



BOOK OF ABSTRACTS AND PAPAERS FROM 2ND EUROPEAN HALAL CONGRESS

ZBORNİK SAŽETAKA I RADOVA SA
2. EUROPSKOG HALAL KONGRESA

Sarajevo, 28-29. maj 2024.

Sarajevo, May 28-29, 2024.

**BOOK OF ABSTRACTS AND PAPERS FROM THE SECOND
EUROPEAN HALAL CONGRESS**

ZBORNİK SAŽETAKA I RADOVA SA DRUGOG EUROPSKOG HALAL
KONGRESA

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2nd EUROPEAN HALAL CONGRESS

Hotel Hills Sarajevo :: 28 – 29th of May, 2024.

First day - Tuesday, 28th May, 2024

Activity		Time
REGISTRATION & ACCREDITATION	<u>Congress Center-Hotel Hills</u>	08:00 – 09:45
CONTACT WITH MEDIA	STATEMENTS TO THE MEDIA	09:00 – 09:30
	OPENING CEREMONY OF THE CONGRESS	
OPENING CEREMONY (Hotel Hills)	<p>Dr. Damir Alihodžić, president of 2nd European Halal Congress Organization committee (Bosnia and Herzegovina)</p> <p>Prof. dr. Mustafa Hasani, Dean of Faculty of Islamic Studies, University of Sarajevo (Bosnia and Herzegovina)</p> <p>H. E. İhsan Övüt, Secretary General of SMIIC</p> <p>Mustafa Suleyman Besli, Secretary General of Halal Accreditation Agency, Turkiye</p> <p>Prof. dr. Mian Riaz, Texas A&M University, Texas USA</p> <p>Prof. dr. Midhat Jašić, Editor-in-Chief of Book of Abstracts and Papers</p> <p>Dr. hfz. Mensur Malkić, Director of the Administration for Religious Affairs of the Islamic Community in Bosnia and Herzegovina, Envoy of the Grand Mufti</p> <p>Congress Awards</p>	10:00-10:45
	COFFEE BREAK	10:45 – 11:00
PLENARY SECTION	<p>Chairmans: Prof. dr. Mian Riaz, Ihsan Ovut</p> <ol style="list-style-type: none"> SMIIC AND OIC GLOBAL HALAL QUALITY INFRASTRUCTURE Ihsan Ovut, Secretary General of SMIIC, Turkiye THE STATUS AND PERSPECTIVES OF HALAL ACCREDITATION OF CERTIFYING BODIES IN THE USA Prof. dr. Mian Riaz, Texas A&M University, Texas, USA ROLE OF TRUST IN HALAL TRADE AND TÜRKİYE'S EXPERIENCE Mustafa Suleyman Besli, Secretary General of Halal Accreditation Agency, Turkiye NEEDS FOR STANDARDIZATION AND DEVELOPMENT OF A GUIDE FOR THE HALAL DIET Prof. dr. Midhat Jašić, Professor emeritus Tuzla University, Bosnia and Herzegovina 	11:00 – 12:00
INVITED SPEAKERS	<p>Chairmans: Amir Sakić, Gemma Ali, Prof. Mohamed Osman</p> <ol style="list-style-type: none"> THE BOUNDARIES FOR INNOVATION IN THE HALAL INDUSTRY Amir Sakić, HR and Training Center of the Islamic Community of Bosnia and Herzegovina, Bosnia and Herzegovina TAYYIB AND ANIMAL WELFARE IN ISLAM: MODERN LIVESTOCK FARMING PRACTICES AND WELFARE ASSURANCE CONSIDERATIONS FOR THE HALAL INDUSTRY Gemma Ali, Halal Animal Welfare Association, United Kingdom PROBLEMS IN HALAL CERTIFICATION METHODOLOGY Ilhami Akturk, Turkish Standards Institution, Turkiye CANCER IMMUNOTHERAPY AND HALAL PRODUCTS: INTEGRATING ADVANCED MEDICAL TREATMENTS WITH HALAL COMPLIANCE Prof. Mohamed Osman, University of York, United Kingdom 	12:00 – 13:00
	LUNCH AND PRAYER TIME	13:00 – 14:00

<p>Section:</p> <p>Challenges and opportunities in the global export & Certification and accreditation of halal quality, status and opportunities for improvement.</p>	<p>Chairmans: Aleksandra Markovska, Ema Obralić, Aldin Dugonjić</p> <ol style="list-style-type: none"> 1. INTELLECTUAL PROPERTY RESPONSIVE HALAL STANDARDS Riadh Soussi, Assistant Secretary General – SMIC, Turkiye 2. DO WE NEED EUROPEAN HALAL ACCREDITATION AGENCY? Dr. Aldin Dugonjić, Chief Development Officer the Bridge, Croatia 3. IMPACT OF MIGRATION OF SUBSTANCES FROM PACKAGING MATERIALS ON THE HALAL STATUS OF FOOD Aleksandra Markovska, Consultant & CEO at Quality Consulting, N. Macedonia 4. RISK PREVENTION AND PRODUCTION OF SAFE (HALAL) FOOD THROUGH SUSTAINABLE DEVELOPMENT AS PART OF BUSINESS STRATEGY Dr. Ema Obralić, Quality Control Supervisor in Solana dd Bosnia and Herzegovina 	<p>14:00 – 15:00</p>
<p>Section:</p> <p>Halal and innovations</p>	<p>Chairmans: Dr. Vincenzo Uli, Verry Surya Hendrawan</p> <ol style="list-style-type: none"> 1. LEVERAGING BLOCKCHAIN TECHNOLOGY FOR ENSURING THE INTEGRITY OF HALAL SUPPLY CHAINS: A SYSTEMATIC REVIEW Dr. Vincenzo Uli, Frankfurt University, Germany 2. DESIGNING AN INTELLIGENT ENTERPRISE RESOURCE PLANNING (ERP) HALAL AUTHENTICATION SYSTEM Verry Surya Hendrawan, IPB University, Bogor, Indonesia 3. HALAL HYGIENE AND SANITATION Dr. Tharwat Mamdouh Al-Bataineh, Ministry of Climate Change and Environment, United Arab Emirates 4. CHALLENGES OF FINANCING IN ACORDANCE WITH ISLAMIC PRINCIPLES Dr. Admir Mešković, Bosnia Bank International, Bosnia and Herzegovina 5. MUSLIM APPROACHES TO NEW REPRODUCTIVE TECHNIQUES Omar Fassatoui, Associate researcher, MESOPOLHIS, Université Aix Marseille, France 	<p>15:00-16:15</p>
COFFEE BREAK		<p>16:15-16:30</p>
<p>Section:</p> <p>Halal tourism and gastronomy</p>	<p>Chairmans: Emina Nizić, Ljiljana Kliniger</p> <ol style="list-style-type: none"> 1. HALAL TOURISM AS AN OPPORTUNITY FOR DIFFERENTIATION AND DEVELOPMENT OF THE COMPETITIVENESS OF A DESTINATION ON THE EXAMPLE OF SARAJEVO CANTON Emina Nizic, Tourism Association of Sarajevo Canton, Sarajevo, Bosnia and Herzegovina 2. ACCUTURATION OF HALAL IN INTERNATIONAL SCHOOL MG IN ZAGREB Ljiljana Kliniger, The principal of International School Matija Gubec, Zagreb, Croatia 3. NEED FOR EDUCATION OF STAFF IN TOURISM AND HOSPITALITY AT HIGHER EDUCATION INSTITUTIONS Prof. dr. Ismet Kalic, FINRA University, Bosnia and Herzegovina 4. UNLOCKING OPPORTUNITIES: ENGAGING THE UK MUSLIM CONSUMER IN BOSNIAN TRAVEL EXPERIENCES Waleed Jahangir, British Islamic Trade Association/Muslim Travel Show 	<p>16:30-17:30</p>
<p>Poster section</p>	<p>Poster Presentations</p>	
DINNER TIME		<p>20:00 – 22:00</p>

