

PROGRAM ON ISLAMIC STUDIES

WHY HALAL CERTIFICATION IS IMPORTANT

Marie Sol Hidalgo, Dempster Samarista, and Nefertari Arsad¹

WHAT IS HALAL CERTIFICATION?

Halal certification has become the primary assurance in today's marketplace that products and services are suitable for consumption or use by Muslims. With the global Muslim population growing rapidly and the high demand for Halal products in affluent Muslim-majority countries, Halal certification and its supporting infrastructure remain vital components in today's economy.

A survey of literature on definitions of Halal certification was conducted to establish a clear, conceptual picture. The definitions were analyzed based on the nature, function, and necessary conditions for Halal certification. (See Table 1)

Halal certification definitions are nuanced, referencing foundations, outcomes, and processes involved in certification. Halal certification is grounded in explicit scriptural principles stated in various chapters and

verses of the Qur'an, which are consistently cited in the literature on Halal. Technical definitions of Halal certification identify its key components: 1) an instrument to verify not only Halal status of a product but also its safety and cleanliness; 2) a procedure for investigating the food supply chain, which includes assessing the permissibility of ingredients, cleanliness, and hygiene; 3) an indicator that guarantees critical aspects such as rigorous examination, the credibility of certification examiners, and Shariah compliance of the supply chain. Overall, Halal and Tayyib (wholesome) are both associated with goodness, safety, hygiene, and suitability for consumption.

¹ Marie Sol Hidalgo is Lecturer at the University of the Philippines Open University Faculty of Education (email: mphidalgo@gmail.com); Dempster Samarista is filmmaker and editor of Malikmata Digital and freelance researcher (email address: dempster.samarista@gmail.com); Nefertari Al-Raschid - Arsad is Associate Professor and Quality Assurance Officer at the University of the Philippines Institute of Islamic Studies (email: naarsad@up.edu.ph).

TABLE 1. DEFINITIONS OF HALAL CERTIFICATION

SOURCE	NATURE	FUNCTION	CONDITION
Noordin et al. (2009, 2) citing Al-Quran, verse 168 Surah Al-Baqarah	principle-based concept	Investigation of principles and procedures	Verified Halal (permissible) and Thoyyib/Tayyib (wholesome); Good, safe, fit to consume
Badruddin et al (2011, 59)	examination process	examination of food processes (preparation, slaughtering, ingredients used, cleaning, handling, processing and storage, transportation, and distribution)	food verified as nutritious, prepared from permissible ingredients in a clean and hygienic manner
Noordin et al. (2014, 80)	process	certify products or services as pronounced by the Shariah law	Shariah law compliant
JAKIM cited in Latif et al. (2014, 90)	process	examination of food processes, from the preparation, slaughtering, ingredients used, cleaning, handling and processing right down to transportation and distribution	JAKIM cited in Latif et al. (2014, 90)
Baharodin Othman et al. (2016, 2)	tool	determine whether Halal-related service or product is genuinely Halal, safe, and clean	confirmed as halal, safe, clean
Talib et al. (2016, 3), citing Riaz and Chaudry (2004); Rezai et al. (2012a); Al-Mazeedi (2013); Nawi and Nasir (2014)	indicator in the form of certificate, logo, trademark, or seal	provides assurance that food products have undergone rigorous and extensive inspections from a legitimate Islamic certification authority	subjected to a legitimate certification body sources, ingredients, and operations are based on Shariah principles

Why Halal certification?

A Halal lifestyle reflects Muslims' obedience to Allah's (SWT) precepts in the Qur'an. Traditionally, consumption of Halal food and drink, and the avoidance of Haram (forbidden) were ensured within close-knit community ecosystems. However migration, urbanization, and other factors has altered how consumption is verified.

