

Traceability: Halal We Can Trust

South East Asia has been stimulating the local and global Halal market. Developments across the continent such as Halal Science centre in Thailand, MUI Halal authority in Indonesia, MUIS authority in Singapore, China as an emerging Halal Market with a huge Muslim population, HDC programs in Malaysia all view Halal as a means to stimulate the economy through exports, tourism, value-add, trade

These assets are growing at about 15 percent annually. The business of Halal food, meanwhile, is nowhere near its potential. In fact, a big chunk of the Halal demand is leaking into kosher. For every 1 Halal product on the US supermarket shelves, there are 86 kosher products. US Muslims are spending \$16 billion a year on kosher products because the Halal products are not available.

To most non-Muslims, Halal just means "no pork." For Muslims, Halal is a way of life. Appreciating the religious requirements in all their complexity and accommodating them in a modern setting may be every bit as profitable as structuring Islamic derivatives.

There is a huge sentiment of suppliers from Islamic countries that have ambitions of getting more direct exposure to the end consumers by building own brands. This is a tough match in today's processed food market as close to 80% of the traded processed food belongs to the four biggest manufacturers. But a relevant way to start such climbing up the value creation is of course by offering the consumer more transparency and confidence to your qualities as your competitors. The most obvious way to achieve this today is by utilizing the opportunity to communicate with the consumer along the products value chain.

With greater prosperity, mainstream Muslim consumers will demand more Halal - and not just in the meat they eat. The Web site of the Muslim Consumer Group, based in Rolling Meadows, Illinois, claims a vanilla fudge sundae isn't Halal because it contains vanilla extract, which uses alcohol. Marshmallow is prohibited because it uses pork gelatin. Even for the existing Halal products in supermarkets, the current industry practices are far from perfect. It is almost impossible for any retailer in the United Kingdom or the United States to guarantee that the Australian beef being sold as Halal on its shop shelves was slaughtered just the right way and has had no contact with pork in the long journey from abattoirs and warehouses on ships and trucks. Complete Value Chain Traceability can provide transparency and readily available information to the consumers and enhance their trust in the product that they consume.

Consumers in Malaysia and World wide place great importance on buying food that is Halal-certified. To meet these demands, the Malaysian government has established mechanisms to secure the confidence of consumers by certifying products, food producers, abattoirs, slaughterhouses and food preparation premises as Halal. Also, Malaysia is positioning to become the world's premier Halal hub, is bound to be embarked in the process of traceability to ensure the integrity of the Halal value chain, food, pharmaceuticals, cosmetics, and any other field where Halal standards are defined as per the Shariah law.



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TraceTracker a leading solution provider for global traceability solution provides a net centric approach to ensure the integrity of a value chain. Currently, TraceTracker is in the process of setting up a Joint Venture with CIMB Private Equity and Venture Capital, a division under CIMB Group that will focus on providing a Traceability solution to the global Halal industry.

One important thing to note about TraceTracker's Network based solution is that the information supplied by company's can be verified by inspection, auditing and certification bodies. Therefore the correct information on the sources and the raw materials used in the production is verified by third parties. Additionally the network character of TraceTracker traceability system allows information to travel with the physical goods and allows each member in the value chain to compare the actual goods received with the information supplied. This allows for a self control of the system on the credibility of the information supplied by the various members.

The TT Halal Traceability System can help the industry achieve the following:

- ⊕ Facilitate the automation of Halal Certification System by providing complete Halal compliant supply chain such as product source evidence and production processes at Halal food producers, abattoirs/slaughterhouses and food premises is according to Shariah law.

- ⊕ It can provide the electronic guideline and procedure applicable to the operators, warehouses, transport, shipping including container service, freezers and cold rooms that should separate Halal from Non-Halal products.

- ⊕ Electronically process information pertaining to the implementing and managing the efficient flow and storage of Halal certified raw materials, semi-finished or finished products including electronic communication with importing or exporting authorities in other countries.

- ⊕ Create an efficient Halal tracking mechanism within the food supply chain. This can boost the confidence that local and global consumers feel about Halal products produced in Malaysia.

- ⊕ Provide government authorities quick access to holistic summarized view of all companies in the supply chain. This will help authorities to pinpoint and resolve problems pertaining to Halal products.