



# THE ISLAMIC PERSPECTIVE



VOICE OF  
THE ISLAMIC FOOD AND NUTRITION COUNCIL OF AMERICA  
المجلس الاسلامي الامريكى للغذاء و التغذية

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## EDITORIAL

**IFANCA AT IFT FOOD EXPO:** Institute of Food technologists (IFT) is leading the way for food professionals and food companies, into the next millennium. IFT organizes many activities. FOOD EXPO is on of them. FOOD EXPO is a place for free exchange of new technologies and services. This year, for the first time IFANCA is organizing a booth at this international exhibition to introduce its Halal certification services to the industry. On the cover of this issue you can see the names of many companies that produces Halal products under IFANCA's supervision. We hope to attract more companies to join the family of Crescent "M" Halal certified companies. IFANCA is also very active internationally, working with Muslim countries and Muslim organizations in promoting Halal. A complete report of the IFANCA official's visit to Malaysia, Singapore and Indonesia also appears in this issue. This issue of the Islamic Perspective is dedicated to the IFT FOOD EXPO.

 		<i>BE IN STEP WITH</i>	 Anchor Food Products, Inc.
	<b>HALAL CERTIFIED LEADERS</b>		
   		<i>Campbell Soup Company</i>	

## THE ISLAMIC PERSPECTIVE

The Islamic Perspective is published quarterly by the Islamic Food and Nutrition Council of America (IFANCA), 5901 North Cicero Avenue, Suite 309, Chicago, IL 60649-5711  
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The IFANCA is not for profit, tax exempt, non-political, Islamic organization dedicated to scientific research in the fields related to food, nutrition, and health. IFANCA is registered in the State of Illinois, USA, since 1982.

The *mission* of IFANCA is to promote the understanding of the institution of "Halal" in North America extending the benefits of Islamic dietary concepts and practices to Muslims and non-Muslims.

The *objective* of IFANCA is to promote Halal food consumption through Halal supervision and certification services, consultation, research and publications, and by sponsoring conferences, seminars and symposiums.

IFANCA is recognized by the United States Department of Agriculture (USDA), Food Safety Inspection Service as well as Rabita al-Alam as-Islami (World Muslim League) Saudi Arabia; Majlis Ugama Islam Singapura (MUIS); Malaysian Prime Minister's Department, Islamic Affairs Division; Majelis Ulama Indonesia (MUI); and several other organizations as a certifying agency for Halal slaughter and Halal products.

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Late last year senior government officials and the chief of MUI Halal unit, Dr. Professor Aisjah Girindra visited the USA. During Dr. Aisjah's visit we were honored to host a meeting to discuss issues related to Halal certification for foods for the Indonesian market. Dr. Aisjah observed that IFANCA Halal guidelines were similar to the Indonesian guidelines. She expressed the desire to work together for the common goal. IFANCA was invited to Indonesia for further discussions and to observe Majelis Ulama Indonesia (MUI) activities. Fortunately, a Halal inspection visit to PT Capsugel, Indonesia, presented the right opportunity to carry out dual inspection. This trip marked the beginning of very close and warm relationship which included drafting of a memorandum of understanding between IFANCA and Majelis Ulama Indonesia (MUI). Through this agreement both parties will conduct inspections for each other as well as cooperate and share technical know how and expertise for mutual benefit.

### Crescent M

The following *Crescent M* services marks are used on various products, certified to be Halal by IFANCA.



*The letter 'M' signifies... 'Fit for the Muslim consumption anywhere in the world.'*

IFANCA authorizes the imprint on a product label after an inspection of production facility and a review of all the ingredients. IFANCA Inspectors clearly establish that products fully meet the Islamic Halal standards.

# ASEAN

## LEADING THE WAY TO THE TO THE HALAL REVOLUTION

Lets go to McDonald's for lunch. It is all Halal. Far fetched? Not really; Not in Malaysia, Singapore or Indonesia. All of the two hundred plus McDonald's in Malaysia are totally Halal, directly supervised by the Government. So are many of the other western style restaurants like KFC, A&W, Pizza Hut and other food establishments. Not only the meat items that are offered there are Halal certified, all the condiments, sauces, even French fries are also certified Halal. Before you enter a restaurant, a Halal sign (official Halal logo) greets you.

Earlier this year IFANCA officials visited several of the ASEAN countries to learn about their Halal programs. It was learnt that five of six ASEAN member nations now have Halal programs sponsored, endorsed or even executed by their respective governments. As you may know IFANCA has been certifying Halal for the past 15 years, products exported to Malaysia and Singapore. Now Indonesia is coming on very strong in requiring Halal certification of all products. We are fortunate that our relationship in Malaysia with the Government authorities, known as Pusat Islam has been extraordinarily strong and both parties have gained tremendously from this working relationship.

In meeting with Pusat Islam officials, the sentiments and feelings expressed openly indicated that IFANCA is well known among major food industries, importers, consumer groups. Pusat Islam has been impressed with the professionalism and sincerity of purpose of IFANCA and fully supports IFANCA. Pusat Islam acknowledged IFANCA's contribution towards Halal certification in North America and Europe. Our standards and guidelines are similar to that of Malaysia. We have identical agenda, which is to promote truly Halal concepts and trade. It is indeed a privilege to have been given the

recognition that IFANCA is currently the only organization approved by Pusat Islam to certify Halal processed foods originating from North America and Europe. This visit to Malaysia reinforced our commitment to continue working together for the benefit of the Muslim consumer. During this trip we were also able to meet the organization approved by the Malaysian Government to conduct Halal audits on behalf of Pusat Islam. IFANCA has good working relationship with this body known as Ilham Daya. They are committed towards working with us drawing from IFANCA's experience and expertise in Halal inspection and certification.

In Singapore we met Majlis Ugama Islam Singapura (MUIS) and Singapore Malay Chamber of Commerce and Industry (SMCCI). Halal program in Singapore is run by MUIS's Halal unit headed by Mr. Zahid Ahmad. Halal program is under the direct supervision of the Mufti of Singapore, who started the program more than a decade ago. Singapore's population is predominantly Chinese with about 18% Muslims (about half a Million). Singapore is strategically located among 300 million people strong Halal market. It is fast becoming a distribution hub for Halal products for the entire region. Although Singapore is not a Muslim country but Muslims have a strong influence on the local restaurant industry. All McDonald's, KFC, A&W and several other stores provide Halal food and are under the MUIS supervision.

Indonesia is the largest nation in ASEAN region with 200 million people, with 90% Muslim population. Indonesia offers a huge potential for multinational food and food service companies. Many of the Western style food establishments like Dunkin Donuts and McDonald's offer Halal food under the supervision of Majelis Ulama Indonesia (MUI).

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*Top Left*

Dr. M. M. Chaudry, President, IFANCA (Right) visiting Ustaz Hj Abdullah Fahim, Director Halal Program Malaysia, Malaysian Official Halal Logo is seen in the background.

*Top right*

Dr. M. M. Chaudry (Right) was honored with a gift of knowledge from Mufti of Singapore Syed Isa Mohd bin Semait, while Zahid Ahmad, Head of MUIS Halal Unit looks on (middle)



*Middle*

Dr. M. M. Chaudry presenting the IFANCA Halal Program to the Majlis Ugama Islam Singapura (MUIS) Halal enforcement staff at MUIS Head Quarters

*Bottom*

Dr. M. Sadek (sixth from left), Secretary General, Halal Coordinating Council for Malaysia and Dr. M. M. Chaudry, IFANCA were the guests of Dr. Aisjah Girindra (seventh from left), Head, Halal Program at Majelis Ulama Indonesia in Bogor, Indonesia