2nd EUROPEAN HALAL CONGRESS

Hotel Hills Sarajevo :: 28 – 29th of May, 2024.

Second day - Wednesday, 29th May, 2024

Activity		Time
REGISTRATION	Congress Center-Hotel Hills	8:15 – 9:30
PLENARY LECTURE	<p>Chairmans: Dr. Alija Avdukic, Mohamed Alsaghir</p> <ol style="list-style-type: none"> NEW GEOPOLITICAL RELATIONS AND CONSUMPTION OF HALAL PRODUCTS Prof. dr. Kadrija Hodžić, Faculty of Economics, Unievrsity of Tuzla, Bosnia and Herzegovina SECURITY, SOVEREIGNTY, OR SUSTAINABILITY OF FOOD IN ISLAM? A CALL FOR THE HALAL TAYYIB INDUSTRY Dr. Alija Avdukic, Economy and Islamic Finance at University of Dundee Business School United Kingdom SECURITY, SOVEREIGNTY, OR SUSTAINABILITY OF FOOD IN ISLAM, A CALL FOR THE HALAL TAYYIB INDUSTRY Dr. Mohamed Alsaghir, Economy and Islamic Finance at University of Dundee Business School United Kingdom STRATEGIC PLANNING OF LARDIENTE BASESED ON THE CONCEPT OF ETHICS IN HALAL INDUSTRY Dr. Fawad Khaleel, Economy and Islamic Finance at University of Dundee Business School United Kingdom 	09:30 – 10:30
Congress closing	CONGRESS RESOLUTIONS	
	END OF THE CONGRESS	
	Trip to Mostar	12:00 – 22:00

Foreword

Dear readers,

The Book of Abstracts and Papers was created as the result of organization of the 2. European Halal Congress.

The Scientific and Organizational Committee of the Congress, as well as employees of the Agency for Halal Quality Certification from Bosnia and Herzegovina are proud of this publication - the Second Book of Abstracts and Papers.

Second year in a row, the Congress is being held at the Hills Hotel in Sarajevo. Activities in the preparation of the Congress have been recognized by numerous state institutions, manufacturers of halal products, faculties and other educational institutions and which have provided support or directly participate in the Congress organization.

The topics of the Congress included:

- Halal in different segments of industrial products,
- Halal medicine, pharmacy and nutrition,
- Halal, economics and social sciences,
- Analytical methods in the identification of haram, halal and food safety,
- Halal education,
- Challenges and opportunities in the global export,
- Certification and accreditation of halal quality, status and opportunities for improvement,
- Halal and innovations and
- Halal tourism and gastronomy

The Book of Abstracts and Papers from the Congress indicates the need for further improvement in solving the challenges faced by institutions for halal quality certification, as well as producers of halal products.

We would like to thank all the authors who provided contributions pro bono. Our gratitude goes to all the donors who made it possible to print Book of Abstracts and Papers, and publish it on the website.

Editor
PhD Damir Alihodzic

Predgovor

Poštovani čitatelji,

Ovaj Zbornik sažetaka i radova nastao je kao rezultat organiziranja 2. Europskog Halal Kongresa. Znanstveni i Organizacijski odbor Kongresa, kao i uposlenici Agencije za certificiranje halal kvalitete iz Bosne i Hercegovine, ponosni su na ovu publikaciju – Drugi Zbornik sažetaka i radova.

Drugu godinu zaredom, Kongres se održava u hotelu Hills u Sarajevu. Aktivnosti u pripremi Kongresa prepoznale su brojne državne institucije, proizvođači halal proizvoda, fakulteti i druge obrazove ustanove, koje su pružile podršku ili direktno sudjeluju u Kongresu.

Teme Kongresa obuhvatile su:

- Halal u različitim segmentima industrijskih proizvoda,
- Halal medicina, farmacija i prehrana,
- Halal ekonomija i društvene nauke,
- Analitičke metode u identifikaciji harama, halala i sigurnosti hrane,
- Halal obrazovanje,
- Izazovi i prilike u globalnom izvozu,
- Certifikacija i akreditacija halal kvalitete, statusa i mogućnosti poboljšanja,
- Halal inovacije,
- Halal turizam i gastronomija.