The limited ability to source and process fresh food often compels Muslims to rely on Halal food providers. Halal-certified food, beverages, pharmaceuticals, and nutraceuticals meet both a practical necessity and a convenience for Muslims with fast-paced, urban lifestyles. In multicultural cities, Halal product sections have become common in chain groceries and supermarkets. The Halal certification of a product assures Muslim consumers of its permissibility for consumption based on Shariah, freeing them from Shubha or doubt/obscurity regarding its Halal status. Imam Qurtubi, a respected religious scholar stated that eating Halal is one of five conditions needed for actions

to be accepted by Allah. Thus, while a Muslim's primary concern is religious obedience, the health benefits of Halal are increasingly validated by science. For Muslim producers and entrepreneurs, Halal assurance is not just about confirming a product's "Halalness" but also about adhering to ethical business practices (Botoeva 2020).

Halal-certified products also impact non-Muslim communities by providing an additional standard for safety and quality assurance (Abdul Aziz et al. 2015, 36). The growing demand for Halal products and services is attributed not only to their health, safety, hygiene, and cleanliness standards (Khan et al. 2016) but also to ethical considerations in animal treatment (Canadian Agri-Food Trade Service 2008, cited in Iberahim et al. 2012).

INTERNATIONALIZATION OF HALAL

Halal certification has become essential in the context of globalization, transmigration, and religious-cultural assertions of Muslim diasporic communities,² among others (Adams 2011). International trade has led to

² See also Pointing 2014, 388.

the large-scale movement of goods and services across borders, potentially challenging the assurance of Halal products for Muslim consumers (Dag and Erbas-Gonc 2013). This concern arises from several factors: 1) the presence of non-Muslim companies in the Halal production industry,³ which may raise uncertainty about their understanding of Halal requirements or compliance challenges; 2) the increasing complexity of materials and resources used in production industries;⁴ and 3) possible contamination and hazards from logistics and handling systems.⁵ The push for Halal traceability frameworks attest to the need for comprehensive information on products to support informed judgments about their Halal status.⁶

Halal product certification facilitates entry into local, regional, and global markets, contingent on important variables. Foremost is the clear guarantee of their Halal integrity. Secondly, product movement both internationally and domestically is influenced by the interplay of state food regulations and the Halal metrics and standards governing them. Adams (2011, 127-129) and Pointing (2014, 388-391) elucidate the legal dynamics between United Kingdom and the European Union (EU) food and slaughter laws and Shariah. Loyer et al. (2020) provide a more recent analysis within the Australian context, following an earlier inquiry into animal welfare by Wood (2013).

Mutual recognition of Halal certificates between countries has been proposed as an initial step to address trade barriers, aiming toward eventual uniformity in metrology and laboratory testing standards (Dag and Erbas-Gonc 2013, 2). In this context, the EU has designated the Turkish Standards Institution (TSI) and the Austrian Standards Institute (ASI) as “twinning partners” to develop Halal standards for EU member countries, referencing the OIC’s Standards and Metrology Institute for Islamic Countries (SMIIC) documents (Kayadibi 2014). As of 2023, harmonization has not yet occurred extensively, particularly concerning the Association of

Southeast Asian Nations (ASEAN)—despite the ASEAN General Guidelines on Food—which has led to not only to trade barriers but also intergovernmental tensions (Johan and Plana-Casado 2023). ASEAN-identified⁷ trade barriers involved parameters for Halal certification and labeling, stunning and slaughtering, as well as protocols for joint recognition of Halal certificates.

HALAL CERTIFICATION REQUIREMENTS

Latif et al. (2014) conducted a comparative analysis of the requirements set by Halal certifying bodies across countries, noting a lack of uniformity in their standards, which compromises the authenticity of Halal certification (p. 90). Latif et al.’s (2014, 91-93) cross-referencing is organized by category based on specifications from Halal bodies in Asia, North America, Australia and New Zealand, Europe, and South Africa. The nine categories are shown below with synthesized descriptors:

3 See Adams 2011, 129; Noordin et al. 2014, 80; Hashim et al. 2017, 147; Badruddin et al. 2011, 60; Khan and Haleem 2016, 32; and Latif et al. 2017, 89.

