

APPLICATION OF "HALAL" STANDARDS IN THE PRODUCTION OF FOOD PRODUCTS AND PROSPECTS FOR ITS DEVELOPMENT

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ABSTRACT

This article examines the characteristics of the halal food industry market in the form of countries in the world, and offers suggestions for its development in Uzbekistan.

Keywords: *Halal, halal food, halal food industry, Muslims, Sharia, Islamic countries, halal certificate, Muslim consumers.*

АННОТАЦИЯ

В данной статье рассматриваются особенности рынка халяльной пищевой промышленности в разрезе стран мира, а также предлагаются предложения по его развитию в Узбекистане.

Ключевые слова: *халяль, халяльная еда, халяльная пищевая промышленность, мусульмане, шариат, исламские страны, халяльный сертификат, потребители-мусульмане.*

INTRODUCTION

As the halal food industry around the world grows year by year, this type of food is consumed not only by Muslim but also by non-Muslim customers. Initially, as non-Muslims and some Muslims believed that halal food was safe and hygienically beneficial, the demand for such products increased and with its widespread acceptance, the market for halal food emerged. It is obvious that the halal food market has become one of the largest consumer markets in the world, because the number of Muslims in the world contributing to the halal food industry is expected to increase dramatically. Due to this, the demand for halal food industry and services is increasing.

Analysis of the sources on the topic. Due to the variety of tastes and interests of the Muslim population living in the world, the demand for halal food products in the food market is high. World scientists in this field are Mian N. Riaz, Muhammad M. Chaudry [2], Florence Bergeaud-Blackler, John Lever, Johan Fischer [3], Wan Melissa Wan-Hassan, Khairil Wahidin Awang [4], Al Qaradawi [5]. conducted research in his scientific works. At the same time, one of the scientists of the CIS countries, Uzakov Y.M. [6]. Damir Mukhetdinov [7]. In the world, the halal food market and the requirements for developing products for them are analyzed. In this

regard, there are great opportunities in Uzbekistan, and they require scientific research to be carried out.

DISCUSSION AND RESULTS

The word "Halal" is derived from the Arabic language and means "free", "unbound". It refers to actions and deeds that are permissible for Muslims in Sharia, and foods that are considered clean and pure. Therefore, halal food means food that meets the laws and conditions permitted by this Sharia.

In order for food to be halal, it must fully comply with the following conditions:

- does not contain animal products or parts that are not halal for Muslims, or animal products that have not been slaughtered according to Sharia law;
- according to sharia, foods that do not contain najas (unclean things according to sharia: blood, alcohol, dog meat, pork, their milk, dead animals, etc.);
- be safe and harmless;
- according to Sharia laws, it is not prepared and produced using equipment contaminated with impure objects;
- food or its components do not contain human parts;
- during the preparation, processing, packaging, storage or transportation of food, it should be separated from other products that are not prepared according to the above-mentioned rules.

Research methodology. The methods of observation, comparison, experiment, analysis and synthesis were used in the analysis and research process of this article.

Analysis and results. Adherence to halal instructions, especially buying daily food products, observing the diet system is the most important condition of Islamic relations.

First, in order to engage in the halal food industry, countries must have a halal standard and a halal food logo. There are organizations that control this halal standard and logos. They are the Organization of Islamic Cooperation (OIC, 1969) and the Standards and Metrology Institute of Islamic Countries (SMIIC, 1998). Their main tasks are aimed at the implementation of harmonized standards in the member states and elimination of technical failures as a solid mechanism for harmonizing standards between the member countries of the organization and preparing new ones. In addition, it consists of establishing certification and accreditation schemes in order to accelerate the exchange of materials, manufactured products and products between member states, starting from mutual recognition of certificates. 57 countries have joined the Organization of Islamic Cooperation (OIC) and 42 countries have joined the Standards and Metrology Institute of Islamic Countries (SMIIC).

