

# JOURNAL OF HALAL QUALITY AND CERTIFICATION

## Halal In The Context Of Sustainability

**Sibel Demircioglu**

*EIAC Office 308, The Offices 2, One Central, The Trade Center District -Dubai-United Arab Emirates*

*Corresponding author: Sibel Demircioglu*

*E-mail address: sibel\_krc@yahoo.com*

*Review paper*



### ABSTRACT

In the context of sustainable technologies and lifestyle, “halal” refers to practices, products and technologies that are consistent with Islamic principles and ensure that they are not only ethical but also environmentally and socially responsible. Given that the concept of halal encompasses more than food and drink, it expands to several aspects of life, including finance, clothing and indeed technologies. However the traditional halal practices do not directly address the environmental issues such as, greenhouse gas emissions, water adequate risks and natural impacts there is a growing movement to incorporate sustainable practices into halal food production. The halal approach which contains sustainable technologies that prioritize reducing environmental damage, with renewable energy and environmentally-friendly materials, sustainable farming conserving water and organic farming, protecting cultural heritage, animal welfare and social justice covering fair labor practices welfare workers, equal opportunity, fair wages, health and safety of the employees, ethical communication, are highly compatible with Islamic values. Considering the significant growth of the halal industry, this review aims to provide an overview the long-term impacts of sustainability on society, ecosystem, cultural heritage and the sustainable halal food industry.

**Keywords:** *halal, sustainability, environment, social*

### Introduction

In an increasingly interconnected world, the industry faces numerous challenges, including the need for sustainable practices and ethical standards. As consumers become more conscious of the environmental and social implications of their choices, the demand for products that adhere to both Halal standards and sustainability efforts have grown (İdris et al. 2025).

On the other hand, sustainability in the food industry is concerned with practices that ensure food production meets present needs without

compromising the ability of future generations to meet their own needs.

### Understanding Sustainability

The most influential definition of sustainability is that of the World Commission on Environment and Development (WCED 1987). According to WCED, " Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs". Although this definition is simple in construction, it is multifaceted in scope.

A crucial Aspect of sustainability is recognizing that there is a limit to the natural resources of the Earth. It has been a matter of some concern that certain quality variables like atmospheric concentration of CO<sub>2</sub>, GHG emissions, temperature changes, biodiversity loss, human exploitation of flora, fauna, per capital energy use, water scarcity and deforestation rates were more deteriorated than in before.

Since the Rio Summit in 1992, governments, multinational companies, and consumers have been interested in sustainability. As of 2015, world leaders adopted the 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals to reduce poverty and inequality within and among countries, and to tackle climate change and environmental degradation (UN) (2015).

### **The Intersection of Halal and Sustainability**

Sustainability is a multidimensional attribute where economic, environmental, and social components cannot be separated but work together to ensure long-term growth and survival. Sustainability can be also defined as halal food, places, or actions that are kept on the fundamental aspects required by halal principles and the supporting systems or mechanisms that guarantee the preservation of the halal authenticity (Nizam et al., 2019) . In short, sustainability in halal indicates that the halal must be preserved and passed on from generation to generation in line with progress in technology and society.

The intersection of Halal standards and sustainability presents a unique opportunity as food as nonfood producers to meet the expectations of consumers while also addressing global challenges such as climate change and resource protection.

### **Animal Welfare in Halal Practices**

Halal food systems have the potential to contribute meaningfully to a more sustainable global paradigm. The most commonly understood connection between the halal concept and sustainable practices is welfare through avoiding cruelty, especially in the case of animals. Such consideration can extend well beyond animal welfare.

Halal certification lays down a strict set of requirements for any farm seeking halal certification. As with all certifications, this acts as a simple checklist for guidelines that enhance sustainability in these hydrocarbon-heating, fertilizer-dependent, pesticide-dependent, monocropping, soil-depleting, biodiversity-irrigation land practices. For example, a halal-certified farm is not allowed to inject fetuses of cows or sheep with hormones to fatten their bodies up. The stress of cramped quarters in feeding lots is prohibited. Halal farms are also encouraged to follow the spirit of organic agriculture and are discouraged from using chemicals, altering of genes or developing synthetic substitutes for products that are otherwise provided by ecosystems.

