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

Type halal [barcode number] example halal [9551234567891]

send to 32728 | DAPAT