Knjiga sažetaka i radova s Kongresa ukazuje na potrebu za daljnjim unapređenjem u rješavanju izazova s kojima se suočavaju institucije za certificiranje halal kvalitete, kao i proizvođači halal proizvoda. Ovaj Zbornik predstavlja dragocjen resurs za sve koji su uključeni u halal industriju, pružajući uvid u najnovija istraživanja, metode i prakse.

Iskreno zahvaljujemo svim autorima koji su nam pro bono dali svoje priloge. Našu zahvalnost iskazujemo svim donatorima koji su omogućili štampanje Zbornika sažetaka i radova i njegovo objavljivanje na web stranici.

S poštovanjem,

*Urednik
dr. Damir Alihodžić*

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CHAPTER 1 || POGLAVLJE 1

CHALLENGES AND OPPORTUNITIES IN THE GLOBAL EXPORT

IZAZOVI I PRILIKE U GLOBALNOM IZVOZU

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

HALAL AWARENESS AND COMPLIANCE BEHAVIOR IN BULK MEAT SUPPLY CHAIN TRACEABILITY WITH BLOCKCHAIN

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ABSTRACT

The increasing demand for halal food consumption globally gives rise to the potential for the development of the halal industry in Indonesia, so that the development of halal supply chain management agrotechnology is increasing along with the increasing number of Muslim and non-Muslim populations who are aware of halal products. However, the challenge is the commitment of all stakeholders to make Indonesia a leading halal industry in the world, which is optimistic about becoming the World Halal Center starting with mandatory halal certification in 2024 for the food and beverage industry and animal slaughter products and services. Some Indonesian consumers choose to buy beef from MSMEs in bulk without using packaging. This research aims to examine consumer behavior regarding halal beef products, specifically processed and bulk beef from MSMEs. Using the Preferred Reporting Items for Systematic Review and Meta-Analysis (PRISMA) method and Vos Viewer for bibliometric analysis, this study looks into how blockchain technology could be used for halal traceability. After screening 7,363 publications published in Scopus between 2019 and 2023, 55 articles met the requirements for inclusion in the systematic review. Throughout the supply chain, various circumstances may influence the halal status of a product. Therefore, a track and trace system is needed to collect data regarding product sourcing, handling, and transportation. Entity behavior, compliance, and halal awareness are necessary for supply chain traceability. Behavior influences the development of technology that makes it easier to track halal status and facilitates halal certification. Blockchain technology is emerging as a promising tool to ensure traceability and verification of halal status. However, the systematic review highlights challenges related to consumer awareness and willingness to adopt blockchain implementations.

Keywords: *Blockchain, meat bulk and halal*

SVIJEST O HALALU I USKLAĐENO PONAŠANJE U SLJEDIVOSTI LANACA OPSKRBE MESA U RINFUZI S *BLOCKCHAIN-OM*

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SAŽETAK

Sve veća potražnja za potrošnjom halal hrane na globalnom nivou stvara potencijal za razvoj halal industrije u Indoneziji, tako da se razvoj agrotehnologije upravljanja lancima halal opskrbe povećava zajedno sa sve većim brojem muslimanske i nemuslimanske populacije koji su upoznati sa halal proizvodima. Međutim, izazov je predanost svih dionika da Indonezija postane vodeća halal industrija u svijetu, koja je optimistična u pogledu toga da postane Svjetski halal centar počevši s obaveznim halal certificiranjem od 2024. godine za industriju hrane i pića te proizvode i usluge klanja životinja. Neki potrošači u Indoneziji odlučuju se da kupuju govedinu od malih i srednjih preduzeća (MSP) u rinfuznom obliku bez upotrebe ambalaže. Ovo istraživanje ima za cilj ispitati ponašanje potrošača u vezi sa goveđim halal proizvodima, posebno obrađenim i u rinfuznom obliku govedinom iz MSP. Koristeći metodu PRISMA - Preferirane stavke izvještavanja za sistematski pregled i meta-analizu - i Vos Viewer za bibliometrijsku analizu, ova studija ispituje kako bi se *blockchain* tehnologija mogla koristiti za halal sljedivost. Nakon pregleda 7.363 publikacije objavljene u Scopusu između 2019. i 2023. godine, 55 članaka je ispunilo uslove za uključivanje u sistematski pregled. U cijelom lancu opskrbe različite okolnosti mogu utjecati na halal status proizvoda. Stoga je potreban sistem praćenja i slijeđenja za prikupljanje podataka u vezi sa porijeklom proizvoda, rukovanjem i transportom. Ponašanje entiteta, usklađenost i halal svijest su neophodni za sljedivost lanca opskrbe. Ponašanje utiče na razvoj tehnologije koja olakšava praćenje halal statusa i olakšava halal certifikaciju. *Blockchain* tehnologija se pojavljuje kao obećavajući alat za osiguranje sljedivosti i provjere halal statusa. Međutim, sistematski pregled naglašava izazove koji se odnose na svijest potrošača i spremnost da se usvoje implementacije *blockchain-a*.

Ključne riječi: *Blockchain, meso u rinfuzi, halal.*

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

A FRAMEWORK TO SAFEGUARD THE HALAL INDUSTRY IN THE FACE OF ESG CHALLENGES

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ABSTRACT

This research delves into the dynamics of integrating Environmental, Social, and Governance (ESG) principles within the Halal industry and highlights the growing need for a nuanced approach amidst the global surge in Halal-certified companies. It presents a meticulously crafted safeguarding framework aimed at harmonizing ESG practices with Islamic values. The framework is intended to prevent the hijacking of ESG values by social justice extremists. The study underscores the potential perils associated with misaligned ESG integration, such as financial repercussions and reputational damage, evidenced by case studies like Disney and Bud Light, where misplaced ESG values led to significant challenges. The proposed framework encompasses critical components such as establishing core values, comprehensive stakeholder analysis, and continuous monitoring. Doing such will ensure that Halal businesses can embrace ESG principles without compromising their religious and ethical foundations. This research holds profound implications for the Halal industry. It also offers a strategic blueprint that will safeguard against value misalignment and also foster a balanced integration of ESG principles. The results are expected to contribute to sustainable growth and global acceptance of Halal-certified entities.