Halal slaughter principle is not causing suffering to animals is based on ethical considerations, in addition to the legal requirement. The authorities and organizations on animal welfare recognize halal practitioners' goals of reducing the suffering of animals in general and suggest that the controversies on halal slaughter practices be resolved through evidence-based science (Farouk et al, 2016)

### **Environmental Impact of Halal Practices**

Halal practices has significant positive environmental impacts. Halal products are often produced more environmentally friendly than conventional methods since the processes often focus on optimizing resource use, which reduces overall carbon footprints. Halal-certified products are less likely to contain synthetic chemicals, including pesticides, preservatives, and artificial colors, making them a more sustainable choice for consumers. Eco-friendly packaging materials that are used by halal producers, such as biodegradable or recyclable packaging also reduce the environmental impact.

### **Sustainable Agriculture Practices**

The characteristics of halal agri-food practices associated with sustainability considerations have more or less similar conclusions. Halal agriculture can have long-term benefits, for example, eliminating the often dangerous, complete erasing of nutrient content caused by synthetic fertilizers, or organic alternatives for weed and pest control. However, considerations

such as have little meaning in a world of rising food production requirements. It is time increasing number of halal-certified producers explore emerging techniques to reduce their carbon footprint or for their consumption, product origin transparency, maybe even alternative protein production pathways to claim their unique product characteristics should they wish to enter local organic markets.

Sustainable halal agriculture has the following characteristics: conservation of natural resources, conservation of energy, minimal use of chemical inputs, care of animal welfare, food diversity, economic feasibility, and support for rural development. Moreover, sustainable agriculture follows the principle of fair, which refers to prohibition on depriving people of others' rights. While halal certification covers requirements such as Islamic slaughter and animal feeding, supporting other characteristics of sustainable agriculture is voluntary in halal standards.

### **Waste Reduction Strategies**

Halal food practices pay considerable attention to waste management and disposal, including the correct methods for animal slaughter and consumption, along with by-product utilization for food and feed. Halal slaughter rituals call for specific waste treatment methods, and their implementation is believed to ensure food safety and prevent negative external influences to guarantee the physical, mental, and spiritual soundness of consumers, thereby rendering the entire food system sanitary and halal. "Waste Management" is also a problem in the production stage which consists not only of the product of the industry, but also of the raw materials, and in the use stage which results in spent/used products

Food waste in halal slaughterhouses comprise valuable by-products for the production of feed supplements and high-nutrient and organic fertilizer for plant growth. Halal slaughtering items such as the skin, feet, hairs, blood, lymphatic fluids, horns, claws, eyeballs, internal organs, and bones can be utilized to manufacture leather, beauty products, nutritious fertilizers, vitamin feed additives.

### **Food Waste**

Food waste constitutes an important issue of public concern. Wasted food is either discarded or inedible, and food that is unfit for human consumption still often has an environmental footprint ( Usubiaga et al., 2017) . Reducing the waste of resources linked to food should be one priority in the context of sustainability.

Focusing on consumer food waste, four environmental categories in EU28: greenhouse gas emissions, land use, blue water consumption, and material use. These environmental categories link food waste reductions to the scarce natural resources with high social costs, since at the input stage of the food chain.

### **Social Dimensions of Halal Sustainability**

Halal food production and preparation has the potential to become a global market that goes well beyond fulfilling Muslim Dietary requirements (Adams, 2011). " Halal " can also be made into a customizable niche through analysis of consumer demand and knowledge of the global supply chain.

