The Food Industry's Spice Rack
## CONTENTS

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editor's Note</td>
<td>2</td>
</tr>
<tr>
<td>From the Publisher's Desk</td>
<td>3</td>
</tr>
<tr>
<td>13th International Halal Food Conference 2011</td>
<td>4</td>
</tr>
<tr>
<td>US Companies Cut Back on Salt</td>
<td>7</td>
</tr>
<tr>
<td><strong>IFANCA News</strong></td>
<td>8</td>
</tr>
<tr>
<td><strong>IFANCA in the Media</strong></td>
<td>10</td>
</tr>
<tr>
<td>A Learning Curve</td>
<td>14</td>
</tr>
<tr>
<td>Sauces and Marinades: A Halal Perspective</td>
<td>16</td>
</tr>
<tr>
<td>By Haider Khattak and Zeshan Sadek</td>
<td></td>
</tr>
<tr>
<td>Sugar vs. High Fructose Corn Syrup</td>
<td>19</td>
</tr>
<tr>
<td>By Naazish Yarkhan</td>
<td></td>
</tr>
<tr>
<td>Lactose - Not Just in Milk</td>
<td>20</td>
</tr>
<tr>
<td>By Nadia Durrani</td>
<td></td>
</tr>
<tr>
<td>Traditional Ingredients Make a Comeback</td>
<td>23</td>
</tr>
<tr>
<td>By Ayub Pathan</td>
<td></td>
</tr>
<tr>
<td>A Healthy Smile Goes a Long Way</td>
<td>24</td>
</tr>
<tr>
<td>By Tayyaba Sajid</td>
<td></td>
</tr>
<tr>
<td>IFANCA Survey Reveals</td>
<td>26</td>
</tr>
<tr>
<td>Underserved American-Muslim Halal Food Needs</td>
<td></td>
</tr>
<tr>
<td>Halal Certificate 101 for Entrepreneurs</td>
<td>28</td>
</tr>
<tr>
<td>By Dr. Mian N. Riaz</td>
<td></td>
</tr>
<tr>
<td>Cooking with Yvonne</td>
<td>30</td>
</tr>
<tr>
<td>Recipes by Yvonne Maffei</td>
<td></td>
</tr>
</tbody>
</table>

**In the name of God, the Most Beneficent, Most Merciful**

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**Halal Gelatin Capsules**

Helping meet the needs of Muslim consumers, Capsugel's two-piece hard gelatin capsules are certified by IFANCA and the Indonesian Council of Ulama. Derived from Halal raw materials, our capsules as well as our manufacturing process are in strict accordance with Muslim scripture.

**Presenting Vcaps® and NPcaps™ – Two alternatives to gelatin capsules**

Capsugel now offers Vcaps® capsules and NPcaps™ capsules, both originating from plant-based materials. Both are produced in accordance with Muslim scripture, certified by IFANCA and meet Islamic food law requirements.

**A Commitment to Quality**

Our capsule products are globally recognized for their high quality performance and offered in numerous colors and sizes, with an ability to imprint. We can also supply regulatory information and certifications for our customers that meet the requirements of worldwide regulatory agencies.

For more information on our Halal capsules call:

USA: (866) 942 4357
Or visit our website at www.capsugel.com.
AS IS SAUCES AND MARINADES: A HALAL PERSPECTIVE

Learn which Traditional Ingredients Make a Comeback. You may now find them in the least expected of foods and personal care products.

We’ve been hearing of the risks that the high intake of salt poses. In US Companies Cut Back on Salt we look at what’s been done at the macro level to bring some balance to our diets. High Fructose Corn Syrup has gotten a bad reputation in these recent years. It is time to discover if it is warranted in Sugar Vs. High Fructose Corn Syrup. We uncover still other myths in Lactose – Not Just In Milk. Cooking with Yvonne brings you a sampling of our resident chef’s favorite dishes. With all this talk of sugar and spice, learning how A Healthy Smile Goes a Long Way must be on the agenda, too.

Our work at IFANCA can be truly meaningful only when there is a demand for Halal products from you the consumer. IFANCA conducted a survey in 2010 which Reveals Underserved American-Muslim Halal Food Needs. What can be done about it? The answer truly lies with you, the end consumer. Or for the those with even bigger goals, there is Halal Certification 101: For Potential Entrepreneurs.

Naazish Yar Khan
Managing Editor

ABOUT HALAL CONSUMER

Halal Consumer is a publication of the Islamic Food and Nutrition Council of America (IFANCA). IFANCA is a non-profit Islamic organization with the mission to promote halal food and the institution of halal. IFANCA objectives include making halal foods conveniently available, introducing halal to food companies and institutions, creating awareness of halal among consumers and providing halal solutions to consumer needs.

Correction - Page 27: We apologize for any confusion caused by the recent update to our list of ingredients. Please note that Pepperoni and Sausage were mentioned inadvertently and should not have been listed. All cheese suggested in recipes should be halal certified.
Halal: New Frontiers: 13th International Halal Food Conference 2011

By Naazish YarKhan

Chicago, IL, 2011 - Halal: New Frontiers: 13th International Halal Food Conference 2011, America’s only conference geared exclusively to halal, was organized by the Islamic Food and Nutrition Council of America (IFANCA). The uninitiated could be forgiven for thinking the gathering was a variation of a mini United Nations meeting. A multitude of nationalities, both speakers and attendees, were represented and each contributed a unique perspective whether they were there on behalf of the B2B or B2C industry, institutions of higher education, consumers or certifying agencies. Held on April 10th and 11th, it was a learning opportunity for attendees including Pepsico, the Coca Cola Company, Nutrilite, Cargill, Wrigley, American Halal Co., and American Halal Association. Their presence reflected the growing interest in halal ingredients in products, both in the USA and Muslim majority markets.

Abbott Nutrition was recognized as the Company of the Year. Several of their products are halal certified for both the US and the export market, but those certified for the US, carry the IFANCA ‘Crescent-M’ logo on their labels. Pediasure, Ensure, Isomil, Similac Powder are some of their halal certified products. The following are criteria the company met: - Abbott is a major corporation with a global halal program. Many of the Abbott Nutrition products have been certified for almost a decade. Abbott has an excellent program of label control for the halal logo. During the past five years Abbott halal conformance and execution has been outstanding. Abbott has been very proactive in dealing with issues arising from South East Asian markets, specifically Malaysia, Singapore and Indonesia.

Halal Certification – A Branding Proposition

Dr. Amidhan Shaberah, Chairman of MUI, Indonesia, noted that halal certification offers organizations a healthy and ethical competitive advantage. Timothy Wells of DSM would agree. “The decision was to come and learn about the process, and to plan for halal to expand as a material and life science. We see a great opportunity to work with IFANCA, and want to develop a relationship that is mutually beneficial,” he said.

Entrepreneur Adnan Durrani, of American Halal Co., added that he has seen a demand for the Saffron Road line of frozen dinners rise by 400 %. “We went from 4 SKU’s to 16 SKU’s in a year at Whole Foods,” he said of their halal debut.

Halal Certification – A Competitive Advantage

Munir Hussain of the Halal Certification Strategic Unit, MUIS, explained how the culture in Singapore had contributed to the overwhelming demand for halal, despite it not being a Muslim majority nation. In Singapore, the culture is about eating out perhaps five or six times a week. Further, amongst the Muslims in Singapore, it’s is not just one or two people who dine together but rather entire families including one’s extended family. There is an incredible sense of community. For a restaurant, that is a lot of business to gain by offering halal,” he elaborated.

The speakers did spark ideas for business expansion and growth. Koen De Praetere, General Manager of Volys Star, a Belgium based halal poultry processor mentioned that, the US halal market was not one they had considered for exports of their products. Similarly, Beth Unger, Certification Manager, of CROPP Cooperative said that her company, so far, only certified halal retail products for export. “Now that we know how large the US halal market is, we may consider halal for the USA retail market too,” she said.

