action combined with positive thinking results in success”

Adopting the right attitude can convert a negative stress into a positive one

Yusuf Patel



South African National Halal Authority (SANHA)