REQUIREMENTS FOR THE DEVELOPMENT OF HALAL FOOD QUALITY MANAGEMENT SYSTEM IN MALAYSIA

By

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DEDICATION

Especially dedicated to my beloved husband, Kamaruddin
my beloved son, Muhammad Iqbal
my beloved parents, Abdul Latif and Zainab
my family and friends.
To the Muslims, food must not only be of good quality but must be truly halal, hence the study of halal food quality system was initiated. All foods are halal except those that are specifically mentioned in the Quran as haram. The increasing demand for global halal food estimated at USD 150 billion is in tandem with the increasing Muslim population of approximately 2 billion people. To tap this lucrative market, Malaysia should develop a comprehensive Halal Food System to assure the quality and authenticity of its halal food. The Halal Food System encompassing the laws, the enforcement team and the support of analytical facilities should be well coordinated to gain continuous confidence from Muslims worldwide.

The study on 10 halal food authorities worldwide including Malaysia indicated a global trend of increasing awareness and demand of halal food, whereby 60% respondents had gazetted their halal food acts, 100% had halal food enforcement bodies and 90% had established their halal food certification systems. As such, Malaysia should develop a
comprehensive halal food law to lay the foundation of an effective halal food system. The certification of halal food had been instrumental in ensuring the control of authentic halal food by the Islamic authority, apart from benefiting the food industries in promoting their sales and assuring the Muslim consumers during halal food purchase. The integration of Hazard Analysis Critical Control Point (HACCP) and Halal elements in a quality assurance programme is on-going in Malaysia, which would benefit the food industries in increasing their food exports. Similar efforts are noted in Indonesia and Thailand.

The survey on 500 consumers in Selangor showed that 81% respondents purchase both fresh and processed meat when they go shopping and they spent an average of RM 84 on fresh meat and RM 62 on processed meat products every month. 86%, 74% and 62% of respondents always purchase chicken nugget, chicken hamburger and chicken satay, respectively. 55% of respondents regarded packaging as very important in product appearance, followed with colour and shape. On the information of food labels, the consumers always look at the expiry date first followed with halal label, then with ingredients and additives. 70% consumers agreed that halal labeled products were not the same with those without. The study on consumer perception of halal food hub reflected that 70% Malaysian consumers were aware of the halal food hub and 55% were confident that Malaysia could become the world halal food hub. 61% consumers agreed that halal food is quality food and 84% agreed that Malaysian Halal logo served its purpose in assuring the authenticity of halal food.
Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk Ijazah Master Sains

KEPERLUAN UNTUK PEMBANGUNAN SISTEM KUALITI PENGURUSAN MAKANAN HALAL DI MALAYSIA

Oleh

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Kajian ke atas 10 autoriti makanan halal dari seluruh dunia termasuk Malaysia menunjukkan pola global yang semakin meningkat dari segi kesedaran dan permintaan
makanan halal, di mana 60% responden telah mewartakan akta makanan halal masing-masing, 100% mempunyai badan penguatkuasa makanan halal dan 90% telah mempunyai sistem pensijilan makanan halal. Oleh yang demikian, Malaysia sewajarnya membentuk undang-undang makanan halal yang komprehensif sebagai asas kepada sistem makanan halal yang berkesan. Pensijilan makanan halal adalah amat penting dalam mempastikan makanan halal yang sahih dapat dikawal oleh pihak berkuasa Islam, selain dari memanfaatkan industri makanan dalam promosi jualannya dan meyakinkan konsumer Islam semasa membeli makanan halal. Integrasi elemen Hazard Analaysis Critical Control Point (HACCP) dan Halal sebagai satu program jaminan kualiti sedang diusahakan di Malaysia, untuk dimanfaatkan oleh industri makanan bagi meningkatkan eksport makanannya. Usaha yang sama juga didapati di Indonesia dan di Thailand.

Kajian ke atas 500 orang konsumer di Selangor menunjukkan 81% responden membeli kedua-dua daging mentah dan produk daging yang diproses bila pergi membeli-belah dan mereka membelanjakan purata RM 84 ke atas daging mentah dan RM 62 ke atas produk daging yang diproses setiap bulan. 86% responden selalu membeli nugget ayam, 74% responden selalu membeli hamburger ayam dan 62% responden selalu membeli sate ayam. 55% responden menganggap pembungkusan adalah kriteria terpenting bagi pameran produk, diikuti dengan warna dan bentuk. Mengenai maklumat di atas label makanan, konsumer selalu membaca tarikh luput dahulu diikuti dengan label halal, bahan ramuan dan aditif. 70% konsumer bersetuju yang produk berlabel halal adalah tidak sama dengan produk yang tidak berlabel halal. Kajian ke atas
persepsi konsumer mengenai hab makanan halal menunjukkan 70% konsumer Malaysia tahu mengenai hab makanan halal dan 55% yakin Malaysia boleh menjadi hab makanan halal dunia. 61% konsumer setuju yang makanan halal adalah makanan berkualiti dan 84% bersetuju logo halal Malaysia adalah berperanan bagi memastikan kesahihan makanan halal tersebut.
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I certify that an Examination Committee met on 7 July 2004 to conduct the final examination of Mariam binti Abdul Latif on her Master of Science thesis entitled “Requirements for the Development of Halal Food Quality Management System in Malaysia” in accordance with Universiti Pertanian Malaysia (Higher Degree) Act 1980 and Universiti Pertanian Malaysia (Higher Degree) Regulations 1981. The Committee recommends that the candidate be awarded the relevant degree. Members of the Examination Committee are as follows:

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DECLARATION

I hereby declare that the thesis is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at UPM or other institutions.

MARIAM BINTI ABDUL LATIF

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