Halal Certification – The Future and Beyond

At the conference, American Halal Association (AHA) announced that it is working towards creating an American Halal Standard and a Halal Accreditation Board. Mr. Adam represented AHA at the conference to outline this endeavor. Dr. Chaudry welcomed this
initiative and offered full cooperation and assistance in establishing such an entity.

Tan Sri Dr. Syed Jalaluddin, Chairman, HDC Malaysia, key note speaker at the conference; and Dr. Mehmood Khan, CEO Global Nutrition Group & Chief Scientific Officer, PepsiCo, keynote speaker at the banquet called for uniformity in global halal certification standards. While optimistic about the future of halal, Dr. Khan also addressed the need for consumers and halal advocacy groups to appreciate attempts by companies who had made the sourcing of halal ingredients a priority. Often the efforts involved procuring halal ingredients in the volume needed by a company the size of PepsiCo were overlooked by halal consumers, he said.

Several attendees agreed with Dr. Khan’s point that faulting companies for sourcing halal ingredients from nations that didn’t have Muslim majorities or from vendors who weren’t of the Muslim faith, was misplaced and short sighted. Such feedback did a disservice to companies that recently began cutting sodium content.

One of the highlights of the conference was the enthusiastically received presentation by Dr. Mian Riaz, Director of Food Protein R&D Center, of Texas A&M University. “There is so much emphasis on halal food but there is so much more to halal,” he said, touching on halal cosmetics, halal finance, halal Tourism and halal banking as reflective of the ever widening circle of halal offerings. Presentations by Mehmood Khan; Munir Hussain, Stephen Hech, Lukimanul Hakim, Adnan Durrani and Donald Sgontz were other presentations that really caught the audience’s attention and imagination.

Attendee feedback ran the gamut from “good variety of topics, diversity of speakers from around the world, a good mix of business, regulators and certifiers” to suggestions for future conferences. Recommendations included segments on food preparation, how to market halal better, topics with more relevance to North America & US halal industry, discussions on the core differences in halal certifiers, more data on sales growth due to halal certification, more case studies, ingredient complexity as it is a major player in determining halal status in foods, and a segment on Islam itself.

At the end of the conference a few things did become clear. Whether it was Danisco or Ferminich or Business Access Group, halal ingredients and formulations were part of their portfolio so as to offer better customer service and in doing so gain global competitive advantage. Emerging ingredients, flavors, meats and marinades, confectionaries, texturizing agents, beverages and prepared foods - halal ingredients had emerged in each of these categories and R&D teams had expanded their organization’s market share by choosing to be halal compliant. As one attendee put it “it’s simpler than you think.”

Your Kraft products may not taste quite the same in these months to come, and that might be a good thing. As part of the National Salt Reduction Initiative (NSRI) gaining momentum across America, Kraft has revealed plans to reduce sodium levels by an average of 10% in all of their North American brands over the next two years.

“We are reducing sodium because doing it is good for consumers, and, if done properly, it is good for business,” Rhonda Jordan, President of Health & Wellness for Kraft said during a media statement. “A growing number of consumers are concerned about their sodium intake and we want to help them translate their intentions into actions.” More than 1,000 different Kraft product types will see formula’s change, eliminating more than 10 million combined pounds of salt, and will include cuts of up to 20% in some foodstuffs.

Companies volunteer to be NSRI members and work with food manufacturers and the restaurant industry to lower the salt levels in commonly consumed products. “It is a positive step for health reasons,” says Dr. Muhammad Munir Chaudry, President, Islamic Food and Nutrition Council of America (IFANCA).

According to NSRI, “nearly 80% of the salt we consume comes from processed, packaged and restaurant-prepared food. Single items often contain more than a day’s worth of sodium, the component of salt that affects blood pressure. The salt in the food – not on the food – is the problem. Only the manufacturers and restaurants can address it. Reducing salt in processed food can help reduce everyone’s risk of hypertension that may lead to disease and stroke.”

Labeling, Dr. Chaudry says, is also impacted. “Order of ingredients on the label and nutritional information may change and the labels have to be approved again by either the USDA or internally by the manufacturers themselves. It is an opportunity to add a halal logo, if the product meets halal certification standards, since labels are being redone.” Campbell’s Soup Company and ConAgra Foods were some other food producers that recently began cutting sodium content.
Tackling Community Concerns About Halal Meat

Recent awareness of the consumption of halal products, meat, non meat processed food items, pharmaceutical/nutraceutical and cosmetic products has been increasing among Muslims, especially the younger generation. It is a good sign that the community is increasingly conscious of the commands of God and want to please Him.

In the past couple of years, articles in the media have focused on the rising demand for these halal products. Islamic Finance, Muslim friendly hospitality and travel options. It is very obvious that there is a great potential for companies to have their products halal certified since every industry is willing to satisfy the demand of Muslim consumers. Recent statistics gives a promising picture of the global Muslim population, and its associated potential trillion dollar global halal industry. The American Muslim market alone is estimated to be worth about $170 billion a year, with $20 billion dollars of that just spent on food each year.

IFANCA has been in the halal certification business for almost 30 years and have so far certified more than 20,000 products from about 2,400 companies in over 55 countries. The process of certification involves review of ingredients and audit/inspection of production sites by highly qualified and experienced food scientists along with the approval of religious scholars. In addition to certifying products, scope at IFANCA includes supervision and certification of animal slaughtering and slaughter houses. This is executed according to an established criteria based upon Quran, Sunnah (practices of Prophet Muhammad), and technical requirements. We know that there are various interpretations of the Quranic verses and Hadith by different scholars applicable to meat slaughtered by the people of book, and the meat on which no ones name was uttered at the time of slaughter. It is also true that some times, consumers could be confused by misinformed Imams or scholars, who with their limited knowledge of slaughtering techniques and current challenges of demand and supply, give fatwas or decrees and declare some meat halal and some haram.

We all should know the difference between halal and Zabihah or Dhabihah ourselves. God has told us very clearly that the meat from cows, goat/lamb/sheep, poultry and fish is considered halal; whereas carnivorous animals, swine/pork and birds of prey are haram. Next comes the term, Zabihah or Dhabihah, which means that the halal animal has to be slaughtered by a sana Muslim reciting the Tajmiyyah - Bismillah, (in the name of God), and Takbeer - Allahu Akbar, (God is great). The meat from a halal animal cannot become halal for consumption unless it was slaughtered according to the right procedure; nor can swine meat become halal if slaughtered by a Muslim reciting Bismillah and Allahu Akbar.

Recently, there has been an attempt to proclaim the meat haram if cattle is not slaughtered according to the traditional horizontal cut, or if there is stunning of large animals and machine slaughter of chickens. These methods enable industry to meet safety requirements and the high volume of demand for halal products. Differences of opinion on machine slaughter are openly recognized by the various Islamic scholars. If all religious opinions on the table are not considered, or given a fair hearing, this may result in having a negative impact on the meat industry with most large suppliers opting to keep from this may result in having a negative impact on the meat industry with most large suppliers opting to keep from

Conversation on Food, Race and Worker Justice in the U.S. Food System

In support of social justice and social responsibility, both of which comprise the foundation of the Muslim faith, IFANCA was present at a November 2010 event titled “An Interfaith Conversation on Food, Race and Worker Justice in the U.S. Food System”. The event was hosted by the Center for New Community University Center in Chicago, on Nov. 10th and 11th, 2010.

According to a well-known hadith (saying of the Prophet Muhammad), when the Prophet was asked if there was a reward for serving animals, (be it feeding them, offering them shelter etc), he replied in the affirmative. He said that there was indeed a reward for serving any living being,” noted Dr. Farhat Quadri, Director, Community Relations, IFANCA. “Even animals that are slaughtered for food have to be raised humanely. Given those standards, the welfare of workers, automatically, is of paramount importance to Muslims.”