Among many countries, Malaysia was the first to try to establish a global halal standard, and in 1974 Malaysia introduced a national halal certificate. This action was carried out by the Research Center of the Department of Islamic Affairs under the Prime Minister's Office. Later, in 2005, the Department of Islamic Development Malaysia (JAKIM) introduced a halal certification system. It was responsible for overseeing halal compliance in Malaysia. JAKIM halal certification system of Malaysia is the only certification supported by the Organization of Islamic Cooperation (OIC) government as an internationally standardized logo and approved certification system for use by all Muslim countries. The Halal Industry Development Corporation (HDC) was established in 2006 to further strengthen Malaysia's position as a leading global halal hub. It was established to improve halal standards, promote commercial and industrial development, and strengthen branding. The Malaysian government has also implemented the Halal Industry Master Plan (2008-2020). It is the country's leader in several halal-related sectors, including specialty processed foods, ingredients, cosmetics and personal care, innovation in pharmaceuticals, manufacturing and trade, livestock, services, particularly logistics, tourism and health resulting in becoming a world leader in healthcare. The introduction of designated halal parks has fueled the growth of Malaysia's halal industry. Currently, there are 25 halal chains in Malaysia, each halal chain is designed to serve a specific halal industry.

A number of multinational companies (MCNs) such as local food processing companies have now set up their own food processing plants in Malaysia with the intention of distributing their halal products to the local and (ASEAN) Asian markets. For example, Nestle, a Swiss company that is one of the world's largest food and beverage manufacturers, was founded in Malaysia in the early 1970s as Nestle Malaysia, and all its products are certified by JAKIM. Nestle Malaysia currently owns 8 halal food factories and several private brands including Maggi, Nescafe and Milo. "Nestle Malaysia" exports its products to more than 50 countries. In the global arena, Malaysia again scored the highest in the Global Economic Annual Indicator for 2020-2021 in four out of six sectors, namely Halal Food, Islamic Finance, Muslim-Friendly Travel, Pharmaceuticals and Cosmetics, and this is the eighth year in a row.

Another country with high results in the halal food industry is Singapore. In Singapore, the Halal Certification Authority (Majelis Ugama Islam/MUIS) serves the country's Muslim minority population. MUIS Halal Services started in 1973 and MUIS established the Halal Certification Standard Unit to regulate the Halal sector. In order to continuously improve the credibility of MUIS Halal certification, MUIS

has implemented several initiatives. Including MUIS e-Halal system (2007), Halal quality management system (HalMQ; 2008) and MUIS Halal audits and inspections (2009 - 2012). In Singapore, halal certification is optional in the food sector. According to MUIS, halal certification is not mandatory in Singapore, if a business also targets Muslim consumers, it will apply for halal certification. Singapore's halal industry has grown by 5 times over the past 10 years. Singapore is considered to be the region with the highest potential after Malaysia and Indonesia, and the demand for halal food market, tourism, as well as halal certified restaurants, cafes and grocery stores is increasing. In 2015, Singapore received 15.2 million tourists, including 2.73 million from Indonesia and 1.17 million from Malaysia. Singapore's halal food market is booming, with the establishment of food and beverage outlets and halal certifications being issued. According to MasterCard -Crescent Rating Halal Food Lifestyle – Singapore 2021, the halal food market is estimated to be worth \$1 billion in 2019, with \$700 million spent by local Muslims. The rise of the halal food industry can be seen in the growth of halal certification. According to statistics from the Islamic Religious Council of Singapore (MUIS), 53,060 products were certified halal in 2018, a 160 percent increase from 2013. Since 2013, the number of restaurants with halal certification has grown at a CAGR of 9.4 percent. Halal certified in 2019, 16 percent of these establishments are located in shopping malls. For the first time, Singapore has ranked in the top 15 in the Global Islamic Economy Index, which measures how leading national ecosystems are best able to support the development of Islamic economy entrepreneurship in the State of the Global Islamic Economy (SGIE) 2020/21 report. This signifies the important role and momentum of the Islamic economy for Singapore. Singapore in Halal Food (2nd), Pharmaceuticals & Cosmetics (3rd), Media & Entertainment (3rd) and Muslim Friendly Travel (9th) strong indicators are positive signs of the role of Islamic economics in post-pandemic economic recovery. It should be noted that Singapore's share in global halal trade is more than 255 billion dollars per year. This means that there are a huge potential and opportunity for growth in fair trade.

