

# Halal Certification OF New Zealand Food Products

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# NEW ZEALAND – A Clean Green Country

Population: 4.8 million, Muslims 1%, 30 million sheep



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# Why Halal?

- Businesses exist because they provide something that is valued by consumers
- Halal is valued by Muslim consumers
  - 1.6b (23% of world population) - growing to 2.2b by 2030
  - Asia-Pacific region contains 1b Muslims (62% of Muslims)
  - NZ Muslim Population: 50,000 (1% of NZ pop.)
    - 101,000 by 2030
- Market size and value is enormous





# Background: Food supply in Muslim countries

- Total red meat production in Muslim countries is 25% less than USA (FAO, 2009)
- Muslim countries can meet less than 20% of the demand
- For exporting countries Halal is a market access issue
- For Muslims it is a religious requirement “Halalan Tayyaban”
- Consumer need assurance and suppliers need to meet the consumer requirement

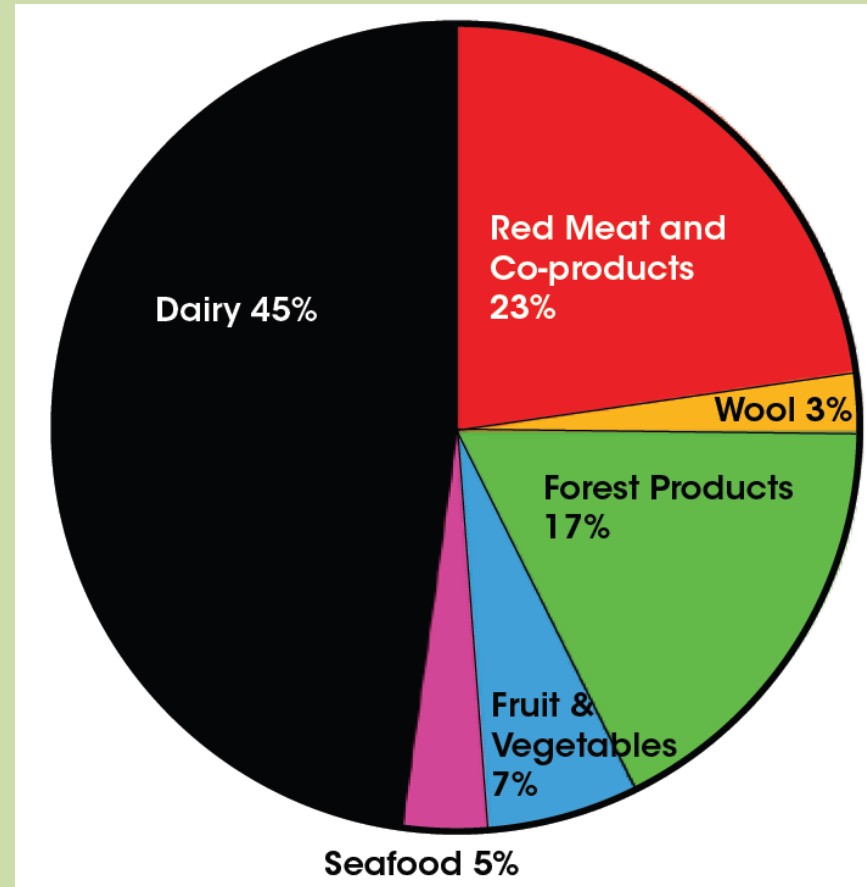


# Halal and NZ

- NZ the first non-Muslim country to establish industrial slaughter of Halal meat
  - 1978-81 MIRINZ
- NZ the first non-Muslim country to establish a Halal notice that protects Halal
  - 2010 MPI
- NZ negotiating FTA with GCC, Indonesia, Malaysia – Halal is an issue

## 2. NZ AS SURPLUS FOOD PRODUCER (MIA 2011)

- 80-90% of the agricultural products are exported to world market
- 10% of the meat and similar proportion of dairy products are exported to Muslim countries (~\$ 2-2.2 billion)
- NZ export to GCC alone is worth 720 million in 2009