4 See Khan and Haleem 2016, 35; Yakin et al. 2021, 3; Hashim et al. 2023, 67.

5 See Khan and Haleem 2016, 35.

6 See Hashim et al. 2023.

7 ASEAN Matrix of Actual Cases as of 26 April 2021.

TABLE 2. CATEGORIES OF HALAL CERTIFICATION REQUIREMENT

CERTIFICATION REQUIREMENT CATEGORY	OVERVIEW/SYNTHESIZED DESCRIPTORS
1. Company profile	<ul style="list-style-type: none"> ■ Ownership ■ Halal certification for company and individual outlets
2. Premise	<ul style="list-style-type: none"> ■ Clean, free from contamination ■ Minimum of two (2) Muslim workers ■ Dedicated space solely for Halal food and beverage processing, storage, sale, and service ■ Good Manufacturing Practices (GMP) and Good Hygiene Practices (GHP) compliant ■ Hazard Analysis Critical Control Points (HACCP) and other quality assurance standard compliant ■ Appropriate and clean attire in production areas
3. Worker	<ul style="list-style-type: none"> ■ Bird, animal slaughtering by qualified Muslims ■ Staff briefing ■ Good staff hygiene ■ Proper staff attire ■ Production area free of worker personal effects (cigarettes, food, drink, medicines) and activities (smoking, eating, drinking) ■ Good staff health ■ Staff confined within assigned areas
4. Equipment	<ul style="list-style-type: none"> ■ Free of contamination from nonHalal products ■ Organized and secured tools and equipment
5. Raw Material	<ul style="list-style-type: none"> ■ Halal ingredients for Halal products ■ Animal-based ingredients sourced only from Halal animals slaughtered according to Shariah ■ Avoidance of high-risk ingredients i.e. intoxicants and colorings ■ Raw materials subjected to random testing by approved laboratories ■ Animal-based ingredients derived from a Halal certified source ■ Avoidance of Genetically Modified Organisms (GMO)
6. Packaging and Labeling	<ul style="list-style-type: none"> ■ Packaging materials are safe and clean of impurities ■ Labels - state product name and brand; bear printed Halal logo; clearly printed and long-lasting; bear manufacturer name, address and trademark ■ Hygienic packing of Halal products observed prior to transport and distribution ■ Code number-date and/or production batch number, expiry date stated ■ Halal certification of other products under same brand name ■ No duplication of Halal certification
7. Logistic	<ul style="list-style-type: none"> ■ Assured noncontamination from nonHalal products in storage, handling, transport and manufacturing ■ Transport exclusive for Halal products
8. Supplier	<ul style="list-style-type: none"> ■ Approved by Halal certifying body ■ Prohibition of third-party contracts with exceptions
9. Procedures and Documentation	<ul style="list-style-type: none"> ■ Prohibition of stunning ■ Other Halal certificates/licenses from Halal certifying body- approved Islamic authorities ■ Halal-certified stores and suppliers (raw materials, sauces, ingredients, etc.) subjected to inspections ■ Process for complaints investigation and corrective actions in place ■ Items are honestly declared (in the application form) ■ Exclusive documentation of Halal and required documentation practices (delivery orders, invoices, local/foreign Halal licenses) are observed ■ Genetic origins of the material characterized and documented to ensure elimination or control of undesirable impurities

- Source: Latif, I. A., Mohamed, Z., Sharifuddin, J., Abdullah, A. M., & Ismail, M. M. (2014). A comparative analysis of global halal certification requirements. *Journal of Food Products Marketing*, 20 (sup1), pp. 85-101.