Such conversations are intended to foster and encourage cooperation and accountability between the plant owners, United States Department of Agriculture (USDA) which determines “the maximum line speed of the slaughtering process,” and the Office of Safety and Health Administration (OSHA). OSHA is responsible for “training workers on safe worker practices and holding industry owners accountable for the safety, or lack thereof, of industry workers” Together, they discussed pertinent issues in the food industry.

Charity, for instance, which is one of the five pillars of Islam, alludes to giving alms to the poor and needy. It also encompasses sharing of one’s God-given talents, one’s time and emphasizes removing hurdles in the paths of others. “Preserving the body and the soul is the mental aspect,” said Sheikh Kifah Mustapha, Imam and Associate Director, Mosque Foundation, who was an attendee. “Practicing the environment, making sure the rights of the farmers and all workers are protected, and the reciting of prayers when we consume our food. All these actions fall under the umbrella of what is expected of us as Muslims,” he said.

Coca Ingredient Still a Secret

There have been emails and articles floating around on the internet claiming to have discovered Coke’s secret ingredient. This type of conjecture is common especially about large corporations and Coca Cola is not immune to it. IFANCA feels that the Muslim community is wasting its energy and time on something as baseless as these statements. IFANCA wants to set the record straight since it has been working with the company for several years, making the product halal for Muslim markets. Coca Cola has issued the following statement:

- The ingredients used in our beverages are listed on the product labels, and many third parties -- including ‘This American Life’ -- have tried over time to crack the secret formula of Coca-Cola. Try as they might to crack that formula, there truly is only one "real thing".
- Coca-Cola is a non-alcoholic beverage. In the manufacture of Coca-Cola, alcohol is not added as an ingredient and no fermentation takes place.
- The ingredients and manufacturing process used in the production of Coca-Cola are rigorously regulated by government and health authorities in more than 200 countries which have consistently recognized the beverage Coca-Cola as a non-alcoholic product.
- Coca-Cola is safe and meets the safety requirements, laws and practices in every country where our brands are sold.
IFANCA in the Media

Kosher or Halal? American Muslims Debate Which Food Certifications To Follow - Dollars & Sense magazine
June 22, 2010 - The following is an excerpt from the article, 'Kosher or Halal? American Muslims Debate Which Food Certifications To Follow', published in the Baruch College Award-Winning Magazine, 'Dollars & Sense'.

"Differing standards as to what constitutes halal also makes halal certification tricky. "Muslims in North America and Europe are still not actively searching for a third-party certification symbol," says Maria Omar, IFANCA Media Relations Director. "That is something we are trying to change in the public realm. Many Muslims will take a neighborhood butcher's word on the halal status of meat, many perceive that there are no such agencies that provide certification and many are unaware of the large numbers of fraud or questionable halal certifications present today."

Some manufacturers self-certify or use certification agencies that are co-owned by the manufacturer, an obvious conflict of interest. There have been cases of certifications being issued without any inspection or regulation. The lack of standards is a large issue in the industry," says Omar. Though a few states have halal consumer protection laws, those jello cups -- all of which they can't eat as Muslims never know if those animal bones are pig bones so they avoid products with gelatin entirely. Or they don't know if gelatin is sourced from permissible animals that have been slaughtered in the name of God and according to Islamic rules, and that's where halal certification comes in. IFANCA does the homework for Muslims and makes sure it's all halal or permissible.

Read the article online at www.huffingtonpost.com/naazish-yarkhan/expanding-halal-foods-ava_b_63763.html

The Economic Impact of Ramadan - Daily Finance
August 12, 2010 - Financial writer Bruce Kennedy explores the Economic Impact of Ramadan, both globally and within the USA. Kennedy quotes IFANCA to describe the US market when it comes to halal:

"In the U.S., the market for halal-certified foods (permitted by Islam) has soared in the past decade. The Islamic Food and Nutrition Council of America (IFANCA) recently estimated an 80% growth in the market for halal-certified ingredients and food products since 2005. This increased interest for U.S. halal market ingredients and products," according to the IFANCA statement, "may reflect the overall estimated $170 billion U.S. dollar purchasing power of American Muslims."

Read the full article from 'Daily Finance': http://srph.it/ anSvII

WWW.IFANCA.ORG

US Market for Halal-Certified Foods Has Growth 80% Since 2005: IFANCA - Huffington Post
September 28, 2010 - Regular 'Huffington Post' Contributor, and Halal Consumer' magazine Managing Editor, Naazish Yar Khan, writes about the Second American Muslim Consumer Conference and its impact on the American economy. The article titled 'See You at the Second American Muslim Consumer Conference', gives a rundown of the conference's past and current significance for exploring in a rich, multicultural niche market. Yar Khan also notes that IFANCA, when estimating the American-Muslim consumer's market size:

"According to Zogby International, there are approximately 7 million American Muslims living in the United States (or 9 Million, according to IFANCA), with an estimated buying power of $170 billion."

Read the complete article here: http://www.huffingtonpost.com/naazish-yarkhan/see-you-at-the-2ndannual_b_740555.html

Eid Celebrates End of Holy Month of Ramadan - Sun-Times
September 15, 2010 - In an article titled 'Eid Celebrates End of Holy Month of Ramadan', Norridge Harwood Heights Sun-Times Editor, Naazish Yar Khan, quotes IFANCA to estimate the increase in halal demand in the past few years, in a banner during the report. View it at www.sun-times.com/news/food/eid-celebrates-end-of-holy-month-of-ramadan/

Possible Fraud in Self-Certified Halal - NYU News and Documentary
October 1, 2010 - NYU Journalism Student, Cynthia Ghazali, recently published an article titled Possible Fraud in Self-Certified Halal. She interviewed halal consumers in Queens, New York about the recent growth in halal food options. Both halal consumers and sellers describe the challenges in ensuring the halal worthiness of halal products, without valid halal certification. Many expressed their anxiety in blunt words:

"I've become skeptical," said Abdelrahim Diouri, a 35-year-old Moroccan-American about the halal meat sold in stores. Mr. Diouri said that one of the reasons he buys halal from a certain shop is because he trusts the store owner since he speaks the same language and is from the same country. But he believes that there should be a document certifying that the food products and meats being sold are genuinely halal.

According to 35-year-old Egyptian American, Leo Santini, "It should be regulated. It is not regulated the proper way [halal]. Anyone can put a sign up. It should be regulated just like Kosher." Some others put their trust in self-certified products but "We are worried," admitted Abdelrahim Akrama, 35.

IFANCA's Media Relations Director, Maria Omar, described some of the manufacturing nuances that self-certification can miss because of the technical aspect in processed foods:

"Sometimes it's not as simple as looking at the nutrition labels and knowing the ingredients are halal. Ingredient review, as well as manufacturing plant audits is the only way to make sure that a product is halal," Omar explained that this why IFANCA has its Food Scientists to do company audits to ensure that their products are legitimate under halal.

IFANCA and their client, Saffron Road Foods, mentioned in Speciality Food Times
October 2010 - Specialty Foods' Top 10 Specialty Food Trends for October included 'Halal - The Untapped Market' and mentions the $170 Billion American-Muslim consumer spending power. Writer Denise Shoukas talks about Saffron Road Foods being certified by IFANCA, and cites it as a successful launch in Whole Foods stores around the nation. He notes that it is only recently that companies, such Saffron Road Foods, have begun to tap into the hidden, niche US halal market.


Culinary Traditions of Islam: Understanding the Needs and Nuances of the Newest “It” Market - ADA Times
Fall 2010 Issue - The ADA Times' Fall issue cover story was titled 'Culinary Traditions of Islam: Understanding
the Needs and Nuances of the Newest "It" Market'. The article featured traditional food items that have been mentioned in the Quran, and explained halal food in great depth. Author Sara Elnahsh, an RD professional and President of Muslims and Dietetics in Nutrition (MIDAN), wrote the article as a means to educate practicing dietitians about Islamic nuances when working with patrons who observe halal. She mentioned IFANCA in the context of halal certification organizations and discussed its clients Tom's of Maine and Cabot Cheese Creamery Cooperative as companies offering halal certified products in the US. In fact, Cabot Cheese was also mentioned as one of the companies who have gone above and beyond in their food production initiatives to qualify for the halal seal of approval.