Keywords: *ESG Integration, Integration Framework, Islamic Values, Halal Industry, Social Justice*

OKVIR ZA ZAŠTITU HALAL INDUSTRIJE PREMA IZAZOVIMA ESG-a

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SAŽETAK

Ovo istraživanje se bavi dinamikom integracije principa zaštite životne sredine, društva i upravljanja (ESG) unutar halal industrije i naglašava rastuću potrebu za nijansiranim pristupom usred globalnog porasta halal certificiranih kompanija. Predstavlja pomno izrađen okvir zaštite koji ima za cilj usklađivanje ESG praksi sa islamskim vrijednostima. Okvir je namijenjen da spriječi otmicu ESG vrijednosti od strane ekstremista socijalne pravde. Studija naglašava potencijalne opasnosti povezane s neusklađenom integracijom ESG-a, kao što su finansijske reperkusije i šteta po reputaciju, o čemu svjedoče studije slučaja kao što su Disney i Bud Light, gdje su pogrešno postavljene ESG vrijednosti dovele do značajnih izazova. Predloženi okvir obuhvata kritične komponente kao što su uspostavljanje osnovnih vrijednosti, sveobuhvatna analiza zainteresovanih strana i kontinuirano praćenje. Ovo će osigurati da halal kompanije mogu prihvatiti ESG principe bez ugrožavanja svojih vjerskih i etičkih temelja. Ovo istraživanje ima duboke implikacije za halal industriju. Također, nudi strateški plan koji će zaštititi od neusklađenosti vrednosti i podstaći uravnoteženu integraciju ESG principa. Očekuje se da će rezultati doprinijeti održivom rastu i globalnom prihvatanju halal certificiranih subjekata.

***Ključne riječi:** ESG integracija, integracijski okvir, islamske vrijednosti, halal industrija, socijalna pravda*

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

RAW MATERIAL RECEIVING CONTROL AS AN IMPORTANT TOOL IN PRESERVING THE INTEGRITY OF HALAL QUALITY

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ABSTRACT

Implementation of the Halal quality standard has the goal of establishing and maintaining a reliable system aimed at ensuring the halal status of final products. The raw material receiving control certainly represents an important process step that should ensure above. The good cooperation with verified suppliers is mostly reflected in the formation of a list of approved suppliers who have been approved in accordance with the prescribed halal quality requirements for each raw material they supply. However, at each reception, the raw material must undergo quantitative and qualitative checking by an authorized person as the first step of protection against haram food defense. Within the framework of the halal quality standard, the raw material receiving control determines the halal food safety of the purchased raw materials according to pre-specified characteristics and represents an important tool in preserving the integrity of halal quality. In addition to the physical inspection of the raw materials, it is very important to perform an inspection of the documentation as well as checking the halal status of the raw materials. Changes in the halal status of raw materials can be significant because of changes in the raw materials market. Thus, raw material receiving control represents one of the most important haram critical control points (HrCCP) during the daily operations of halal-certified companies. During the raw material receiving inspection, the raw material could be fully accepted, conditionally accepted, or rejected thereby preventing possible haram contamination of other raw materials and finished products. The entry control record is an important document in proving the implementation of all the given halal criteria during internal and external audits. In addition, the raw material receiving control enables the provision of traceability in the production line. The paper presents the procedure and method of input control of raw materials for the purpose of ensuring the halal integrity of the product.

Keywords: *Raw material receiving control, HrACCP, halal*

KONTROLA PRIJEMA SIROVINE KAO VAŽAN ALAT U OČUVANJU INTEGRITETA HALAL KVALITETA

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SAŽETAK

Implementacija standarda halal kvaliteta ima za cilj uspostavljanje i održavanje pouzdanog sistema u cilju obezbjeđivanja halal statusa finalnih proizvoda. Kontrola prijema sirovine svakako predstavlja važan procesni korak koji treba da osigura gore navedeno. Dobra saradnja sa provjerenim dobavljačima najviše se ogleda u formiranju liste odobrenih dobavljača koji su odobreni u skladu sa propisanim zahtjevima halal kvaliteta za svaku sirovinu koju isporučuju. Međutim, pri svakom prijemu sirovina mora biti podvrgnuta kvantitativnoj i kvalitativnoj provjeri od strane ovlaštene osobe koja je prvi korak zaštite od haram hrane. U okviru standarda halal kvaliteta, kontrola prijema sirovina određuje sigurnost halal kupljenih sirovina prema unaprijed određenim karakteristikama i predstavlja važan alat u očuvanju integriteta halal kvaliteta. Pored fizičkog pregleda sirovina, veoma je važno izvršiti uvid u dokumentaciju kao i provjeru halal statusa sirovina. Promjene u halal statusu sirovina mogu biti značajne zbog promjena na tržištu sirovina. Dakle, kontrola prijema sirovina predstavlja jednu od najvažnijih haram kritičnih kontrolnih tačaka (HrCCP) tokom svakodnevnog poslovanja halal certificiranih kompanija. Prilikom prijemne inspekcije sirovine, sirovina može biti u potpunosti prihvaćena, uslovno prihvaćena ili odbijena, čime bi se spriječila moguća haram kontaminacija drugih sirovina i gotovih proizvoda. Zapisnik o ulaznoj kontroli je važan dokument u dokazivanju implementacije svih zadatih halal kriterijuma tokom internih i eksternih revizija. Osim toga, kontrola prijema sirovine omogućava obezbjeđivanje sljedivosti u proizvodnoj liniji. U radu je prikazan postupak i način ulazne kontrole sirovina u svrhu osiguranja halal integriteta proizvoda.

Ključne riječi: Kontrola prijema sirovina, HrACCP, halal

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

LEVERAGING BLOCKCHAIN TECHNOLOGY FOR ENSURING THE INTEGRITY OF HALAL SUPPLY CHAINS: A SYSTEMATIC REVIEW

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ABSTRACT

Over the past decade, the demand for halal-certified products and services has grown exponentially in various sectors such as food, cosmetics, pharmaceuticals and finance. Previous academic research has shown that traceability, transparency and certification compliance are the main drivers of halal purchasing behavior. In practice, however, we have found that traceability, transport and storage, end-to-end chain integrity, different halal systems and lack of IT integration contribute to the disruption of halal supply chains. The characteristics of blockchain technology (i.e. decentralization, immutability, transparency and cryptographic security) should, on paper, facilitate the tracking and verification of halal products from their origin to the end consumer.