MIA annual report 2011

# 3. FIANZ - Authorised Halal Certifying Authorities in NZ

- Federation of Islamic Associations of New Zealand (FIANZ)
  - National umbrella organisations of Muslims in NZ
  - Sole certifier of Halal meat products to KSA and other GCC countries
  - Malaysia, Indonesia and 42 others markets including Europe, USA, South Africa
  - 90% of the meat plants in NZ are certified by FIANZ
  - Widely accepted locally/ internationally



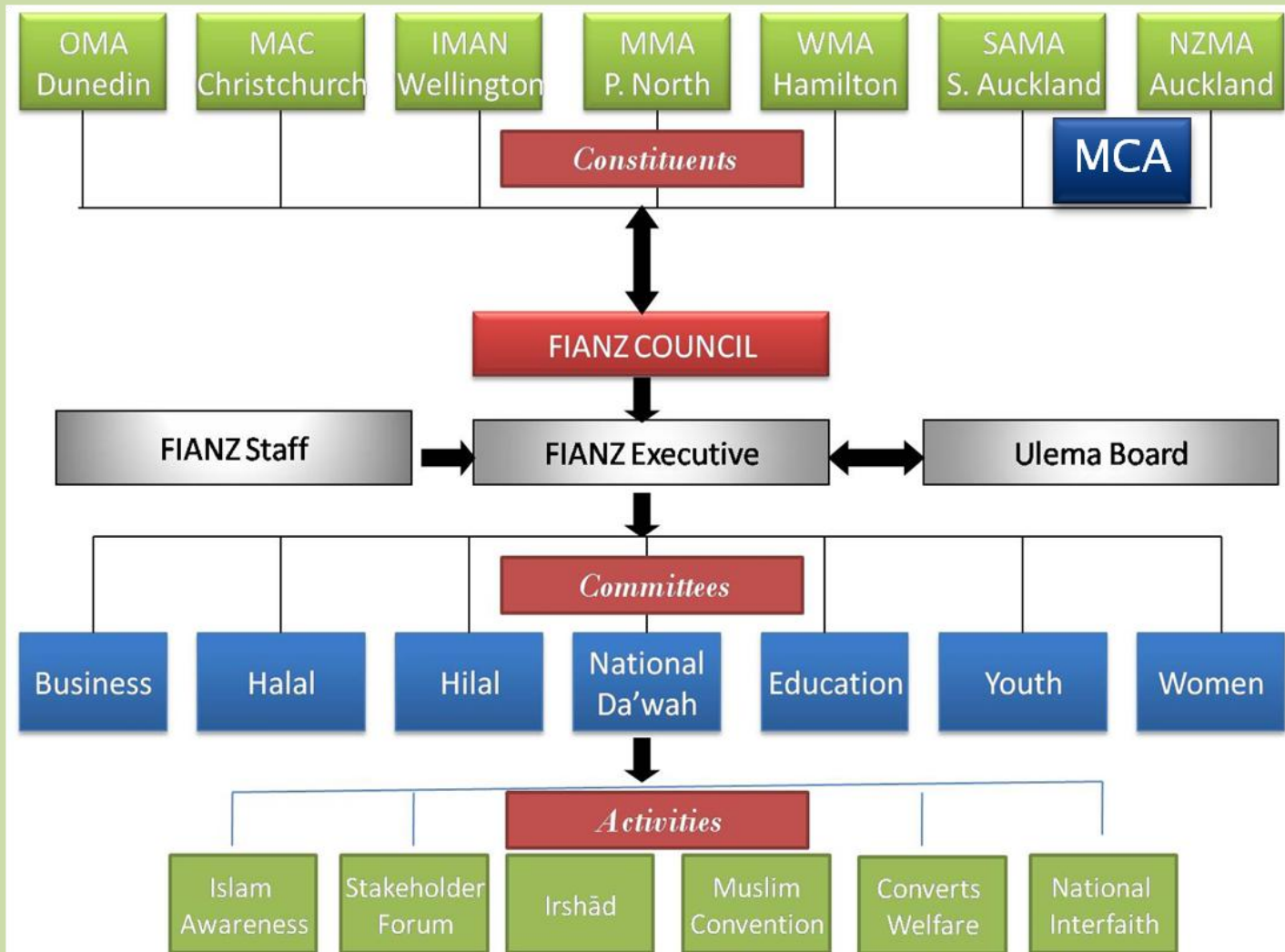


# 3. Aims and objectives of FIANZ

- Establish and maintain the highest standards of Islamic practices in accordance of the Holy Quran and the Sunnah of prophet Muhammad.
- Undertaking dawah, education, welfare, women and youth development programmes
- Promoting harmony between Muslims and non-Muslims
- Establishing mosques, Islamic centres, schools and other facilities and programmes ....