As Muslim consumers become more experienced, both their requirements and those of the producers increase. This is perhaps most clearly demonstrated with the efforts of halal companies producing not just "good" halal meat, but "tayyib" halal food that promotes the buying of meats from inspected companies, feeding animals a wholesome diet, and humane killing, and transporting the animals long enough distances to lessen their cruelty (Claire Hawthorne , 2014 ) . As these positive and ethical disambiguations become more prevalent, Halal companies must increasingly become cognizant of them to retain and grow their consumer base (Ummesalma Husein et al., 2017)

### **Community Engagement**

Sustainable development recognizes the need to engage multiple stakeholders to better understand expectations. In addition to regulators and companies, communities are increasingly regarded as important stakeholders in the discourse on sustainable development. Community engagement refers to a process of interaction and collaboration between organizations and a community. Community engagement is important because communities are actively involved in defining their own

development priorities and monitoring the commitment and impact of development priorities.

If well-planned, community engagement can be an effective means of learning about a community's history, culture, issues, interests, priorities, and perspectives, as well as of building trust and rapport, thereby increasing ownership and accountability for issues of concern.

Community engagement can also provide valuable knowledge to organizations, serving to better inform decision-making and programming. In addition, the achievement of development goals, however defined, largely depends on the participation and support of stakeholders (Ummesalma Husein et al., 2017). In particular, social engagement is increasingly viewed as an important means of responding to sustainability challenges.

### **Ethical Labor Practices**

Halal is based on principles of justice and balance. These principles direct actors within the halal business model towards an attitude in which no party may benefit from or at the expense of another party. Social legitimacy is the basis for all activities in halal, protecting the actor against harm and ensuring equity throughout all halal business operations which has both business opportunities and sustainability built into its core.

Halal in the context of sustainability, the literature nevertheless highlights the realistic issues of ethical labor practices relevant to halal food production, processing and selling. As with many industrial food systems, the halal food supply chain is steeped in human rights violations outlined by the United Nations Human Rights Council's Guiding Principles on Business and Human Rights (Claire Hawthorne, 2014) .

Moreover, many of the literature's overall reports of Muslim consumer humanity around the world, particularly the Middle East and Southeast Asia, suggest that better ethical labor standards in halal food production and processing (preferably independent of certification) are a rapidly growing demand and market opportunity (Ummesalma Husein et al., 2017) . Halal standards provide a holistic view of the ethical dimensions of sustainable consumption. This

approach demonstrates how Halal practices can promote not only religious compliance but also broader social and economic justice.

Decent work is defined by the International Labor Organization (ILO) as productive work that delivers a fair income, security in the workplace, and social protection for families (ILO, 2012)

Halal standards emphasize ethical practices that extend beyond food production to include labor practices. Companies that adhere to Halal regulations are often bound to uphold labor rights, ensuring that workers are treated fairly and provided with safe working conditions. The integration of decent work principles into Halal practices can lead to improved labor conditions in the food industry, supporting the overall goals of sustainable development.

Equal opportunity refers to the fair treatment of all individuals, irrespective of their background, gender, or ethnicity, particularly in employment and access to services. Halal standards can promote equal opportunity in the workforce by encouraging diverse hiring practices and ensuring that all workers receive the same rights and benefits.

Fair trade is a social movement aimed at ensuring that producers in developing countries receive fair prices for their goods, promoting sustainable farming practices, and improving social and environmental standards. As consumers become more aware of ethical consumption, there is a growing demand for Halal products that also adhere to Fair trade standards (White et al., 2016). There is a natural synergy between Halal standards and fairtrade principles. Fair Trade attempts to achieve several goals; the primary and best-known is to provide prices that deliver a basic livelihood for producers. Both frameworks prioritize ethical sourcing and seek to improve the livelihoods of producers. Halal-certified products can incorporate fair trade principles by ensuring that farmers and producers are compensated fairly, thus contributing to sustainable consumption. (Dragusanu et al., 2014).