A country that can compete in the world market in several sectors of the halal industry, Indonesia is a country that aims to become the key "player" in the halal market, and is currently the world's largest consumer of halal products. With over 207 million Muslims (about 87% of the population), Indonesia is home to the largest Muslim community in the world. The need for halal-certified products has become a huge business opportunity for this Southeast Asian country. Taking a closer look at how the halal industry is developing in Indonesia, in 2014, the Ministry of Tourism focused on developing halal tourism to attract more Muslim travelers. The concept

offers a range of services designed to comply with Islamic law, from halal-certified food to Muslim-friendly hotels. According to the Global Muslim Travel Index, Indonesia ranked first in the world for halal tourism in 2019.

The consumption and sale of alcoholic beverages is strictly regulated by the Indonesian government. It is strictly forbidden to advertise alcohol in mass media.

Until 2019, the Indonesian Ulema Council and the Indonesian Ulama Council for Food and Drug Evaluation Authority (LPPOM MUI) were accepted as the only halal certification bodies in the country. LPPOM MUI evaluates technical parts and MUI (Fatwa Council) makes a Halal decision. Then, Indonesia's Halal Law requires many consumer products and related services in the country to be Halal certified as of October 17, 2019. Businesses needing Halal certification will now have to apply to the newly established Halal Product Certification Agency (BPJPH). The Halal Law regulates the processing, materials and certification of halal products, in addition to establishing cooperation with international halal agencies. According to the Global Islamic Economic Status of Indonesia 2020-2021, the country's halal food industry ranks 4th, halal tourism industry ranks 6th in the world, Muslim fashion industry ranks 3rd, and Islamic finance industry ranks 6th. Here are some statistics showing how many Muslim consumers in Indonesia spent on halal lifestyle products and services in 2017 and a forecast for 2025. In 2017, Muslim consumers in Indonesia spent an estimated US\$170.2 billion on halal food and beverages. In 2025, this figure is expected to reach 247.8 billion US dollars.

List of the Top 15 countries and their performance in specific sectors according to the Global Islamic Economic Status Report 2020/21 (in percentages)

No	Country	Islamic Economy Global Index	Halal Food	Muslim friendly Travel
1.	Malaysia	290.2	209.8	98.3
2.	Saudi Arabia	155.1	51.1	36.8
3.	United Arab rates	133.0	104.4	78.3
4.	Indonesia	91.2	71.5	45.3
5.	Jordan	88.1	39.6	43.3
6.	Bahrain	86.9	42.2	31.9
7.	Kuwait	73.3	42.2	27.1
8.	Pakistan	70.9	54.7	23.6
9.	Iran	64.0	60.5	28.8
10.	Qatar	63.1	44.3	36.7
11.	Oman	60.0	47.1	33.2

12.	<i>Turkey</i>	55.9	70.7	62.7
13.	<i>Nigeria</i>	53.1	20.7	14.1
14.	<i>Sri Lanka</i>	49.2	27.3	13.3
15.	<i>Singapore</i>	47.4	152.2	42.6

Source: The Global Islamic Economy Report 2020/21 (The Global Islamic Economy Report 2020/21)

In order to enter the developing halal industry and achieve high results, Uzbekistan is also implementing a number of measures. Free economic zones are the main tool for the rapid development of a strong halal ecosystem for Uzbekistan and the attraction of leading multinational companies with developed internal halal processes.

According to the information of world tourism organizations, 300-330 million tourists visit the world's most important religious sites every year.

Reviews and suggestions. From our research work, we can conclude that the advantages of implementing the "Halal" standard in our country and the adoption of this standard to production enterprises, including food manufacturers, will have the following prospects:

firstly, by exporting all halal products produced in Uzbekistan to Muslim countries, it contributes to the growth of the national economy;

secondly, improving the national infrastructure and receiving recommendations from international experts, and on this basis entering and taking a strong position in this industry;

thirdly, an important step for the country to take advantage of wider export opportunities is working with major certification and accreditation bodies on a global scale, developing strong certification capabilities;

finally, it provides an opportunity to develop pilgrimage-oriented tourism in Uzbekistan and provides Muslim tourists with halal food and other halal products.

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