In this paper, we explore the pivotal role of blockchain technology in improving the efficiency and reliability of halal supply chains.

The paper has been designed as a systematic literature review based on the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) methodology. The review of the relevant academic literature has been further integrated and enriched by other sources such as regulatory frameworks and case studies. In doing so, we aim to provide an updated theoretical and practical view of the adoption of blockchain technology in the context of the halal supply chain.

Preliminary findings suggest that the use of block chain-based solutions in halal supply chains would increase visibility, trust and accountability, and consequently foster greater trust among halal consumers. In terms of challenges, scalability issues, interoperability concerns and regulatory hurdles would undoubtedly pose significant hurdles for industry stakeholders.

Keywords: *Halal supply chains, blockchain, PRISMA, systematic review*

KORIŠTENJE BLOCKCHAIN TEHNOLOGIJE ZA OSIGURANJE INTEGRITETA HALAL LANACA OPSKRBE: SISTEMATSKI PREGLED

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SAŽETAK

U protekloj deceniji, potražnja za halal certificiranim proizvodima i uslugama eksponencijalno je rasla u različitim sektorima kao što su hrana, kozmetika, farmaceutski proizvodi i finansije. Prethodna akademska istraživanja su pokazala da su sljedivost, transparentnost i usklađenost sa certifikatima glavni pokretači ponašanja prilikom halal kupovine. U praksi smo, međutim, otkrili da sljedivost, transport i skladištenje, integritet lanca od kraja do kraja, različiti halal sistemi i nedostatak IT integracije doprinose prekidu halal lanca snabdijevanja. Karakteristike blockchain tehnologije (tj. decentralizacija, nepromjenjivost, transparentnost i kriptografska sigurnost) trebale bi, na papiru, olakšati praćenje i verifikaciju halal proizvoda od njihovog porijekla do krajnjeg potrošača.

U ovom radu istražujemo ključnu ulogu blockchain tehnologije u poboljšanju efikasnosti i pouzdanosti halal lanca opskrbe.

Rad je osmišljen kao sistematski pregled literature zasnovan na PRISMA metodologiji (Preferred Reporting Items for Systematic Reviews and Meta-Analyses). Pregled relevantne akademske literature dodatno je integrisan i obogaćen drugim izvorima kao što su regulatorni okviri i studije slučaja. Čineći to, cilj nam je pružiti ažurirani teorijski i praktični pogled na usvajanje blockchain tehnologije u kontekstu halal lanca opskrbe.

Preliminarni nalazi sugeriraju da bi korištenje rješenja zasnovanih na blockchain-u u halal lancima opskrbe povećalo vidljivost, povjerenje i odgovornost, te posljedično podstaklo veće povjerenje među halal potrošačima. Što se tiče izazova, pitanja skalabilnosti, interoperabilnosti i regulatornih prepreka nesumnjivo bi predstavljale značajne prepreke za zainteresirane strane u industriji.

Ključne riječi: Halal lanci opskrbe, blockchain, PRISMA, sistemski pregled

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

BALKAN HALAL FOOD MARKET: CHALLENGES AND OPPORTUNITIES FOR ECONOMY OF SERBIA

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ABSTRACT

Halal food represents close to 20% of the entire global food industry. With an expected increase in Muslim population and income of halal consumers combined with an increase in combined with an expected increase in food demand of more than 70% by 2050, it is assumed that future necessity for halal food will be increasingly important. Due to its growth potential, halal food is no longer viewed as an exclusive niche market but a new business paradigm in the global food market, including the Balkan region with its uniqueness.

Bearing in mind the above facts, the purpose of this study was to identify the challenges and opportunities of the Serbian economy in the halal food market in the Balkan region.

This research is a qualitative study using secondary data obtained from the supported study of literature and the regional Halal certification body - *Agency for Halal Quality Certification Bosnia and Herzegovina*, by implementing a qualitative descriptive analysis method.

Although during the last decade, halal food has grown from an exclusively Muslim population into a dynamic food market its development in Serbia could not be considered sufficiently progressive and successful.

Considering the absorptive power of countries with a majority Muslim population, the need for a clearer strategy for the production and export of halal food from the Republic of Serbia to the halal market of the Balkans is also more than obvious. The Serbian halal food market faces specific challenges, primarily the ongoing confusion determining which standard will provide better market access. Another significant challenge relates to the supply chain and distribution network. Also, the handling of halal products requires separate transportation and storage facilities. At the same time, some of the key opportunities include:

- diversity of consumer base seeking halal-certified products;
 - increase of ethical - non-Muslim consumers towards halal food products;
 - development of unique halal-certified products, such as plant-based alternatives or specialty foods, to meet changing consumer preferences and dietary needs;
 - investment opportunities in halal food value chain integration;
 - improvement in the branding of even popular brands - development of stronger brands;
 - E-commerce platforms that enable efficient distribution, marketing and accessibility, making it easier to serve halal-conscious consumers in the region.
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In order for halal food to further develop within Serbia, there is a need for better promotion, a legal and regulatory framework that will facilitate this endeavor and new players that will increase competition and additional value to this market.

Keywords: *Halal food, market, Challenges, Opportunities, Economy*

BALKANSKO TRŽIŠTE HALAL HRANE: IZAZOVI I MOGUĆNOSTI ZA PRIVREDU SRBIJE

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SAŽETAK

Halal hrana predstavlja blizu 20% ukupne globalne prehrambene industrije. Uz očekivano povećanje populacije muslimana i prihoda halal potrošača u kombinaciji sa očekivanim povećanjem potražnje za hranom od više od 70% do 2050. godine, pretpostavlja se da će buduća potreba za halal hranom biti sve važnija. Zbog svog potencijala rasta, halal hrana se više ne posmatra kao ekskluzivna tržišna niša, već nova poslovna paradigma na globalnom tržištu hrane, uključujući i balkanski region sa svojom jedinstvenošću. Imajući u vidu gore navedene činjenice, svrha ove studije je bila da se identifikuju izazovi i mogućnosti privrede Srbije na tržištu halal hrane u regionu Balkana.

