

## HALAL CERTIFICATION PROCESS: PROBLEMS AND SOME SOLUTIONS

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### Abstract:

In modern times, every state cares about its economic situation. The development of the market and providing it with high-quality goods is one of the goals of the development of the economy, social and political spheres. Various processes are used to confirm the quality of the goods, one of these is the "Halal" certification process. Despite the fact that this process has become widespread relatively recently, the process itself and the product that has passed the certification process are in great demand. The process of "Halal" certification, however, also includes problematic issues. The article examines the aspects of the "Halal" certification process, as well as various aspects of the "Halal" certification process in order to identify problems and develop recommendations for their solution. To achieve this goal, the author analyzes the practice of the Federation of Malaysia, the United Arab Emirates, etc.

**Keywords:** "Halal", "Halal" certification process, standard, quality, product, JAKIM, Codex Alimentarius, consumer rights.

In the modern world, every state strives to strengthen its position in the world market. Various standards, certification processes and labeling are being implemented to increase turnover, but these implementations have various problems. The "Halal" certification process is no exception, despite the widespread use and the presence of many standards, there are problems in this procedure, and it is necessary to find ways to solve these problems. The "Halal" certification process (hereinafter referred to as the process), as a procedure for checking goods for compliance with the "Halal" requirements, is currently one of the most demanded processes.

The goods that have passed this procedure are in great demand, "The number of certified "Halal" products, as indicated in the Manual of the Directorate of the Islamic Religious Community, has reached 60.76% of the total volume of products in circulation." The above percentage indicates a high demand for a certified "Halal" product, but it is worth understanding in more detail the reason for such high demand. To do this, it is necessary to analyze the various standards according to which this process is carried out.

Before proceeding to the consideration of the issue of the "Halal" certification process, we will define the meaning of the term "Halal" itself. To do this, we will refer to the standard prepared by the Codex Alimentarius commission, according to this standard, "halal" means a product

permitted by Islamic law." Despite the fact that the standard is important in the form of compliance with Islamic laws, to date, the veneration of certified "Halal" products is not related to religion, but directly to the confirmation of the quality of the goods.

In order to understand why the consumer gives his preference to the product, those who have passed the "Halal" certification process and consider this product to be of high quality, it is necessary to assess the content of the standards. "Halal" certification is carried out according to standards that have different requirements. In the Malaysian Standard MS 1500:2009, regulation 3.5.1.6 states "Food and beverages containing products and/or by-products of genetically modified organisms (GMOs) or ingredients obtained using genetic material of animals not related to Sharia law are not "Halal".

Consequently, "Halal" standards exclude the presence of genetically modified products (GMOs) and ingredients. In addition to the absence of GMOs, the provisions of the most common "Halal" certification standards, namely the standard prepared by the Codex Alimentarius Commission and the Malaysian Standard MS1500:2009, when certifying Halal, also exclude products containing alcohol or other intoxicating or intoxicating substance. Consequently, in the process of "Halal" certification, products containing GMOs, alcohol and other types of intoxicating substances are excluded, which means that a consumer interested in the absence of the above substances for safety purposes, regardless of his religion, will give his preference to a product that has passed the "Halal" certification. Thus, it can be concluded that the product that has passed the "Halal" certification is in high demand due to the strict requirements contained in the standards that allow the certified product to be classified as a high-quality and safe product.

As mentioned earlier, the "Halal" certification process is carried out in accordance with certain standards. According to the Report on the state of the world Islamic Economy, Malaysia is the leader in this area, followed by the United Arab Emirates after other countries. The standards developed in the above-mentioned states are the most well-known and organizations involved in the "Halal" certification process apply them in their activities based on the authority of these standards.

One of the problems of the "Halal" certification process is the lack of uniform standards that could be recognized by the entire world community. Badri, it is necessary to introduce a single "Halal" standard for the entire industry at the global level. The presence of the above standards would also solve the problems of export, since many states establish a requirement for a "Halal" certificate, which was obtained on the basis of certain standards, an example is the practice of the United Arab Emirates, where certificates obtained in accordance with standards developed in the United Arab Emirates are recognized. The Agency for Standardization and Metrology of the United Arab Emirates - ESMA recognizes Islamic associations: CICOT (Thailand), ICJ (Japan), ICA (China) and others from Tanzania, Kenya, Ethiopia, Philippines, Taiwan, considering that Malaysia is not on this list, it can be concluded that although

"Malaysia is a leader in certification "Halal"", a product certified "Halal" according to Malaysian standards will not be exported to the United Arab Emirates.

Thus, the lack of uniform standards is a significant aspect that has a negative impact on the process of certification of "Halal", and the introduction of such standards would solve the export problem and contribute to an increase in trade turnover.

Another problematic aspect of "Halal" certification is labeling, "Often, "Halal" labeling is applied as a marketing ploy, which is a falsification". The above indicates the existence of unscrupulous organizations engaged in the certification process in order to obtain personal benefits, and turning the "Halal" certification process into a marketing move.

As part of the study of this problem, I would like to pay attention to the experience of some countries. In Malaysia, for illegal use of the "Halal" logo, the law provides for liability expressed in a fine equal to 5000 ringit or 3 years in prison, and in some cases both.

In the United Arab Emirates, fraud is punishable by a fine of up to 20 thousand dirhams or 2 years of imprisonment. Perhaps it is the tightening of liability measures that is the solution to the problem of deceiving consumers by falsifying the "Halal" labeling, as well as falsifying the labeling of goods in general. The problem of these organizations can be solved by transferring the authority to issue a "Halal" license to one organization that will be accountable to the state, such a practice can be adopted from the States of Malaysia and the United Arab Emirates, where the "Halal" certification activities are carried out by JAKIM and ESMA.

Considering that the above-mentioned states are leaders in the field of "Halal" certification process, the practice of these states is the best in its field and can serve as an example for other states developing the "Halal" certification process.

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