### **Economic Aspects of Sustainable Halal**

The halal economy is a burgeoning and multifaceted global economic sector. Halal food forms only a part of the halal economy, as this

sector is anticipated to expand rapidly to embrace halal cosmetics and pharmaceuticals, hygiene items, clothing, and financial products and services that conform to Islamic law (Zubaidi Baharumshah, 2014). Consistent with this trend, the halal market is not confined to Muslim societies, as both non-Muslims and Muslims have an interest in it, and many recognize the advantages of consuming halal products and services (Salman et al, 2019)

### **Market Demand for Halal Products**

Many companies worldwide are seeking halal certification to gain access to this market, as many believe millions will join the ranks of formal halal issuers by 2030.

First, the observance of halal laws positively affects halal product consumption. This is because the observance of halal laws determines whether a product is classified as halal or haram (unlawful). Ingredients must combine to form food meat products that are lawful and pure. Ethical and religious obligations compel halal observance among ultra-observant Muslims and concern for the welfare of all conscious and sensitive humans (Nizam et al., 2019). Second, factors associated with halal observance, such as peer group pressure, availability, observational learning, and the pressure to belong to in-groups (not social networks), create obligations. Third, distrust among consumers regarding certification laws affects halal observance and halal consumptions independently. Low consumer trust in farmers and suppliers entails low consumption norms. A consumer who believes halal certification trusts the government and authorities will consume halal products because the law imposes consequences on falsifiers (Yusuf et al., 2016).

### **Resource Management**

The Implications of sustainability and Halal are fairly consistent. The principles of sustainability are also consonant with the morals and ethics/accompanying principles of Sharia compliant practices which provide guidance for the management and investments industries, reporting & publishing practices in the construction industry. It is noted that in addition to preventing the company from investing in “haram” revenue, a positive point of Halal

consultations is that the screening often results in identifying industry sectors with positive ethical muster such as the environmental, 'green' sector. It is therefore concluded that it is necessary and prudent for organizations to embrace and invest in sustainability as part of their corporate social responsibilities, and report on the positive values, impacts, and acts of sustainability (Ummesalma Husein et al., 2017).

### **Cultural Preservation, Sustainable and Halal Tourism**

Sustainable tourism is a great alternative, which aims to minimize the negative impact and maximize the positive, thus ensuring the sustainability of the tourism industry (GSTC,2016). In addition, sustainable tourism also sets a real example of sustainable development that benefits the local community. Halal tourism is a sub-type of sustainable tourism which provides a model for practicing sustainable principles within the region (Sye et al, 2024). Halal tourism activities can enhance the quality of preservation of the local culture of the local community.

Battour et al. (2022), highlight how the United Nations and media have shed light on the negative environmental impacts of tourism, particularly in relation to cultural preservation.

### **Challenges in Implementing Halal Sustainability**

Despite the growing awareness of sustainability issues, halal industry stakeholders still face challenges transitioning to sustainable halal practices. Halal and Islamic organizations must focus on building awareness and incorporating concerns into halal assurance systems and sustainability education. (Nizam et al., 2019).

Sustainable halal implementation challenges are exacerbated by the lack of involvement of the halal ecosystem. To effectively leverage sustainability efforts, halal food needs to be a collective effort of regulators, organizations, producers, and buyers. Halal standards need to be upgraded quickly to provide guidance for sustainability. The limited presence of natural sustainable halal practices in the food chain hinders the transition to sustainable halal.

## **International Standards for Halal Sustainability**

The establishment of international standards related to Halal and Sustainability are still limited in number. This standard integrates National Halal Standards and other halal industry standards. It consists of food, personal care, cosmetics, bio-pharmaceutical, agriculture, tourism, logistics, supply chain, and maritime sections (Abas Siti et.al., 2021).