Ovo istraživanje je kvalitativna studija korištenjem sekundarnih podataka dobijenih iz podržane studije literature i regionalnog halal certifikacijskog tijela - Agencije za certificiranje halal kvaliteta Bosne i Hercegovine, primjenom metode kvalitativne deskriptivne analize.

Iako je tokom poslednje decenije halal hrana prerasla iz isključivo muslimanske populacije u dinamično tržište hrane, njen razvoj u Srbiji ne može se smatrati dovoljno progresivnim i uspešnim.

S obzirom na apsorpcionu moć zemalja sa većinskim muslimanskim stanovništvom, više je nego očigledna potreba za jasnijom strategijom proizvodnje i izvoza halal hrane iz Republike Srbije na halal tržište Balkana. Tržište halal hrane u Srbiji suočava se sa specifičnim izazovima, prvenstveno sa stalnom zabunom u određivanju koji standard će omogućiti bolji pristup tržištu. Drugi značajan izazov odnosi se na lanac nabavke i distributivnu mrežu. Također, rukovanje halal proizvodima zahtijeva posebne objekte za transport i skladištenje. U isto vrijeme, neke od ključnih mogućnosti uključuju:

- raznolikost baze potrošača koji traže halal certificirane proizvode;
- povećanje etičkih – nemuslimanskih potrošača prema halal prehrambenim proizvodima;
- razvoj jedinstvenih halal certificiranih proizvoda, kao što su biljne alternative ili specijalna hrana, kako bi se zadovoljile promjenjive preferencije potrošača i prehrambene potrebe;
- mogućnosti ulaganja u integraciju lanca vrijednosti halal hrane;
- poboljšanje brendiranja čak i popularnih brendova - razvoj jačih brendova;
- platforme za E-trgovinu koje omogućavaju efikasnu distribuciju, marketing i pristupačnost, olakšavajući opsluživanje halal osviještenih potrošača u regiji.

Da bi se halal hrana dalje razvijala u Srbiji, potrebna je bolja promocija, pravni i regulatorni okvir koji će olakšati ovaj poduhvat i novi igrači koji će povećati konkurenciju i dodatnu vrednost ovom tržištu.

Ključne riječi: *Halal food, market, Challenges, Opportunities, Economy*

CHAPTER 2 || POGLAVLJE 2

CERTIFICATION AND ACCREDITATION OF HALAL QUALITY, STATUS AND OPPORTUNITIES FOR IMPROVEMENT

**CERTIFICIRANJE I AKREDITACIJA HALAL KVALITETA,
STATUS I MOGUĆNOSTI ZA UNAPREĐENJE**

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

ROLE OF TRUST IN HALAL TRADE AND TÜRKİYE'S EXPERIENCE

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ABSTRACT

Certification and accreditation are among the concepts that play a critical role in constructing the halal-quality infrastructure that ensures the formation, maintenance, and development of the halal-certified product and service market.

The concepts of certification and accreditation enable all consumers worldwide to have access to reliable, hygienic, and high-quality products and services. Today, with 2 billion Muslims and the preferences of non-Muslims, the market for Halal-certified products and services, excluding finance, has reached a size of \$2.3 trillion.

However, this rapidly growing market has not adopted a certification approach based on internationally accepted harmonized standards. This fragmented structure in the global area brings several obstacles such as technical barriers in trade, erosion in consumer confidence, and waste of financial and moral resources.

The Standards and Metrology Institute for Islamic Countries (SMIIC), an international organization affiliated with the Organisation of Islamic Cooperation (OIC), publishes the OIC/SMIIC halal standards with high applicability as an opportunity to address the challenges in the global halal market. The conformity assessment bodies receive accreditation from the Halal Accreditation Agency (HAK) of Türkiye within the framework of OIC/SMIIC standards to prove that they provide reliable certification services.

HAK was established in 2017 as the sole authorized institution as one of the most important components of the halal-quality infrastructure. To date, HAK has received 166 halal accreditation applications from 33 different countries, and in total, 76 of these applications have resulted in accreditation decisions. On this occasion, the halal certificate of more than 1300 facilities has been placed under accreditation assurance.

HAK is also active on a global scale. An international organization called "The Islamic Forum for Halal Accreditation Bodies (IFHAB)", for which HAK has made remarkable efforts, has been launched as an affiliated body of OIC to act as an umbrella organization for halal accreditation bodies and to establish a common halal quality infrastructure based on harmonized standards, namely the OIC/SMIIC standards. IFHAB aims to ensure that accreditation bodies within the system recognize each other within the framework of harmonized standards through multilateral recognition agreements and that halal certificates accredited by one member country are accepted by other members without the need for additional evaluation.

Keywords: *Halal-certified products and services, Global halal market*

ULOGA POVERENJA U HALAL TRGOVINI I ISKUSTVO TURSKE

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SAŽETAK

Certifikacija i akreditacija su među konceptima koji igraju ključnu ulogu u izgradnji infrastrukture halal kvaliteta koja osigurava formiranje, održavanje i razvoj tržišta halal certificiranih proizvoda i usluga. Koncepti certifikacije i akreditacije omogućavaju svim potrošačima širom svijeta pristup pouzdanim, higijenskim i visokokvalitetnim proizvodima i uslugama. Danas, sa 2 milijarde muslimana i preferencijama nemuslimana, tržište halal certificiranih proizvoda i usluga, isključujući finansije, dostiglo je veličinu od 2,3 biliona dolara.

Međutim, ovo brzo rastuće tržište nije usvojilo pristup certifikaciji zasnovan na međunarodno prihvaćenim harmoniziranim standardima. Ova fragmentirana struktura u globalnom području donosi nekoliko prepreka kao što su tehničke barijere u trgovini, erozija povjerenja potrošača i rasipanje finansijskih i moralnih resursa.

Institut za standarde i mjeriteljstvo za islamske zemlje (SMIIC), međunarodna organizacija povezana s Organizacijom islamske saradnje (OIC), objavljuje OIC/SMIIC halal standarde sa visokom primjenjivošću kao priliku za rješavanje izazova na globalnom halal tržištu. Tijela za ocjenu usklađenosti dobivaju akreditaciju od Agencije za halal akreditaciju (HAK) iz Turske u okviru OIC/SMIIC standarda kako bi dokazala da pružaju pouzdane usluge certifikacije.