Read the article here: old.eatright.org/cps/rde/schb/ada-times/hx.sxl/index.html

‘Whey to go – The Best Kept Weight Loss Secret in Town’ - Halal Journal

October, 2010 – ‘Halal Consumer’ magazine’s managing editor contributed an insightful feature on the latest development in whey protein products and what do they mean for companies trying to attract halal consumers. IFANCA's Canada and US-based food technologists, Haider Khattak and Zeshan Sadek, weighed in about these developments.

Read the story at www.halaljournal.com/article/5179/whey-to-go-ae-the-best-kept-weight-loss-secret-in-town

Pak has No Share in $2 Trillion Market’ - Daily Mail News

November 10, 2010 – The news of Pakistan’s first Global Halal Congress has caused quite a stir in the nation’s business weeklies, as well as in halal trade publications. The article titled ‘Pak has No Share in $2 Trillion Market’ describes this conference as aimed at changing that scenario. The conference took place on December 4, 2010 and sought to introduce Pakistani manufacturers, exporters and government officials to the rich possibilities associated with the international halal market. Writer Asim Sajjad mentions IFANCA as one of the leading halal certification organizations participating in this event.

Read the complete article here: dailymailnews.com/1100/10/Business/index.php?d=1

Halal Certification Key to Tap Global Market, Pakistanis Told - Halal Media

November 13, 2010 – The ‘Halal Media’ article titled ‘Halal Certification Key to Tap Global Market, Pakistanis Told; named IFANCA as one of the top halal certification experts participating in Pakistan’s first Global Halal Congress (GHC) in December 2010. Asad Sajjad, CEO of Halal Development Council (HDC), who was also the organizer of GHC 2010, said this conference was intended to introduce Pakistani Exporters and Manufacturers to the potential for business in the global halal market. IFANCA President, Dr. Muhammad Munir Chaudry, was one of the speakers at the Conference.

Read the complete article here: halalmedia.my/halal-certification-key-to-tap-global-market-pakistanis-told/
A Learning Curve

Food Ingredients, Additives & Processing Aids in the Food Industry

By Mahmood Mohiuddin

Everyone likes food that has freshness, good taste, enticing aroma, enhanced nutritive value, attractive physical appearance, offers convenience of cooking, and long lasting shelf life. Today, we live in a society that has an overly busy lifestyle. After a day’s hard work there is very little time to shop for raw food ingredients and cook them well before they begin to spoil.

The food industry is doing its share of innovation to address needs of busy consumers, by providing processed and packaged food products. All these contain a host of ingredients and processing aids which are added to ensure food safety, or enhance nutritional value, or to improve food quality. That Mac and Cheese ready to cook dinner or that frozen halal TV meal, all need additives to taste the way they do.

Food ingredients come from many different sources. Some of the best known food ingredients are salt, sugar and lemon juice. Fruits and vegetables are a common source of food ingredients. Food ingredients can be made from vegetable and animal enzymes. A common food ingredient, gelatin can be used as glaze on doughnuts, cakes and toaster pastries. It may even be used in ice-cream. Gelatin can be from halal or haram sources. The usual source of gelatin is pig skin, cattle hides or bones. The label on the food product may only list gelatin as an ingredient but not the source. Now I could understand why even non-meat products require halal certifications.

As a Muslim, I’ve always known that I could only eat the meat of halal species of animals such as cow, goat, poultry etc.. Pork was an absolute no-no in my diet. I also knew I had to refrain from liquor, and all other intoxicants. However, this was the extent of my knowledge of Islamic dietary restrictions. After coming on board at IFANCA, a third-party halal-certifier, my knowledge of halal and haram matured. I was familiar with a 3rd-party agency. Underwriters Lab, that tests electrical products, and certifies them, as safe for use. It is only after their certification, that companies can use the UL icon on their electrical products, and certifies them, to ensure food safety.

IFANCA certifies food products and processes, that has an overly busy lifestyle. After a day’s hard work there is very little time to shop for raw food ingredients and cook them well before they begin to spoil. By Mahmood Mohiuddin

The commonly used additives and their purposes are listed below:

<table>
<thead>
<tr>
<th>ADDITIVE</th>
<th>PURPOSE</th>
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<tbody>
<tr>
<td>Colors</td>
<td>Color is commonly added to foods for enhancing visual appeal. Texts show that when people eat food that looks good, it will taste better.</td>
</tr>
<tr>
<td>Emulsifiers</td>
<td>The emulsifier keeps oil and water mixed. Without an emulsifier, water and oil would be separate. They are used to aid in the processing of foods and also to help maintain quality and freshness.</td>
</tr>
<tr>
<td>Flavorings</td>
<td>The human brain interprets signals from taste, smell and even vision before turning them into an impression of the food. Flavorings are added to food products to give, enhance or intensify flavor.</td>
</tr>
<tr>
<td>Gelling agents</td>
<td>Gelling agents give shape and structure. Thickeners or thickening agents make foods thicker.</td>
</tr>
<tr>
<td>Preservatives</td>
<td>Stabilizers help to maintain the physical and textural properties of foods. They are used to act as a preservative in jams, in soft drinks and in baked goods.</td>
</tr>
<tr>
<td>Sweeteners</td>
<td>Sweeteners provide texture in baked goods to stop them from drying out. It lowers the freezing point of water and acts as a preservative in jams, in soft drinks and in baked goods.</td>
</tr>
<tr>
<td>Artifically sweeteners</td>
<td>Artifically sweeteners are used to slow the rate of oxidation and, if used properly, they can extend the shelf life of the food.</td>
</tr>
<tr>
<td>Antioxidants</td>
<td>Antioxidants are added to food to slow the rate of oxidation and, if used properly, they can extend the shelf life of the food.</td>
</tr>
<tr>
<td>Acids</td>
<td>Acids are used as fillers or to act as preservatives.</td>
</tr>
<tr>
<td>Coatings for Food</td>
<td>Coatings (paper, metal, etc.) are used on a food package.</td>
</tr>
<tr>
<td>Packaging</td>
<td>Packaging material for use during food irradiation, Food packaging “formulations”</td>
</tr>
</tbody>
</table>

All food additives in processed foods must be approved by the national regulatory body charged with food safety. Food additives are regulated by FDA (Food Drugs and cosmetics Act) Title 21, Code of Federal Regulations, Part 120, and the Current Good Manufacturing Practice regulation for foods. FDA defines food additives as any substance that is intentionally added to food and determines if such use is GRAS (Generally Recognized As Safe).

Food additives are subject to premarket review and approval by FDA, for consumer safety. FDA requires written HACCP (Hazard Analysis and Critical Control Points) to determine whether there are food safety hazards that are reasonably likely to occur, and to identify control measures that can control those hazards. Strict limits are placed on the amount and types of additives in foods, and any additive must be included in the ingredients listing on a food package.

Food processing constitutes the set of methods and techniques used to transform raw ingredients into food, or to transform food into other forms for consumption by humans. These methods include canning, freezing, refrigeration, dehydration and aseptic processing.

The principles of halal, when analyzed, fit into the doctrines expounded under the banners of “Social Responsibility”, “Organic”, and “Green”. These initiatives are currently on the radar of any manufacturer that wants to stay competitive. Companies should speed up and develop “halal brands” and be certified as such by a well recognized, experienced 3rd party certification source such as IFANCA.
In cooking, a sauce is a liquid or sometimes a semi-solid food served on or used in preparing other foods. Sauces are not normally consumed by themselves; they add flavor, moisture, and visual appeal to another dish. Sauce is a French word taken from the Latin salsus, meaning “salted”. Sauces need a liquid component, but some sauces (for example, salsa or chutney) may contain more solid elements than liquid. Sauces are an essential element in cuisines all over the world.