## **Sustainable Supply Chain Management**

Since Halal encompasses all aspects of a person's physical, mental, and spiritual well-being, it is crucial that sufficient confidence exists in both the integrity and impeccability of the method for handling the Halal status of goods offered for trade. Tampering with a Halal product would fatally breach both contract and Islamic Law. Nevertheless, at times "obscure" or "unforeseen" circumstances and logistic disruptions could leave the security of products and cargo vulnerable to "empire of trade". In addition to sabotage, a host of sanitizing delays, exposure to questionable parties, and adjunction to non-savory goods shed doubt on the current halal industry's exposure or capability to preserve the halal integrity and / or awareness ( Zailani et al., 2017). Therefore , halal integrity means to uphold the halal status for foods and cargo; and thoyyib for the manner the foods and cargo being handled along the supply networks by service providers in the halal industry ( Zulfakar et al., 2012)

The demand for Halal products extends beyond food and healthcare to also include cosmetics, personal care, and pharmaceuticals, among others. Countries that have embraced globalization must ensure their products are Halal-compliant in order to remain competitive in international markets. Thus, the emergence of a new Halal transport system for the international trade of Halal products is urgent. (Mohd Saifudin et al., 2018) .

As Halal food is rapidly growing and has become a prominent industry over the last few years, challenges and opportunities related to the Halal food supply chain are also mushrooming. A common Halal certification standard and regulation for logistics and transportation will greatly improve the effectiveness of Halal food

supply chain and logistics operations by eliminating Halal food handling liabilities at all prospects from the origin to the delivery point. The government may also play a more active role in providing Halal niche market incentive programs for both consumers and suppliers and increasing public awareness of Halal food industry through effective information dissemination campaigns. The logistic service providers may also invest more on technology and infrastructure developments to enhance their capabilities of providing Halal food supply chain and logistics services (Mohd Saifudin et al., 2018) .

## **Consumer Perspectives**

Halal market is not just limited to Muslims, but also caters to non-Muslim consumers, who form a vital market niche, looking for healthy and safe food products, produced with ethical and environmentally-friendly considerations. Countries with Halal certification systems have promoted acceptance not just among domestic Muslim consumers, but also by Non-Muslim consumers, who feel that Halal offers them meat and meat products that are healthy and free of any prohibited contaminants, such as drugs in the form of chemical additives, hormones or toxins (Fakir et al, 2023). The growth of the meat industry towards consolidation has led to rising concerns among consumers over cruelties and the sickness of animals housed at industrial farms. Consumers today are increasingly suspicious of the food they consume, questioning how farm animals are raised and processed, how food production and distribution consequences for our health, environment and society. There is also growing awareness among consumers regarding the ecological consequences of locally sourced products, of minimizing miles of purchasing. This consumer behavior is part of the "Marketplace Transformation" phenomenon. Consumers demand ethical, sustainable, and innovative brands, products, and services more than ever. The halal market can be viewed as an illustration of how consumers actively create social worlds based on their values and the information they carry. (Claire Hawthorne, 2014).

The emerging halal food market offers a good example of how marketers are seeking to

understand consumer behavior within a new contextual discussion. As the halal market expands, it is crucial to understand how Muslim consumers behave toward food marketed as halal. Specifically, marketing questions can be asked: What do consumers prefer? What do they value about halal? Consumer studies are open for discussion of the halal market and Muslim consumers' behavior regarding this product category (Rezai et al., 2010).

### Future Trends in Halal and Sustainability

The combination of Halal and sustainability is an essential research field. Future trends and challenges can be identified as literature under the Halal market trend, role of media, and future challenges with stakeholders.

Food is one of the fundamental needs of humans. It is paramount for the sustainability of humanity. The food production methods are no longer sustainable to the earth. Naturally, compliance with the concept of sustainability is now the prime concern of food producers and marketers (Muhammad et al., 2013)

The integration of information technologies may enhance Halal practices to minimize bribery and corruption, voluntary tax collection and tax reporting, reduction of excess consumerism, and rampant illicit activities. Digitalization and the circular economy (CE) are two emerging technological and organizational trends with the potential to improve productivity and sustainability performance (Khan et al., 2021).