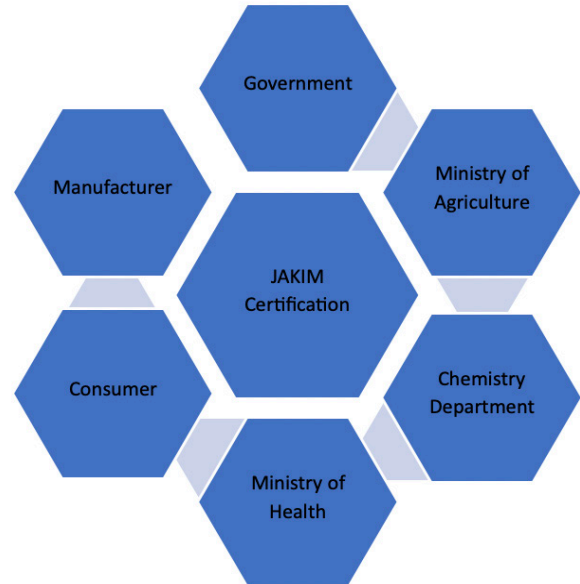
HALAL CERTIFICATION ENVIRONMENTS

Ahmad Hishamuddin’s 2007 study of Malaysia’s Halal food certification system (Figure 1) indicates that the process involved multiple stakeholder agencies. At the center is the Department of Islamic Development Malaysia (JAKIM), Malaysia’s Halal certifying authority under the office of the Prime Minister. Surrounding it are key stakeholders; however, Noordin et al. (2014) noted that while their involvement in Halal certification is crucial, the extent of their participation remains unclear.

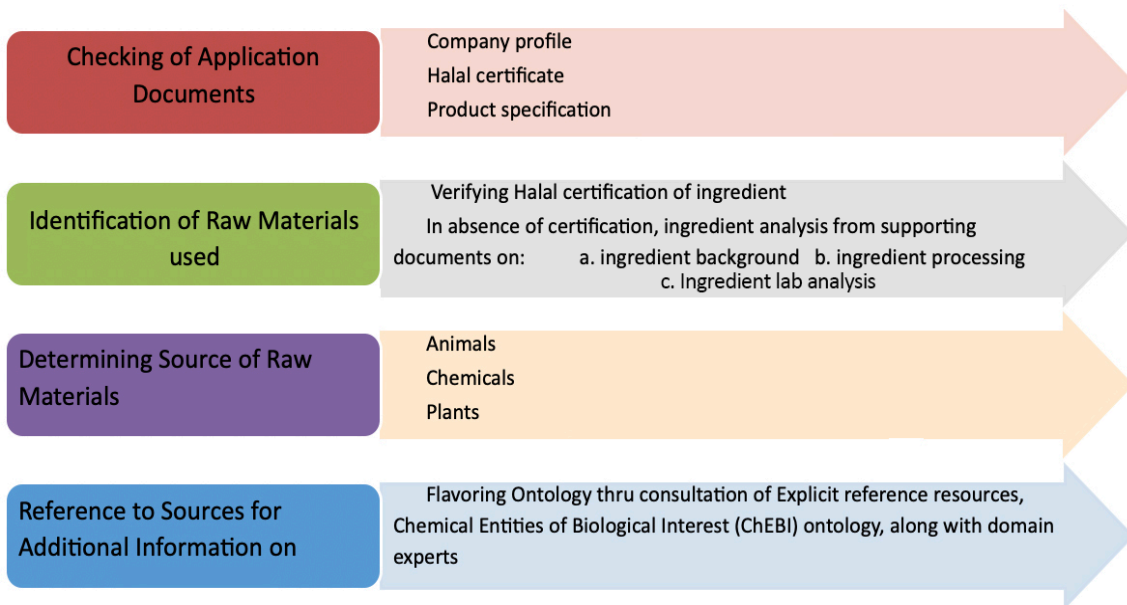
This stakeholder configuration is context-specific. Halal certification environments and legal guidelines in each country lead to variations in stakeholder participation, functions, influence, and accountabilities.⁸ Nonetheless, ease in the certification process is expected from stakeholders’ competent understanding of the Halal supply chain. This understanding relies on the resolving of variations on Halal definitions.

Internal certification environments entail the painstaking process of examination, documentation, analysis and expert consultations. For example, a simplified list of steps on food flavoring traceability sourced from Hashim et al. (2017) is shown in Figure 2. This framework was

proposed by Hashim et al. (2017) to address the current traceability system’s lack of codified terminologies between food producers and certification auditors.