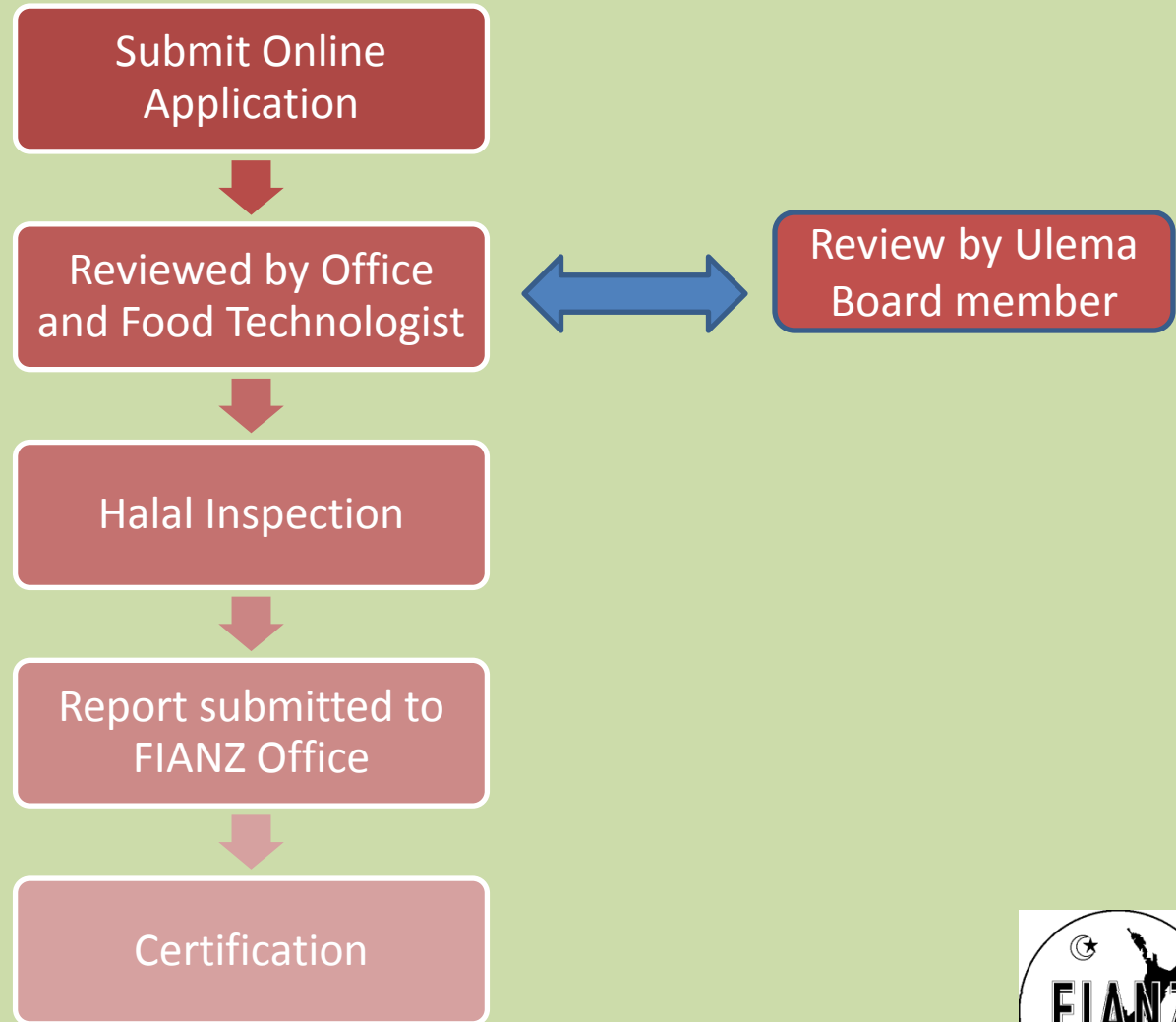
# 3. FIANZ Structure



