

**HALAL FOOD AND  
CONSUMERISM**  
*USIM-HDC HALAL EXECUTIVE  
PROGRAMME 2010*

- **Halal Food Labeling:**

Adequate halal labeling is required in order to

- i). To avoid consumption of halal food that may have become adulterated with non-halal items;
- ii) To protect the Muslim consumers;
- iii). To enable the consumer to have pre-informed choice of their dietary intake.

- **Tips on Selection of Halal Food**

One + Six easy steps to examine halal label  
on food products

- **Halal Practices in Consumer Daily Life**
- Consumers are responsible for certain things in an effort to ensure the consumption of halal and wholesome food.
- Examples:
- To purchase cooked food from premises/restaurant that complies with halal requirements;
- To help create halal awareness among the small children'
- To purchase meat and poultry from shop/outlet/store that display the halal certificate. Etc.

# Be a Smart Consumer

- Halal & Traceability

- Eg:

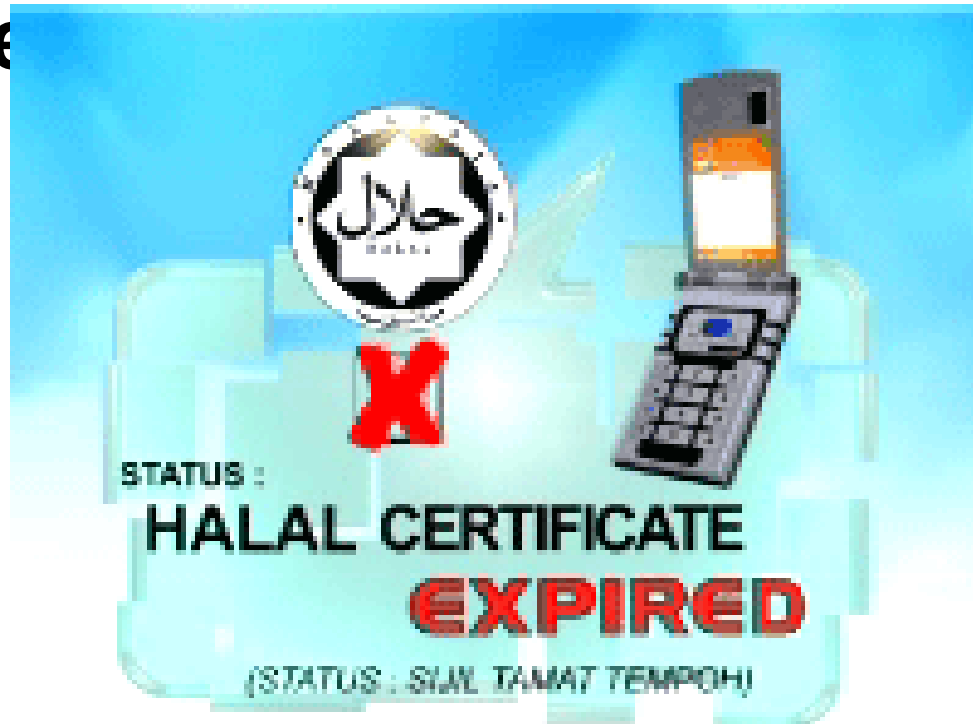
***Have access to JAKIM Halal Information***

***<http://www.halaljakim.gov.my>***

# To avoid purchase of product without halal logo



- To avoid purchase of product which halal logo/halal certificate already



- To use the “SMS Halal” to check halal status of product



Type **halal** [barcode number] example **halal [9551234567891]**

send to **32728 | DAPAT**