Sauces include ready-made sauces, usually store-bought, such as soy sauce. Or they may be freshly prepared by the cook and generally made just before serving. Sauces for salads are called salad dressing. Sauces made by deglazing a pan are called pan sauces.

Some sauces may contain non-halal or haram (forbidden) substance making it unfit for halal consumers. For instance, Japanese sauce may contain collagen. Each sauce bottle supplies 3,000 mg of collagen. Collagen, if sourced from pork, is clearly haram. However, for companies that want to make halal Japanese sauce certified bovine collagen may be available to be used to make halal sauces or marinades.

According to October 13, 2009 posting of www.eathalalonly.com, eating out at restaurants is even more of a gamble as there is not even a vague label to allay our apprehensions. Who would have thought that an onion and mushroom sauce can contain white wine and veal stock; a honey and lemon sauce or a herb and egg sauce can contain chicken stock or a hot chocolate sauce can contain rum. The intentional addition of wine and rum make the dish unfit for halal consumers. If chicken or meat used in a sauce is sourced from halal animals and the animals were slaughtered according to the Islamic way, then it can be used in halal dishes.

Some simple sauces qualify as halal foods. For example, traditional chocolate sauce is derived from heavy cream, butter, egg yolks and melted bittersweet chocolate. Chocolate is made from plants, which means it contains many of the health benefits of dark vegetables. These benefits are from flavonoids, which act as antioxidants. Antioxidants protect our body from aging caused by free radicals, which can cause damage that leads to heart disease. Dark chocolate contains a large number of antioxidants. Flavonoids also help relax blood pressure, through the production of nitric oxide, and balance certain hormones in the body.

Dessert sauce or cream is used in dessert to enhance its flavor. Dessert sauces are a creative component and function as a topping, filling or decoration. These dessert sauces are classified and categorized as follows:

- Egg-based sauces: chocolate-based sauces, caramelized sugar sauces and fruit-based sauces. Dessert sauces are a creative component and function as a topping, filling or decoration. Few dessert sauces, for example, zabaglione, a foamy, cooked, egg-based dessert sauce, carries wine as the main flavor component. Since wine is haram in Islam, this type of sauce is considered haram and can not be used in halal foods. According to Chef Kurt Stiles (‘Upscale Desserts’ pp 57-63; Prepared Foods September 2009) this type of sauce is one of the few sauces where the wine flavor profile is not lost, but remains quite intense. Sometimes champagne is also used as a replacement for wine. These sauces are used in cake, fruit, ice cream or pastry. There might be some hidden ingredients in the filling as well. Therefore, halal consumers must take extra precautions while buying desserts.

Caramel sauces provide brownish color, an extra richness, lift and panache to a dessert. Caramel is sometimes combined with chocolate to make the dessert more appealing to the consumers. Adding savory ingredients, like rosemary, purple basil or lemon thyme, to a basic caramel sauce further extends a dessert sauce application and heightens the senses and over-all flavor profile.

Fruit-based sauces can complement a wide variety of desserts. A typical fruit sauce’s natural acidic character makes it an excellent accent to numerous desserts. Fruit sauces are made with either purée or coulis. A purée is simply a natural, unstrained purée of a fruit. A coulis is a strained purée. The fruits used in making fruit-based sauces include strawberry, blueberry, kiwi, banana, raspberry, pear, cranberry, orange, etc. Sweetening a purée or coulis will depend upon the application. When sweetening these sauces, use sugar syrup in the mixture, in order to fully incorporate the sweetener. The amount of sugar syrup used will depend on the ripeness of the fruit.

Marinade is a Latin word taken from mare meaning “the sea”. Marinating has been used for thousands of years.
period of time. Texture, if exposed for an extended period to the end product, degrading the natural sweetness. However, porting an acidic balance and providing natural colorants, such as pimento oil, turmeric and dried caramel, to enhance browned or bright visuals, might add natural flavors and oils, including natural active tenderizing enzymes, garlic, ginger, cumin, coriander, cardamon, cayenne and turmeric and then marinating it for 12 hours. This is commonly used to flavor a variety of foods, tenderize tougher cuts of meat or firm vegetables. Marinades generally contain one or more of the following ingredients: seasonings (salt, spices, aromatic herbs and vegetables), acids (vinaigre, wine, yogurt or citrus juices) and oil. Wine in any quantity is absolutely not allowed in halal food production. All types of vinegar are halal. Marinating process may take seconds or days, depending on the ethnic origin of the recipe. The acid portion of the marinade, especially when using citrus or other fruits, not only affects texture, but also provides a complex character of sour and bitter; all this occurs while supplementing natural sweetness. However, too much acid can be detrimental to the end product, degrading the texture, if exposed for an extended period of time.

A commercially prepared seasoning might add natural flavors and oils, such as lime that has been spray-dried to add complexity and incorporate the acidic balance. Seasoning color can be imparted through natural colorants, such as pimento oil, turmeric and dried caramel, to enhance browned or bright visuals. Both sauces and marinades help to make foods unique. Their versatility allows for many creative presentations, and their wide variety will help keep consumers interested and engaged. Halal consumers would always prefer buying halal sauces, spices and seasonings to avoid any kind of cross contamination.

Marinades can be applied externally or internally depending upon the specific traditional recipe. A dry rub usually consists of salt and seasonings and is applied to the surface of a product to impart flavor, texture and, often, color. A wet rub or paste-style marinade coats the surface of a product with dry seasonings mixed with ingredients like fresh herbs, ground nuts or fruit purees. Indian chicken, tikka masala, can be modified by adding a mixture of yogurt with natural colorants, such as pimento oil, turmeric and dried caramel, to enhance browned or bright visuals. This article was originally published in Halal Digest, www.ifanca.org

Sugar isn’t to blame for obesity, says the Sugar Association. “Ditto”, says the Corn Refiners Association about HFCS or corn syrup. There is much finger pointing these days. Sweetened food products, especially soft drinks, are being held partly responsible for America’s widening waist lines and increase in juvenile diabetes. The Sugar Association, in turn, points out that most soft drinks are sweetened with high fructose corn syrup (HFCS), and not sugar. It says that HFCS is used almost 15 times more than sugar, in beverages. Sugar is not part of the problem, says Andrew Briscoe, president and chief executive of the Sugar Association. Ask the Corn Refiners Association, or Dr. Chaudry and they’ll tell you HFCS and sugar are identical in the way they are used by the body. HFCS is the chemical and nutritional equivalent of sucrose (refined sugar). It has the same calories, chemical composition and is metabolized in the same way as sugar. The American Medical Association, no less, concurs.

Audrae Erickson, president of the Corn Refiners Association, said in a New York Times article that consumers were being duped. Sweet Surprise.com touts that CBS Evening News with Katie Couric ran a report, “Is high fructose corn syrup really so bad?”. The report was prepared by CBS News Correspondent Michelle Miller who noted that high fructose corn syrup is just sugar with an image problem.

Dr. Muhammad Munir Chaudry, President of IFANCA calls the current attitude towards sugar and HFCS unfounded in facts and an over-reaction. “It is not like one is bad and the other is good. High-fructose corn syrup is nowhere really bad?”. The report was prepared by CBS News Correspondent Michelle Miller who noted that high fructose corn syrup is just sugar with an image problem.

Dr. Walter Willett, the chairman of the Department of Nutrition at the Harvard School of Public Health and a prominent proponent of healthy diets had said very much the same thing, way back in 2000. “There is no substantial evidence to support the idea that high-fructose corn syrup is somehow responsible for obesity,” said Dr. Walter Willett, in a New York Times interview. “If there was no high-fructose corn syrup, I do not think we would see a change in anything important. I think there is this overreaction.”