HAK je osnovan 2017. godine kao jedina ovlaštena institucija i jedna je od najvažnijih komponenti infrastrukture halal kvaliteta. HAK je do danas zaprimio 166 prijava za halal akreditaciju iz 33 različite zemlje, a ukupno 76 prijava rezultiralo je odlukama o akreditaciji. Ovom prilikom halal certifikati za više od 1300 objekata stavljeni su pod osiguranje akreditacije.

HAK je aktivan i na globalnoj razini. Međunarodna organizacija pod nazivom "Islamski forum za halal akreditacijska tijela (IFHAB)", za koju je HAK uložio izuzetne napore, pokrenuta je kao pridruženo tijelo OIC-a kako bi djelovala kao krovna organizacija za halal akreditacijska tijela i uspostavila zajedničku halal infrastrukturu kvaliteta zasnovanu na usklađenim standardima, odnosno standardima OIC/SMIIC. IFHAB ima za cilj osigurati da se akreditacijska tijela unutar sistema međusobno prepoznaju u okviru usklađenih standarda kroz multilateralne sporazume o priznavanju i da halal certifikate akreditirane od jedne zemlje članice prihvate druge članice bez potrebe za dodatnom evaluacijom.

Ključne riječi: Halal certificirani proizvodi i usluge, globalno halal tržište

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

DO WE NEED EUROPEAN HALAL ACCREDITATION AGENCY?

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ABSTRACT

In the last decade, we have witnessed the development of halal standards for food, bodies providing halal certification and bodies providing halal accreditation. The most important institution that publishing halal standards is The Standards and Metrology Institute for Islamic Countries (SMIIC) and in terms of halal accreditation they published OIC/SMIIC 2:2019 Conformity Assessment – Requirements for Bodies Providing Halal Certification and OIC/SMIIC 3:2019 Conformity Assessment - Requirements for Halal Accreditation Bodies Accrediting Halal Conformity Assessment Bodies. Countries such as UAE and Türkiye have implemented these standards as their national standards and have started to issue halal accreditation for halal certification bodies. The missing part is that halal certification bodies if want to be accredited in both mentioned countries shall go for accreditation in each country.

The huge step was made by the Organization of Islamic Cooperation (OIC) by establishing the Islamic Forum for Halal Accreditation Bodies (IFHAB) with the aim that halal accreditation for a halal certification body in one of the OIC member countries, shall be mutually recognized between member countries.

However, the major challenge in the EU halal market is the lack of clear regulatory frameworks for halal certification, standardization and accreditation even the most important halal certification bodies are halal accredited according to above mentioned standards the questions that remain:

1. the self-proclamation of halal for the food and services,
2. halal certification without accreditation for the EU market,
3. supervision of halal food which has been imported from OIC countries in the EU.

This paper aims to analyze the need for establishing the European Halal Accreditation Agency using secondary sources and the author's previous research.

Keywords: *Halal certification, halal accreditation, EU halal market.*

TREBA LI NAM EVROPSKA AGENCIJA ZA HALAL AKREDITACIJU?

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SAŽETAK

U posljednjoj deceniji svjedoci smo razvoja halal standarda za hranu, tijela koja pružaju usluge halal certificiranja i tijela koja pružaju usluge halal akreditacije. Najvažnija institucija koja objavljuje halal standarde je Institut za standarde i mjeriteljstvo za islamske zemlje (SMIIC), a u pogledu halal akreditacije objavila je OIC/SMIIC 2:2019 Procjena usklađenosti – Zahtjevi za tijela koja pružaju usluge halal certificiranja i OIC/SMIIC 3: 2019 Ocjena usaglašenosti - Zahtjevi za halal akreditacijska tijela koja akredituju halal certifikacijska tijela. Zemlje poput UAE i Turske implementirale su ove standarde kao svoje nacionalne standarde i počele su izdavati halal akreditaciju za halal certifikacijska tijela. Ono što nedostaje je da će halal certifikacijska tijela ako žele da se akredituju u obje navedene zemlje izabrati će akreditaciju u svakoj zemlji.

Ogroman korak napravila je Organizacija islamske saradnje (OIC) osnivanjem Islamskog foruma za halal akreditacijska tijela (IFHAB) sa ciljem da halal akreditacija za halal certifikacijsko tijelo u jednoj od zemalja članica OIC-a, bude međusobno priznata između zemalja članica.

Međutim, glavni izazov na halal tržištu EU je nedostatak jasnih regulatornih okvira za halal certifikaciju, standardizaciju i akreditaciju, čak i najvažnija tijela za halal certificiranje imaju halal akreditaciju prema gore navedenim standardima pitanja koja ostaju:

1. samoproglšenje halala za hranu i usluge,
2. halal certifikat bez akreditacije za tržište EU,
3. nadzor halal hrane koja je uvezena iz zemalja OIC-a u EU.

Ovaj rad ima za cilj da analizira potrebu za osnivanjem Evropske agencije za halal akreditaciju koristeći sekundarne izvore i prethodna istraživanja autora.

Ključne riječi: Halal certificiranje, halal akreditacija, EU halal tržište

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

NOVEL FOOD AS POTENTIAL RISK FOR HALAL CONSUMERS

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ABSTRACT

The term Novel Food (NF) refers to the food that was not used for human consumption on a significant scale in the EU before 1997, when the first Regulation on NF came into force. Although insects have been consumed since ancient times in some parts of the world, the consumption of insects or insect-based food products in the EU is of a recent date. Up to now, four insect species have been approved by the EU Commission as NF: *Tenebrio molitor* (yellow mealworm), *Locusta migratoria* (migratory locust), *Acheta domesticus* (house cricket), and *Alphitobius diaperionus* (lesser mealworm). The listed insects can be consumed in whole or added as an ingredient in different forms (e.g., frozen, dried, powder, partially defatted powder, or paste). Considering all the forms in which insects can be added to food, the list of available products on the EU market is quite large. Therefore, the presence of insects as an ingredient in food products must be clearly labelled in order not to mislead consumers who do not consume insects for certain reasons. Also, insect-derived additives can be found in some foods. Cochineal extract (carmine, natural red No. 4, or E-120) produced from *Dactylopius coccus* has been used as a red dye and colorant in many foods and drinks. The food additive shellac (gum lac, candy glaze, lac resin, or E-904), used as confectioner's glaze in candy and chocolate production, is a sticky excrete of lac bugs (*Laccifer lacca*). Recent studies are focusing on the addition of insect constituents (proteins and chitosan) for the preparation of edible food packaging films and coatings as well as bioplastics. According to Sharia law, insects and their larvae belong to non-halal animals and are therefore considered haram food and food ingredients. The Halal industry will face a greater challenge in the future due to the growing use of insects and their ingredients in various types of food and packaging. This will also represent a potential risk for halal consumers. In the future, the halal mark on the products will become more important for halal consumers to easily recognize halal food.