■ **Figure 1.** Conceptual model of stakeholder agencies involved in Malaysian Halal certification
Source: Ahmad Hishamuddin, 2007



■ **Figure 2.** Steps in Tracing Flavoring Information
Source: Hashim et al. 2017)

⁸ For the Philippine context, see Arsad 2023.

IMPLICATIONS

Halal certification is an iterative investigation of products and the chain of procedures they undergo to determine their compliance with Shariah law. It is a continuous process in a rapidly evolving, complex market that is typically geared toward maximum efficiency and profitability. The range of industries opting for Halal certification and their respective complexities require a complete knowledge infrastructure available to stakeholders, particularly those with responsibilities in the Halal certification process and those involved in

Halal product provision. Halal certification authority should also be supported by legal guidelines and enforcement mechanisms to ensure that Halal integrity is respected and maintained. Halal certification should involve legitimate, well-informed, and technically trained actors. Overall, this necessitates a comprehensive, vigorous, and quality-oriented ecosystem. Anything short of this compromises effective Halal development and implementation.

REFERENCES

- Abdul Aziz , Ahmad Syukran & Aminuddin Ruskam. " Halal Industry in Singapore: A Case Study of Nutraceutical Products." *Sains Humanika*, 4, no. 2 (2015);
- Ab Talib, M. S., Md. Sawari, S. S., Abdul Hamid, A. B., & Ai Chin, T. "Emerging Halal food market: an Institutional Theory of Halal certificate implementation." *Management Research Review*, 39, no. 9 (2016): 987-997.
- Ahmad Hishamuddin. 2007. "Community Participation and Empowerment: An Approach for JAKIM Halal Verification and Feedback Mechanism," Master diss., University Teknologi Mara, 2007.
- Arsad, Nefertari A. Reviewing Contentions of Authority and Legitimacy in Philippine Halal Development Initiatives (2023) UP CIDS POLICY BRIEF 2022-03 ISSN 2619-7278 (PRINT) • ISSN 2619-7286 (ONLINE) University of the Philippines Center for Integrative and Development Studies Islamic Studies Program. PB-ISP-Reviewing-Contentions.pdf (up.edu.ph)
- Asmi Wood, "Animal Welfare Under the Shari'a," *Macquarie Law Journal*, 12,(2013): 155-172
- Ayang Utriza Yakin, Louis-Léon Christians, Baudouin Dupret. "Rethinking Halal: Critical Perspective on Halal Markets and Certification" in *Rethinking Halal: Genealogy, Current Trends, and New Interpretations*, (Brill, 2021)
- Badruddin, B., Mohamed, Z., Reza G. Sharifuddin, Mahir Abdullah , Abd Latif and Mohayidin M. Ghazali, "Clients' perception towards JAKIM service quality in Halal certification," *Journal of Islamic Marketing*, 3, no. 1, (2012): 59-71.
- A. Botoeva, "Measuring the Unmeasurable? Production & Certification of Halal Goods and Services." *Sociology of Islam*, 8 no.3-4, (2020): 364-386, <https://doi.org/10.1163/22131418-08030008>
- Dağ, Haluk and Emel Erbas-Gonc, (2013) "SMIIC and halal food standards." *Journal of Chemical Metrology*. Academy of Chemistry of Globe Publications, www.acgpubs.org/JCM
- Department of Tourism website. URL: <https://www.beta.tourism.gov.ph>
- Department of Trade and Industry website. URL: <https://www.dti.gov.ph>
- Hashim, S. F. M., J. Salim, S. A. M. N. M. Noah and W. A. W. Mustapha, "Ontology-Based Traceability System for Halal Status of Flavour: A Conceptual Framework." *Malaysian Journal of Information and Communication Technology (MyJICT)*, (2023): 65-77.
- Hashim, S. F. M., J. Salim, S. A. M. N. M. Noah and W. A. W. Mustapha, . A framework for tracing the flavouring information to accelerate halal certification. *Journal of Telecommunication, Electronic and Computer Engineering (JTEC)*, 9, no. 2-9, (2017):147-153.