While consumers may, unwittingly, gravitate between HFCS and sugar, exhortation to keep them from too much of the sweet stuff, doesn’t seem to be having the desired impact. Now there are rumblings of higher taxes on sodas. Some politicians have even wanted to pair a vote for increased taxes on sodas with a decrease in tax on bottled water and diet soda. According to a study published in the March 8, 2010 issue of the Archives of Internal Medicine, a price hike on unhealthy foods may keep adults from reaching for an extra handful of chips or can of soda. Over a period of twenty years, from 1986 to 2006, 5,115 young adults, ages 18 to 30, were assessed for their dietary habits. Researchers found that a 10% price increase was associated with a 7% decrease in the amount of calories consumed from soda and a 12% decrease in calories consumed from pizza. Researchers approximated that an 18% tax on such foods would result in approximately 56 fewer consumed calories per person, each day. “Our findings suggest that national, state, or local policies to alter the price of less-healthy foods and beverages may be one possible mechanism for steering U.S. adults toward a more-healthy diet,” they wrote.

Again, Dr. Chaudry would agree. “Ask someone to eat as much of Ghirardelli chocolate as they do of a Hershey bar. They would not, because Ghirardelli is so much more expensive. If food cost more, we’d eat with moderation, waste less and weigh less too.”
Lactose - Not Just in Milk

By Nadia Durrani

Lactose is a major type of sugar found in milk. It is a disaccharide (2 sugars) made up of glucose and galactose. While it is not found naturally in any other food aside from milk, it is frequently used in food, pharmaceutical and nutritional industry and found in products you least expect. Lactose is present naturally in dairy products and added to non-dairy products. It is used as a filler in foods, and a fat binder in baking products. A commercial food additive (also present when labels state ingredients) it is used for its texture, flavor and adhesive qualities, and is found in foods such as processed meats (sausages/hot dogs, sliced meats, pâtés), gravy, stock pastes, fruit, processed foods, medications, pre-prepared meals, meal replacement powders and bars, and protein supplements (powders and bars). In the pharmaceutical sector it is used as a filler, binder and absorber as well as a coating for pills and tablets.

How is it Produced?

Currently, there are two major sources for Lactose extraction:

• Lactose from raw milk
• Lactose from processed liquid whey, a by-product of cheese.

Lactose is extracted using a process called membrane filtration in which hydrostatic pressure forces a liquid against a semi permeable membrane. Suspended solids and solutes of high molecular weight are retained, while water and low molecular weight solutes pass through the membrane. First, whole milk is passed through a concentration process called reverse osmosis. As a result of this process, a portion of water passes through the filter and other components such as fats, proteins, and lactose are the residues. Next, ultra filtration process is applied on residue. As a result, remaining water and lactose passes through the filter (permeate) and fruit, processed foods, medications, pre-prepared meals, meal replacement powders and bars, and protein supplements (powders and bars). In the pharmaceutical sector it is used as a filler, binder and absorber as well as a coating for pills and tablets.

Lactose Intolerance

What is Lactose Intolerance?

According to National Digestive Diseases Information Clearinghouse (NDDIC), lactose intolerance is the inability to digest lactose because of insufficient activity of an enzyme (lactase) in their digestive system. Thus, consumption of products with lactose causes adverse reactions in individuals who are lactose intolerant. Many people may confuse lactose intolerance with an allergy to milk, but the two are dissimilar. According to American Dietetic Association (ADA), lactose intolerance occurs when your body cannot digest lactose, the carbohydrate in milk. Symptoms include gastrointestinal discomfort. The milk will taste slightly sweeter because added lactase breaks down the lactose in milk into simpler, sweeter sugars.

Lactose Intolerance Remedies:

• According to American Dietetic Association many food products have been developed to help people with lactose intolerance enjoy foods they normally cannot. Some products are lactose-reduced, while others contain added lactase, the enzyme that digests milk sugar and is often deficient in people with lactose intolerance.

• Look for lactose-treated milk and other dairy foods.

• Add lactase enzyme, in tablets or drops, to milk before drinking. The milk will taste slightly sweeter because added lactase breaks down the lactose in milk into simpler, sweeter sugars.

• Look for a lactose supplement to chew or swallow before eating lactose-rich foods. With a supplemental supply of lactase, you can eat your favorite dairy delights without discomfort.

For a Muslim consumer, it is very important to find out the source of lactose used in the consumed product. Its source and extraction process must be known to decide whether it is halal or Mashboob (doubtful). In short, Lactose extracted from milk through membrane filtration process is halal. On the other hand, Lactose extracted from processed milk products is Mashboob (doubtful).
Food ingredients, with their complex chemical names, are a source of confusion to many. The confusion is confounded with the introduction of increasingly innovative ingredients each year. Some consumers think that products with a large number of ingredients are unhealthy. That, however, is not always the case. Ingredients, both traditional and new, can be a source of numerous health benefits.

Food manufacturers are embracing a number of ingredients from around the world which were long known to have health and wellness benefits. A scientific discussion held at the Institute of Food Technologists (IFT) Annual Meeting and Food last July urged American companies to expand the use of such medicinal ingredients in their products.

Suzy Badaracco, president of Culinary Tides, pointed to a growing body of research that supports the effectiveness of a wide range of ingredients from all over the world on various ailments and conditions, from inflammation to digestion to cognitive function. She named several “rock star” ingredients from around the globe such as kefir from Russia, adzuki beans from Japan and black currant from the European Union, among many others. Badaracco noted that consumers are more open than ever to discussing health problems such as digestion and dementia and credits the pharmaceutical industry in part with bringing these issues to the forefront. “Pharmaceuticals are breaking down taboos for the food industry and that opens the door – we can talk about digestion, we can talk about cognitive function,” she said.

Carlos Barroso, president and founder of CJB & Associates, explained that the timing was right for such products, given the ongoing demand for “authentic” foods. Already, probiotic-enriched foods that have been popular overseas for years are a hit in this country. “It’s not a European phenomenon anymore – it’s already a multimillion dollar business here,” he said, adding that traditional incentives like marketplace success are as important as ever. “You can certainly make money from importing health and wellness trends from outside the U.S.”

Barroso says the next step is to use food as a way to deliver health properties. He cited a dietary supplement called triphala, made with a natural extract of three fruits. “Why put it into a pill? What about a natural triphala fruit snack?”

Speaker Kara Nielsen, a “trendologist” at the Center for Culinary Development in San Francisco, Calif., said that food product developers here can easily and successfully incorporate such medicinal ingredients into food products that already have a certain cultural flair, using the Indian spice turmeric, shown to have healthful properties, in Indian-style simmer sauces, for example. “And don’t ignore common wisdom built on folk remedies – like enhanced chicken soup or extra cinnamon in baked goods,” she added.

The growing consumer interest in such products in the US and elsewhere offers immense potential for the practitioners of Tibbe Nabawi (Medicine of the Prophet) to manufacture products which contain ingredients mentioned in the Holy Quran and the practices of the Prophet Muhammad (hadith). There is some movement in the industry in this regard with the introduction of black seed (kalonji), miswak & neem tree extracts in toothpastes, etc. The Unani system of traditional medicine, practiced in South Asia, has for years been making products based on these ingredients. But their potential to be exported to other countries remains negligible due to their low standards and unsafe formulations. Some of these products have now been banned in the US and Canada for containing high levels of metallic compounds. An improvement in manufacturing standards and safe formulation can lead to the carving of a unique niche in the market. An example of this trend soon gaining ground is evident as one toothpaste manufacturer, whose product uses miswak extracts, recently received the seal of approval from the American Dental Association.
By Tayyaba Syed

According to Islam, even a smile is a form of charity (sadaqa). Our smiles make first impressions or light up a room and while our mouth is one of our most apparent features, what is inside it is often neglected. Maintaining good oral hygiene is a significant part of the Islamic faith and contributes to our overall well-being. IFANCA certifies several oral hygiene products for Tom’s of Maine and Melalueca, a direct distribution company.

Halal Healthy Oral Hygiene

Whether it is toothpaste with fluoride or with baking soda, toothpaste for sensitive teeth or ones for children, they potentially can be made with non-halal ingredients. These include ingredients such as Myrrh, Poloxamer 335, Glycerin, Natural Flavor Oils, other natural flavors and Sodium Lauryl sulfate. With IFANCA halal certified products from Tom’s of Maine, which are found in all grocery chain stores, and Melalueca, which is directly marketed to consumers, you can say goodbye to reading labels. Between them, they offer halal toothpaste, floss, mouthwash, whitening gels and more.