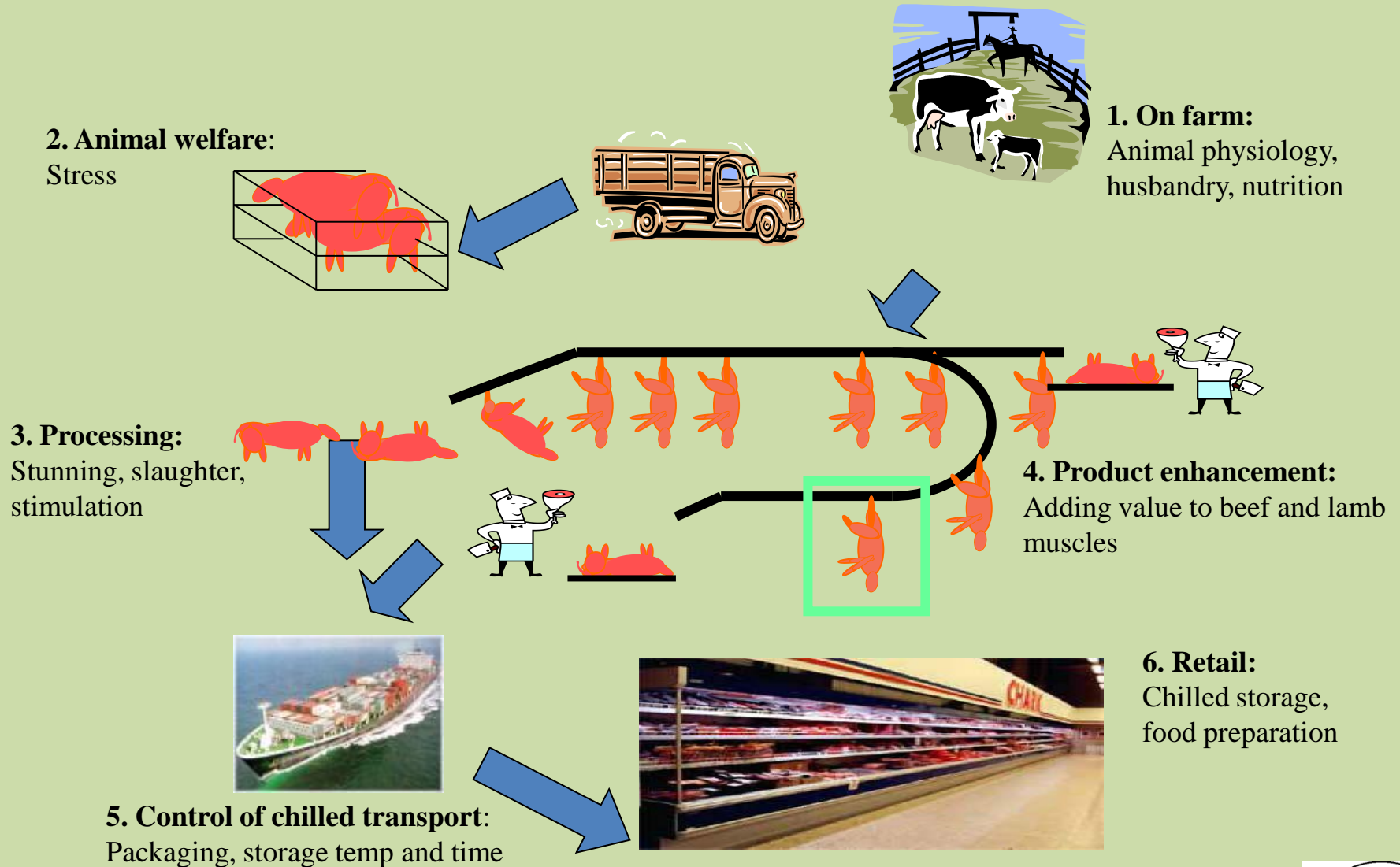
**FIANZ Structure and Dawah Activities at a Glance**