- Iberahim, H., R. Kamaruddin and A. Shabudin, "Halal development system: The institutional framework, issues and challenges for halal logistics, 2012 *IEEE Symposium on Business, Engineering and Industrial Applications*, ((2012, September): 760-765
- Johan, E. and M.J. Plana-Casado, "Harmonizing halal in ASEAN: Analysis of halal food guidelines under the ASEAN way approach," *Journal of ASEAN Studies*, 11, no. 1, (2023): 43-67. <https://doi.org/10.21512/jas.v11i1.9682>
- John Pointing. "Strict Liability Food Law and Halal Slaughter," *The Journal of Criminal Law* 78, (2014): 387-391
- Kayadibi, Saim, "A Way Forward to European Standard on Halal food," *Journal of Asian Development Studies*, 3, no.2, (2014)
- Khan, M. I., and A.Haleem . Understanding "halal" and "halal certification & accreditation system"-a brief review. *Saudi Journal of Business and Management Studies*, 1, no. 1,(2016): 32-42.
- Latif, I. A., Z. Mohamed, J. Sharifuddin, A. M. Abdullah, and M.M. Ismail, . A comparative analysis of global halal certification requirements. *Journal of Food Products Marketing*, 20, supp. 1, (2014): 85-101.
- Loyer, J., A.L. Whittaker, E.A. Buddle and R.A. Ankeny, "A review of legal regulation of religious slaughter in Australia: Failure to regulate or a regulatory fail?." *Animals*, 10(9), (2020):1530.
- Noordin, N., N. L. M. Noor, M. Hashim and Z. Samicho . "Value chain of Halal certification system: A case of the Malaysia Halal industry, " in *European and Mediterranean conference on information systems*, vol. 2008, (2009, July): 1-14. UAE: The British University in Dubai.
- Noordin, N., N. L. M. Noor, M. Hashim and Z. Samicho,. Strategic approach to halal certification system: An ecosystem perspective." *Procedia-Social and Behavioral Sciences*, 121, (2014): 79-95.
- Othman, B., S.M. Shaarani and A. Bahron,. The potential of ASEAN in halal certification implementation: A review," *Pertanika Journal of Social Sciences and Humanities*, 24, no. 1, (2016):1-24.
- Philippine News Agency website. URL: <https://www.pna.gov.ph>

THE UP CIDS POLICY BRIEF SERIES

The UP CIDS Policy Brief Series features short reports, analyses, and commentaries on issues of national significance and aims to provide researchbased inputs for public policy.

Policy briefs contain findings on issues that are aligned with the core agenda of the research programs under the University of the Philippines Center for Integrative and Development Studies (UP CIDS).

The views and opinions expressed in this policy brief are those of the author/s and neither reflect nor represent those of the University of the Philippines or the UP Center for Integrative and Development Studies. UP CIDS policy briefs cannot be reprinted without permission from the author/s and the Center

CENTER FOR INTEGRATIVE AND DEVELOPMENT STUDIES

Established in 1985 by University of the Philippines (UP) President Edgardo J. Angara, the UP Center for Integrative and Development Studies (UP CIDS) is the policy research unit of the University that connects disciplines and scholars across the several units of the UP System. It is mandated to encourage collaborative and rigorous research addressing issues of national significance by supporting scholars and securing funding, enabling them to produce outputs and recommendations for public policy.

The UP CIDS currently has twelve research programs that are clustered under the areas of education and capacity building, development, and social, political, and cultural studies. It publishes policy briefs, monographs, webinar/conference/forum proceedings, and the Philippine Journal for Public Policy, all of which can be downloaded free from the UP CIDS website.

THE PROGRAM

The **Islamic Studies Program (ISP)** seeks to advance the critical and strategic roles of Islam in nation-building and determines to lead the Filipino communities to know Islam deeper and consequently deal with the existing stereotypes against Muslims. The three-fold research component is comprised of: (1) Hikma, or the historical and Islamic knowledge for the modern age; (2) Shari'a courts practices, implementations, and issues for revisions; and (3) the Moro story, which entails identifying key issues affecting the dynamics of Moro families locally and globally.