Most people avoid seeing a dentist until they have a toothache. However routine dental check-ups, at least every six months, are necessary to maintain good dental hygiene. Most dental insurance companies cover the cost of routine dental visits at 100%. If you do not have dental insurance coverage, most dentists offer discount plans. A basic dental exam and cleaning with X-rays costs an average of $100 without insurance. That is a small investment to increase the longevity, health and beauty of our smiles. Tooth decay and gum disease are common oral health issues, maneuver the toothbrush back and forth, and up and down, right down to the gum line. Cleaning the tongue is as important. If proper brushing and flossing are not practiced on a daily basis, plaque can build-up on our teeth and eventually cause gingivitis and gum disease.

As soon as a baby’s first teeth come in, he/she should be introduced to the toothbrush as well as flossing. Children that are bottle-fed have higher risks of developing tooth decay and cavities especially at night. The milk remains in the mouth for long periods of time making a perfect habitat for cavities. Kids can be taught best by the parents’ example. It is just as beneficial to brush before going to bed as it is to brush at the start of the day.

Oral Hygiene and Pregnancy

It is not widely known but poor oral healthcare during pregnancy can negatively impact the mother’s ability to carry to term and the unborn child’s teeth and gums and birth weight. According to studies, women with persistent sore, swollen, red, or bleeding gums as well as tooth pain or sensitivity and bad breath (all warning signs of gum disease) could be seven times more likely to deliver a premature, low birth weight baby than those with a healthy mouth. A preliminary study by the University of Alabama, Birmingham, indicates “the more severe the gum disease during pregnancy, the higher the risk of premature birth. Even women with a small measure of periodontal disease are reported to be at risk.” The issue is cyclical in nature. Hormonal changes during pregnancy are suspected to increase the likelihood of periodontal disease, which in turn perhaps triggers a rise in biological fluids that induce labor. If you are considering becoming pregnant, do get potential oral health issues addressed first. If you are already expecting a baby, the best time for periodontal treatment is in the second trimester. Do let the dentist know that you are pregnant.

Oral Hygiene and Heart Disease

Diabetics and heart patients need to be extra cautious in preventing gum disease. There is a possibility that the inflammation caused by periodontal disease increases plaque build-up in the heart, which may contribute to swelling of the arteries. Also, people with poor blood sugar control get gum disease more often and more severely, and they lose more teeth than people with good control.

Oral Hygiene and the Sunnah

Our best example of maintaining good oral health is the sunnah (practices) of Prophet Muhammad, peace be upon him. He was very adamant about using the miswak (tooth twig) to clean his mouth frequently especially before every ablution. He even used the miswak as one of his last acts at the time of his death. He also avoided foods such as garlic and onions to maintain fresh breath before heading to the mosque to perform prayers. We should implement these habits in our lives as well. We can try to earn the pleasure of God, by perfecting our smiles and improving our overall oral healthcare.
Underserved American-Muslim Halal Food Needs

The 2010 USA College/University Halal Survey, created by IFANCA, is the first ever survey that inquires into the availability of halal meals and the demand for it on US university and college campuses. It also inquires into young halal consumers’ tastes, meal choices, and preferences. The data was collected from an electronic survey distributed through Muslim Student Associations (MSA) at 135 major universities and colleges across the United States. Approximately 1000 responses were received and the rate of completion of the survey was 85%. The survey was conducted between the months of May and June, 2010.

The impetus for the survey were issues such as those brought to light in the article, “Equal Service for Equal Fees”, published in the Summer 2009 issue of the IFANCA publication, Halal Consumer magazine. Muslim students, according to the article, even freshman who have no choice but to live in on-campus dorms, were not offered meals that adhered to their dietary needs. They were, however, charged the same fees, despite not being able to use the meal plan for more than salads, bread and vegetarian entrees.

According to another article, “Universities Give Halal Lip Service” at some universities, kosher kitchens were being passed off as kosher-halal kitchens, without any halal meat being served at all. For instance, Mount Holyoke at South Hadley, Massachusetts undertook the high costs associated with segregating dairy from meat in their kosher kitchen, but only served halal meat during Ramadan from fall 2010 onwards, almost ten years after the inception of the Halal-Kosher Kitchen at Mount Holyoke.

• 56% of students surveyed answered that there were more than 100 Muslim students on campus, while 29% estimated there were between 50 and 100 Muslim students on campus.

• 29% survey takers estimated that there were between 50-100 Muslims on campus. These figures were based on attendance of Muslims at Muslim events on campus. Many estimated that the number of actual Muslims on campus to be higher than the attendance seen at Muslim-oriented campus events.

• Nearly 12% of campuses surveyed had partial halal meal services.

• More than 77% of all survey takers testified that there were absolutely no halal meal services available on campus.

• 11% of campuses offered halal meals only during important Islamic months (such as Ramadan).

• 53% of students voted for halal meals that comprised of an equal mix between ethnic (Middle Eastern or South Asian), as well non-ethnic, American (hotdogs, tacos and pizza) food choices.

How many Meals (out of 21 meals/week) do you consume at each of the following places?

- Campus Cafeteria
- Home/Apartment/Dorm
- Eateries Near Campus
- Other
- Skip Meals

- 1.58
- 3.46
- 4.37
- 3.6
- 11.09

- Survey takers indicated that some universities did provide halal meals on important days of the Islamic calendar; that partial halal meal services lacked variety; or had halal meals that lacked taste and/or quality.

- 11% of campuses offered halal meals only during important Islamic months (such as Ramadan).

- 53% of students voted for halal meals that comprised of an equal mix between ethnic (Middle Eastern or South Asian), as well non-ethnic, American (hotdogs, tacos and pizza) food choices.
Halal Certification 101 For Entrepreneurs

By Dr. Mian N. Riaz

So you have been mulling over the possibility of entering the halal certified products business. Well, if you want to get to know what is involved and what it takes, let us start at the very beginning.

What is a Halal Certificate?

A halal certificate is a document issued by an Islamic organization certifying that the product meets Islamic dietary guidelines, comprising of but not limited to the following:

- The product does not contain pork or its by-products, alcohol, prohibited food ingredients of animal origin.
- The product has been prepared and manufactured on clean equipment.
- Meat and poultry components are from animals slaughtered according to Islamic Law.

Steps Involved in Halal Certification:

1. Filling out an application to the halal certifying agency.
2. Setting up an audit of the manufacturing facility. It includes information and/or the facility inspection agreement. Then a halal certificate may be issued for one year or a specific product.
3. Batch Certificate: A batch certificate is issued for a specific product, for a specific quantity of a product or product lines, only for that particular batch to multiple locations.
4. Shipment Certificate: A shipment certificate is issued for a specific quantity of a product or product lines, produced on different dates, destined for a particular consignee.

Duration of the Certificate:

The duration for which a certificate is valid depends upon the type of product.

1. 1 year or a specific product.
2. A batch certificate is valid as long as the batch has not expired.

If a certified product is made according to a fixed formula, a certificate may be issued for a one, two or three year period. The product remains halal certified as long as it meets all the established and agreed-upon production and marketing requirements between the company and the halal certifying organization.

Who is Authorized to Issue Halal Certificates?

The halal certification process starts with choosing an organization that meets your needs for the markets you would like to service. Just as potential entrepreneurs need to understand the principles of halal, they should be aware of the halal requirements of different countries. Any individual, organization, agency or government can issue a halal certificate. However, many countries like Singapore, Indonesia and Malaysia have government-approved halal organizations, whereas the predominantly Muslim food exporting countries have independent certification bodies.

How do I know if a product is Halal?

If your target is a specific country, it is better to use an organization that is approved, recognized, or acceptable in that country. If your market area is broader or even global, then an organization with an international scope would better meet your needs.