# Halal Certification of processed food



# Halal Meat Value Chain - Dr Farouk, AgResearch



A united and prosperous community



# 4. NZ/FIANZ HALAL SYSTEM - QA

- Halal slaughtermen are selected based on their religious and physical fitness
- Certifying authorities randomly check the plants
- Production is recorded on a daily basis - reconciled
- Plants have annual Halal servicing contract with FIANZ





## 4. FIANZ QA SYSTEM

- A Certification Officers randomly checks meat plants on a fortnightly basis
- Onsite interview with Halal slaughtermen and management
- FIANZ maintains a log book on each plant which records Halal and non-Halal carcasses on a daily basis which has to be signed by Halal slaughtermen and production supervisors
- The non-Halal carcasses are labelled, stored and boned separately
- FIANZ Certification Officers check the record and verify, they send a carbon copy of the log-book to head office
- FIANZ Halal certified plant are dedicated only for Halal slaughtering



**FIANZ Halal Committee**  
Headed by President of FIANZ



13. A copy of the Halal certificate is sent to Chamber of Commerce/Embassy of the importing country for clearance

12. FIANZ certificate is issued with traceable number is attested by Meat New Zealand and couriered Back to Meat companies

11. Date of production/plant number/name of FIANZ inspector is mentioned on the export certificate for traceability

10. FIANZ Head office checks details, cross referenced with fortnightly report of the Halal certificate requests

9. Meat exporting companies request for a FIANZ Halal Certificate on a shipment by shipment basis

8. FIANZ inspectors submits fortnightly report on each plant to FIANZ head office

7. Any accidental slaughter of animal declared non-Halal (<1%) is recorded, stored separately and sold to non-Muslim markets

6. A production log book is maintained at each plant and fortnightly production report to FIANZ Office

5. FIANZ inspectors perform thorough random inspection of meat plants from A to Z

4. Halal standards as provided by Muslim markets that are strictly followed by meat processors

3. Halal meat plants follow FIANZ procedure of Halal protocols

2. Slaughtering is done by Muslims Who are assessed and approved by FIANZ

1. Meat plants are dedicated for Halal slaughtering only



# 4. FIANZ Religious expertise

- Religious expertise (5 Alims) who co-ordinate access to 30 Alims within the country
  - Educated from Al-Madina (KSA), Al-Azhar (Egypt), Deoband (India), IIU (Malaysia)
  - Over 200 year of collective experience



# FIANZ Technical expertise

- Four qualified food technologists
  - 1 Doctorate (USA)
  - 3 Masters / Post Grad (NZ Graduates)
- Expertise in food processing
- Expertise in Ingredients & Processing aids
- Expertise in Animal Products Science & Technology
- Experience in the slaughter & processing of animals
- Over 60 years of combined experience from primary produce to highly processed products



# FIANZ CERTIFIED HALAL PRODUCTS

- Meat and meat based value added products
- Fats & oils
- Processed foods of all types including food ingredients
- Airline catering kitchens
- Restaurants and fast food outlets
- Cosmetic products
- Health products



# NZ Halal Notice 2010

- Govt initiative
- Halal Standards Advisory Council
  - Alims and Technical experts
  - Chaired by FIANZ President
- Advisory role and assist govt on Halal matters



# Unified Halal Standard

- We must adopt one Global Halal Standard (GHS)
- GHS will promote consumer confidence
  - No room controversies and confusion
  - Good for Dawah
  - Good for business
- Invest in research particularly on the suitability of stunning issues and impacts of secondary treatments on aspects of “Tayyab”





# Conclusions

- FIANZ Halal certification is aimed at giving 100% consumer confidence
  - Alims, Food technologist, Trained staff, Community ownership
- Support to FIANZ by Muslim countries has enabled to develop a united community
- FIANZ invests savings from Halal certification in NZ community
- A single unified Halal standard is the way forward
- Muslims must invest in research and development pertaining to Halal

A united and prosperous community



# FIANZ/NZ – Other Halal initiatives

- Islamic banking/financing – worked with Deloitte NZ to scope out possibilities of setting up Islamic banking/financing
- FIANZ initiatives to promote Halal Tourism



# Contacts for business

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