EDITORIAL BOARD

Rosalie Arcala Hall
EDITOR-IN-CHIEF

Janus Isaac V. Nolasco
DEPUTY EDITOR-IN-CHIEF

PROGRAM EDITORS

■ EDUCATION AND CAPACITY BUILDING CLUSTER

Dina S. Ocampo
Lorina Y. Calingasan
EDUCATION RESEARCH PROGRAM

Fernando dIC. Paragas
PROGRAM ON HIGHER EDUCATION
RESEARCH AND POLICY REFORM

Romylyn Metila
Marlene Ferido
ASSESSMENT, CURRICULUM, AND
TECHNOLOGY RESEARCH PROGRAM

Ebinezer R. Florano
PROGRAM ON DATA SCIENCE FOR
PUBLIC POLICY

■ DEVELOPMENT CLUSTER

Annette O. Balaing-Pelkmans
PROGRAM ON ESCAPING THE
MIDDLE-INCOME TRAP: CHAINS FOR
CHANGE

Antoinette R. Raquiza
Monica Santos
POLITICAL ECONOMY PROGRAM

Eduardo C. Tadem
Ma. Simeona M. Martinez
PROGRAM ON
ALTERNATIVE DEVELOPMENT

Leonila F. Dans
Iris Thiele Isip-Tan
PROGRAM ON HEALTH
SYSTEMS DEVELOPMENT

■ SOCIAL, POLITICAL, AND CULTURAL STUDIES CLUSTER

Rogelio Alicor L. Panao
PROGRAM ON SOCIAL AND
POLITICAL CHANGE

Darwin J. Absari
ISLAMIC STUDIES PROGRAM

Herman Joseph S. Kraft
STRATEGIC STUDIES PROGRAM

Marie Aubrey J. Villaceran
Frances Antoinette C. Cruz
DECOLONIAL STUDIES PROGRAM

■ NEW PROGRAMS

Maria Angeles O. Catelo
FOOD SECURITY PROGRAM

Weena S. Gera
URBAN STUDIES PROGRAM

Benjamin M. Vallejo, Jr.
CONSERVATION AND BIODIVERSITY

Rosalie B. Arcala Hall
LOCAL AND REGIONAL STUDIES
NETWORK

EDITORIAL STAFF

Lakan Uhay D. Alegre
SENIOR EDITORIAL ASSOCIATE

Kristen Jaye de Guzman
Leanne Claire SM. Bellen
JUNIOR EDITORIAL ASSOCIATE

Jheimeel P. Valencia
COPYEDITOR

Jose Ibarra C. Cunanan
Jessie Feniquito
Mikaela Anna Cheska D. Orlino
LAYOUT ARTISTS

Get your policy papers published. Download open-access articles.

The *Philippine Journal of Public Policy: Interdisciplinary Development Perspectives* (PJPP), the annual peer-reviewed journal of the UP Center for Integrative and Development Studies (UP CIDS), welcomes submissions in the form of full-length policy-oriented manuscripts, book reviews, essays, and commentaries. The PJPP provides a multidisciplinary forum for examining contemporary social, cultural, economic, and political issues in the Philippines and elsewhere. Submissions are welcome year-around.

For more information, visit cids.up.edu.ph. All issues/articles of the PJPP can be downloaded for free.

Get news and the latest publications.

Join our mailing list: bit.ly/signup_cids to get our publications delivered straight to your inbox! Also, you'll receive news of upcoming webinars and other updates.

We need your feedback.

Have our publications been useful? Tell us what you think: bit.ly/dearcids.



UNIVERSITY OF THE PHILIPPINES CENTER FOR INTEGRATIVE AND DEVELOPMENT STUDIES

Lower Ground Floor, Ang Bahay ng Alumni, Magsaysay Avenue
University of the Philippines Diliman, Quezon City 1101



cids.up.edu.ph

Telephone (02) 8981-8500 loc. 4266 to 4268
(02) 8426-0955

Email cids@up.edu.ph
cidspublications@up.edu.ph

Website cids.up.edu.ph