### Conclusion

In conclusion this paper sheds light on the role of Islam and the halal ecosystem in leading the sustainability movement towards realizing a sustainable future. Drawing from the findings of this study, halal has been identified as an avenue for sustainable development practices for socio-economic and environmental issues facing the Islamic world. The global halal food is anticipated to expand into a multi trillion-dollar market by 2030. Global businesses and stakeholders in food production, financial services, logistics, travel, hospitality, and events should be innovating their services and products with halal values. Solutions could include business and financial digitalization, industrialization, and financing that are halal

compliant. Halal has the support of more than two billion people which is a seventh of the global population, establishing an ecosystem of trusted partners. In the face of global challenges, collaborative actions are essential to provide the sustainable future.

### References

- Abas, Hjh Siti Noradi Hidayati Hj, et al. (2021), "Effects of Training and Motivation Practices on Performance and Task Efficiency: The Case of Brunei Meat Slaughterhouses." *IJABIM* vol.12, no.4 2021: pp.59-74.
- Adams, I.A. 2011. *Globalization : Explaining The Dynamics And Challenges Of The Halal Food Surge . Intellectual Discourse* , 19(1): 123-145.
- Battour, M., Salaheldeen, M., & Mady, K. (2021). *Exploring Innovative Marketing Opportunities for Halal Entrepreneurs in Hospitality and Tourism Industry*. In SHS Web of Conferences (Vol. 124, p. 10001). EDP Sciences.
- Claire Hawthorne , E. (2014). *Chains of trust: halal certification in the United States*. [\[PDF\]](#)
- Dragusanu ,R. Giovannucci D., Nunn, N., *The Economics of Fair Trade* , Journal of Economic Perspectives —Volume 28, Number 3— Summer 2014— Pages 217–236
- Fakir, F.Z., Devy, H.S., Izikki, B., (2023), *Halal Food to Achieve the Sustainable Development Goals (SDG) 2030*, Journal of Islamic Tourism
- Farouk, M.M., Pufpaff, K.M., Amir, M., (2016). *Industrial halal meat production and animal welfare: A review*, Meat Science, Volume 120, October 2016, Pages 60-70
- Foggia , G., Ferrari , S., Lazzarotti , V., & Pizzurno , E. (1970). *Innovation Process For Halal Product Development: An Empirical Analysis Of Italian Firms* . [\[PDF\]](#)
- GSTC Industry Criteria , 2016, <https://www.gstc.org>
- Hasan, Z. (2017). *Growth, environment and Islam*. [\[PDF\]](#)
- ILO (2012) *Decent Work Country Profile South Africa*, Geneva: ILO.
- Idris, R., Ali Tareq, M., Pehin Dato Musa, S.F., Sumardi, W.H. (2025). *Past, Present, Future:*

*Opportunities and Challenges for the Halal Industry*. In: Idris, R., Tareq, M.A., Pehin Dato Musa, S.F., Sumardi, W.H. (eds) *The Halal Industry in Asia*. Springer, Singapore.

Khan, H.E, Daddi, T., Iraldo, F., *The role of dynamic capabilities in circular economy Implementation and performance of companies*. (2020), pp . 3018-3033, 10.1002/csr.2020

Mohd Saifudin, A., Zainuddin, N., Mohamed Elias, E., & Norezam Othman, S. (2018). *New Islamic supply chain model*. [\[PDF\]](#)

Muhammad, MZ, Ismail, ASJ, Abdullah, AR, Redzuan , RH and Muhammad, S. F., “ *The concept of business ethics in Islamic perspective : An introduction study of small and medium enterprises (SMEs )*” *Enterpreneurship Vision 2020: Innovation, Development, Sustainability and Economic Growth* , 2013.

Nizam, NZ, Supaat, SH, & Masrom, NR (2019). *Sustainability and Future Challenges of Halal Product Consumption*. [\[PDF\]](#)

Razalli, R.M., Abdullah, M.S, Yusoff, S.Z.R. (2012). *Is Halal Certification Process “ Green ”*. [\[PDF\]](#)

Rezai, G., Abidin Mohamed, Z., Nasir Shamsudin, M., & Fook Chong Chiew, E. (2010). Non-Muslims' awareness of Halal principles and related food products in Malaysia. [\[PDF\]](#)

Salman, Abdul Matin bin, Nur Rohman, Abd. Halim, and Muslimah Susilayati. 2019. *Halal as a distinct competitive edge for Islamic higher education in the millennial generation*. *International Journal of Halal Research* 1(1): 8–15.

