

CHAPTER

6

NAVIGATING SUSTAINABILITY IN THE HALAL INDUSTRY: A MANUFACTURER’S DILEMMA

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6.1 INTRODUCTION

Sustainability in Halal operations and products is a unique approach combining environmental friendliness and compliance with Islamic principles. The basic principle of producing halal products is eliminating harmful elements to human health and the environment. Halal products have certified ingredients and processes and are known for their superior quality and reduced use of “unknown” additives compared to conventional mass-produced products. The importance of sustainability in halal operations goes beyond religious considerations and reflects a commitment to quality, ethical standards, and sustainability. Implementing halal guidelines in manufacturing reduces environmental impact and promotes more sustainable food production. Sustainability also underscores the importance of ethical consumption and responsible living, aligning with the global movement towards sustainability and environmental friendliness.

The link between halal practices and sustainability is a powerful catalyst for ethical consumption and highlights the importance of

safeguarding human and animal welfare while minimising environmental damage. Halal sustainability is also critical to promoting sustainable food security by creating an environment that produces high-quality and safe products. This approach benefits communities that adhere to halal principles and are guided by broader social values such as environmental protection and social justice. By integrating halal principles into sustainable development practices, we can strengthen global food systems, ensure reliable food sources, protect the environment and maintain ecological balance for future generations. For example, committing to the clean and humane treatment of animals and ensuring that halal food guidelines are followed ensures food safety, animal welfare standards, and emphasizes humanitarian values and community empowerment. This, in turn, promotes environmental sustainability and encourages fair and ethical consumer behaviour.

Manufacturers are vital players in the realm of halal sustainability. Their actions can significantly impact on the environment, from waste reduction to pollution control. Halal sustainability is all about responsible resource usage and waste minimisation in production, aligning with the Sustainable Development Goals. Manufacturers contribute to social and environmental justice by treating workers and animals fairly. They also play a crucial role in building consumer trust, which can lead to increased demand for sustainable products. Integrating halal principles into various industries can pave the way for more responsible and efficient resource management, contributing to long-term environmental sustainability. As the global market for halal products continues to grow, the sustainability of the halal industry has become a top priority. This study delves into the complexities manufacturers face when addressing sustainability issues in the context of the halal industry. The chapter explores the intricate interplay of halal sustainability practices, challenges in halal manufacturing sustainability processes, and ways to overcome these challenges in pursuing ecological, ethical, governance, and social sustainability.

6.2 SUSTAINABILITY PRACTICES AMONG MANUFACTURERS

Implementing sustainability practices in manufacturing can yield significant environmental benefits. These practices, which include the use of environmentally friendly and socially responsible processes, can be instrumental in the production of halal products. Halal compliance underscores the importance of fair treatment of workers and animals and the implementation of environmentally friendly processes such as clean and hygienic operations, food safety, and animal welfare. Sustainable supply chain management (SSCM) initiatives at the corporate level can promote sustainable practices in halal food supply chains. Local sourcing, for instance, can help reduce the carbon footprint of halal-certified food companies by sourcing ingredients from local suppliers, thereby minimising the need for large-scale food imports. Halal food manufacturers can further contribute to environmental sustainability by promoting sustainable agricultural practices. Integrating sustainable practices throughout operations and their communication with customers and stakeholders can help the halal industry adhere to the United Nations Global Compact principles. Halal food manufacturers can also educate their customers about the importance of sustainable food production and encourage environmentally conscious choices. This can be done by prioritising green packaging and environmental ingredients. Many halal food manufacturers are increasingly engaging in sustainability efforts to reduce their environmental impact and meet the growing demand for sustainable products. This engagement is driven by consumer awareness, regulatory requirements, financial interests, and the need to enhance brand reputation.