As of this writing, Malaysia and Indonesia are the only countries that have a halal program to approve halal certifying organizations. Both nations have specific approved halal certifiers for their imports. Of the forty plus US halal certifying organizations only five have been approved by the Majelis Ulama Indonesia (MUI). The Jabatan Kemajuan Islam Malaysia (JAKIM) has just approved of them. IFANCA is on both nations’ approval list.

When deciding on a halal certifying agency, entrepreneurs must also take the time to learn which halal certifying agencies are approved in the countries you are targeting. Certification bodies that are approved in one country may need approval in another. Muslim consumers look for products that are halal certified or at least meet halal guidelines. The products that may be certified include:

- Meat and poultry fresh, frozen and processed products
- Meat and poultry ingredients
- Dairy products and ingredients
- Prepared foods and meals
- All other packaged food products
- Cosmetics and personal care products
- Pharmaceuticals
- Nutritional and dietary supplements
- Packaging materials

What is a Halal Substituted Product?

A halal substitute product is the same food product, including any products derived from it, without pronouncing the name of the animal it was derived from and or its by-products, alcohol, prohibited food ingredients of animal origin.

Who Can Be a Halal Substituted Product?

Animals used for health reasons need not be halal certificated. And pharmaceutical products which are used for health reasons need not be halal certified; however, knowledgeable consumers look for products that are halal certified or at least meet halal guidelines. These products may be halal certified or have the approval list.

Which Products Can Be Certified?

With the increasing complexity of ingredients and extensive use of animal by-products, any product consumed by Muslims should be certified, whether the product is consumed internally or applied to the body externally. Cosmetics and pharmaceutical products which are used for health reasons need not be halal certified.

For the company, it includes proper feeding and humane treatment of animals throughout raising, transporting and holding prior to slaughter.

5. For slaughterhouses, it involves hiring trained Muslim slaughterers, review of slaughtering areas, including restraining, method of stunning, pre and post-slaughtering, handling, etc.

6. Determining the cost and fees involved and signing of the contract. At this time, it would be advisable to negotiate the fees and have a clear understanding of the costs involved.

7. Payment of fees and expenses.

8. Issuance of the halal certificate.

9. Printing of Halal markings. When a product is certified Halal, a symbol is normally printed on the product packaging. For example, on meat products. For imported products signified by the Arabic alphabet `الح (`Halal`), which signifies “good for Muslims”. There are several other symbols that are being used by the halal certifying agencies, like the Crescent M symbol, which signifies “good for Muslims”. There are several other symbols that are being used by the halal certifying agencies, like the Crescent M symbol, which signifies “good for Muslims”. There are several other symbols that are being used by the halal certifying agencies, like the Crescent M symbol, which signifies “good for Muslims”.

Certified Halal products are the least, IFANCA clients range from small businesses to multi-nationals.

About the Author: Dr. Mian Riaz is Director of the Food Protein Research and Development Center, Texas A&M University.
Yvonne Maffei, Halal Consumer magazine’s resident chef, is not only a food writer and photographer, she’s also a cooking instructor and the Editor of My Halal Kitchen, a halal food and cooking blog showcasing culinary tips and healthy halal recipes. Her food photography, styling techniques and props were at work in the IFANCA Public Service Announcement that increased hits to IFANCA.org by 25% in 2010.

Yvonne also conducts cooking classes. We caught up with her to bring you an assortment of some of the flavors she brings to life during these demonstrations.

**Chickpea & Sun-Dried Tomato Salad**

Serves 4-6

**Ingredients**

- 1 1/2 cup chickpeas (cooked) or 1 cup dried
- 1/2 cup fresh cilantro, chopped
- 1/2 cup fresh parsley, chopped
- 1/4 cup sun-dried tomatoes, chopped
- 1/2 red onion, diced
- 1 small garlic clove, minced
- 1 green onion, finely chopped
- 1/2 cucumber, seeds removed and diced (approximately 1 cup)
- Zest from one lemon
- Salt, to taste
- 1/8 cup extra virgin olive oil, plus more to your liking
- Juice of one lemon

**Directions**

1. If using fresh chickpeas, soak overnight. Once they have enlarged, boil the chickpeas for about 1 1/2 hours or until soft, but not broken. If using canned chickpeas, just pour out the liquid that comes with them.
2. Add the fresh ingredients, but not the oil or lemon juice until ready to serve.
3. Toss and enjoy!

**Chef’s Note:**

Beans are inexpensive in a can, but they can be even more economical when purchased dry and soaked overnight. They plump up when cooked and can nicely surprise you with how much more you get when cooked. One cup of chickpeas will yield about one and a half cup cooked beans.

**Shrimp Scampi Mediterraneo**

Serves 4-6

**Ingredients**

- 6 cloves garlic
- 1 cup unsalted butter
- 1 lb. bag of penne pasta
- 1 tablespoon olive oil
- 2 large tomatoes, diced
- 1 small white onion, diced
- 2 lbs. fresh shrimp, peeled and de-veined (cleaned), with tail on
- 1 cup white grape juice
- 1 tablespoon capers
- Freshly grated halal Romano cheese, to taste
- Fresh flat leaf parsley, roughly chopped

**Directions**

1. Peel garlic and roughly chop. In a small saucepan, add the butter and chopped garlic. Warm over medium flame for about 10 minutes, or until garlic is softened.
2. Meanwhile, prepare the pasta by following instructions for cooking time and amount of water listed on packaging. Generously salt the pasta water and allow to cook until done while preparing the rest of the dish. Once pasta is done, allow to cool slightly, then drizzle with olive oil to prevent sticking.

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3. Using a large (12") skillet, heat olive oil over medium-high flame. Sauté tomatoes until they have softened. Add onions and sauté until translucent.

4. Add shrimp and allow to cook 3-5 minutes on each side, or until they begin to turn pink. Once the shrimp seem to be drying up a bit, add white grape juice and reduce flame, if necessary. Cook 1-2 minutes.

5. Add butter/garlic mixture and stir well. Add capers and taste for salt. If more salt is needed, add at this point.

6. Serve shrimp mixture on top of pasta and sprinkle with Romano cheese, then fresh parsley.

Chef’s Note: I like to buy fresh, not frozen shrimp, for this recipe, however, as will all fresh fish and seafood, cook them on the day you plan to prepare and eat this dish. The shrimp should not smell “fishy”, but instead like salty air. Their flesh should be firm and not slimy or soft. De-vein, but leave the tail intact. If halal Romano cheese is not available, you may use halal parmesan cheese or any other Italian style halal cheese.

In most Shrimp Scampi recipes, one of the ingredients is white wine. I like to use a simple, all-natural white grape juice (100% real juice) as a perfectly delicious substitute.

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**Coconut Flan**

Serves 4-6

**Ingredients**

- 1 can (13.5 oz) coconut milk
- 2 cups heavy whipping cream
- 6 eggs
- ¼ cup superfine organic cane sugar
- 1 teaspoon alcohol free vanilla extract or 1 vanilla bean, split in half lengthwise
- Pinch of salt

**Directions**

1. Preheat oven to 350°.
2. In a saucepan over medium heat, warm the coconut milk and heavy cream. Do not boil. Remove from pan once the mixture is warm.
3. In a medium bowl, whisk together the eggs, sugar, vanilla, and salt. Add the warmed coconut milk/cream mixture into the egg mixture.
4. Pour this combination into six oven-proof bowls or one very large oven-proof soufflé bowl.
5. Place bowls onto a metal sheet pan and add water to the bottom of the pan, just to cover about 1/3 of the bowls with water from the bottom.
6. Loosely cover the bowl(s) with aluminum foil and bake for 60 minutes, or until the center of the flan is firm. Insert a flat knife into the center for doneness- if it comes out clean, the flan is done.
7. Cool to room temperature and serve. Also delicious when chilled.

Recipes adapted from the cookbook Goya: Best of the Americas.