Syed FN, Kaliappen N., (2024), *Halal Tourism as a New Strategy for Sustainable Tourism* , ISBN: 978-1-83753-709-9 , eISBN : 978-1-83753-708-2 , [The Emerald Handbook of Tourism Economics and Sustainable Development](#)

Husein , M., Hassan, F., & Nasir, N. (2017). Sharia compliance in the construction industry : is this something to build upon ? / Carrie Amani Annabi , Mujtaba Don't take it Husein , Fatima Hassan, Nouman Nasir. [\[PDF\]](#)

Usubiaga , A., Butnar , I., & Schepelmann , P. (2017). *wasting food , waste resources : potential environmental savings through food waste reductions* . [\[PDF\]](#)

United Nations (UN) (2015). *transforming Our World: The 2030 Agenda for Sustainable Development*. United Nations, New York. Available at <https://sustainabledevelopment.un.org/post2015/transformingourworld/publication>

White, G. R., & Samuel, A. (2016). Fairtrade and halal food Certification and Labeling : Commercial lessons and religious limitations . *Journal of Macromarketing* , 36(4), 388-399.

World Commission on Environment and Development (WCED) (1987). *Our Common Future* . Oxford University Press , Oxford and New York.

Zailani , S., Iranmanesh , M., Aziz, AA, & Kanapathy , K. (2017). *halal logistics Opportunities and challenges* . *Journal of Islamic Marketing*, 8(1), 127-139.

Zubaidi Baharumshah , A. (2014). *halal economy in the global markets : new source of investment and Economical growth* . [\[PDF\]](#)

Zulfakar , M.H., Jie , F., & Chan , C. (2012). *halal food supply chain integrity : From a literature review to a conceptual framework Paper presented at the 10th ANZAM Operations, Supply Chain and Services Management Symposium*.

## Halal u kontekstu održivosti

**Sibel Demircioglu**

*EIAC Office 308, The Offices 2, One Central, The Trade Center District, Dubai, Ujedinjeni Arapski Emirati*

*Autor za korespondenciju: Sibel Demircioglu*

*E-mail adresa: sibel\_krc@yahoo.com*

*Pregledni rad*

---

### Sažetak

U kontekstu održivih tehnologija i načina života, "halal" se odnosi na prakse, proizvode i tehnologije koje su u skladu s islamskim principima i koje osiguravaju ne samo etičnost, već i ekološku i društvenu odgovornost. S obzirom na to da koncept halala obuhvata više od hrane i pića, on se širi na različite aspekte života, uključujući finansije, odjeću, pa čak i tehnologije. Međutim, tradicionalne halal prakse ne bave se direktno ekološkim pitanjima kao što su emisije stakleničkih plinova, rizici vezani za vodne resurse i prirodni uticaji, pa sve više raste pokret za uključivanje održivih praksi u halal proizvodnju hrane. Halal pristup, koji uključuje održive tehnologije usmjerene na smanjenje štete po okoliš, obnovljive izvore energije i ekološki prihvatljive materijale, održivu poljoprivredu sa očuvanjem vode i organskom proizvodnjom, zaštitu kulturnog naslijeđa, dobrobit životinja i društvenu pravdu — uključujući poštene radne prakse, dobrobit radnika, jednake mogućnosti, poštene plate, zdravlje i sigurnost zaposlenih te etičku komunikaciju — visoko je kompatibilan s islamskim vrijednostima. Uzimajući u obzir značajan rast halal industrije, ovaj pregled ima za cilj pružiti uvid u dugoročne uticaje održivosti na društvo, ekosistem, kulturno naslijeđe i održivu halal industriju hrane.

***Ključne riječi:*** *halal, održivost, okoliš, društvo*

---