Keywords: *Novel food, insects, halal*

NOVA HRANA KAO POTENCIJALNI RIZIK ZA HALAL POTROŠAČE

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SAŽETAK

Pojam Nova hrana (NF) odnosi se na hranu koja se nije koristila za ljudsku ishranu u značajnom obimu u EU prije 1997. godine, kada je na snagu stupila prva Uredba o NF. Iako su se insekti u nekim dijelovima svijeta konzumirali od davnina, potrošnja insekata ili prehrambenih proizvoda na bazi insekata u EU je novijeg datuma. Do sada su četiri vrste insekata odobrene od strane Komisije EU kao NF: *Tenebrio molitor* (žuti brašnar), *Locusta migratoria* (migratorni skakavac), *Acheta domesticus* (kućni cvrčak) i *Alphitobius diaperionus* (mali brašnar). Navedeni insekti se mogu konzumirati u cjelini ili dodati kao sastojak u različitim oblicima (npr. smrznuti, sušeni, prah, djelomično odmašćeni prah ili pasta). S obzirom na sve oblike u kojima se insekti mogu dodati hrani, lista dostupnih proizvoda na tržištu EU je prilično velika. Stoga, prisutnost insekata kao sastojka u prehrambenim proizvodima mora biti jasno označena kako se ne bi doveli u zabludu potrošači koji iz određenih razloga ne konzumiraju insekte. Također, aditivi dobijeni od insekata mogu se naći u nekim namirnicama. Ekstrakt košenil (karmin, prirodni crveni br. 4 ili E-120) proizveden od *Dactylopius coccus* koristi se kao crvena boja i bojilo u mnogim namirnicama i pićima. Dodatak za hranu šelak (guma lac, bombona glazura, lak smola ili E-904), koji se koristi kao slastičarska glazura u proizvodnji slatkiša i čokolade, ljepljivi je izlučak lak buba (*Laccifer lacca*). Nedavne studije fokusiraju se na dodavanje sastojaka insekata (proteini i hitozan) za pripremu jestivih folija za pakiranje hrane i premaza, kao i bioplastike. Prema islamskim propisima, insekti i njihove larve pripadaju ne-halal životinjama i stoga se smatraju haram hranom i sastojcima hrane. Halal industrija će se suočiti sa većim izazovom u budućnosti zbog sve veće upotrebe insekata i njihovih sastojaka u raznim vrstama hrane i ambalaže. Ovo će također predstavljati potencijalni rizik za halal potrošače. U budućnosti će halal oznaka na proizvodima postati važnija za halal potrošače kako bi lakše prepoznali halal hranu.

Ključne riječi: Nova hrana, insekti, halal

**BOOK OF ABSTRACTS AND PAPERS FROM THE
2nd EUROPEAN HALAL CONGRESS**

**THE APPLICATION OF HALAL STANDARD IN DOLAR COMPANY D.O.O.
KALESIJA**

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ABSTRACT

The application of HALAL standard in the slaughtering process ensures that meat products comply with requirements defined in BAS 1049:2023. The main objective of the HALAL implementation is to provide the consumers with confidence that the meat they consume aligns with their religious and beliefs and practices. Additionally to slaughtering methods, Halal certification in the meat industry also covers aspects such as ingredient sourcing, storage, and transportation to prevent contamination with non-Halal substances. This paper aims to present the process of implementation of HALAL standard in the slaughtering of large livestock in Dolar Company d.o.o. Kalesija. Defining the critical control haram points is particular attention paid because the feed for large livestock could be the basic reason for the contamination of halal products. It is also important to mention the applicability of law documentation with HALAL standard demands defined in BAS 1049:2023.

Keywords: *HALAL standard, meat industry, haram*

PRIMJENA HALAL STANDARDA U DOLAR COMPANY D.O.O. KALESIJA

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SAŽETAK

Primjenom halal standarda u procesu klanja osigurava se usklađenost mesnih proizvoda sa zahtjevima definisanim u BAS 1049:2023. Glavni cilj implementacije halala je da potrošačima pruži povjerenje da je meso koje konzumiraju u skladu s njihovim religijskim uvjerenjima i običajima. Pored metoda klanja, halal certifikat u mesnoj industriji pokriva i aspekte kao što su nabavka sastojaka, skladištenje i transport kako bi se spriječila kontaminacija sa ne-halal supstancama. Ovaj rad ima za cilj da predstavi proces implementacije halal standarda u klanju krupne stoke u kompaniji Dolar Company d.o.o. Kalesija. Definiranju kritičnih kontrolnih haram tačaka se posvećuje posebna pažnja jer bi hrana za krupnu stoku mogla biti osnovni razlog za kontaminaciju halal proizvoda. Također je važno spomenuti primjenjivost zakonske dokumentacije sa zahtjevima halal standarda definisanim u BAS 1049:2023.

Ključne riječi: Halal standarda, industrija mesa, haram

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

CERTIFICATION AND ACCREDITATION OF HALAL QUALITY, STATUS AND OPPORTUNITIES FOR IMPROVEMENT

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ABSTRACT

Religion is recognized to play an important role in food intake by meeting fundamental human wants and following the teachings of a certain belief. For example, Hinduism forbids the consumption of beef, whereas Islam and Judaism ban the consumption of pigs. In Islam, Muslims are told to avoid certain meals to maintain their religion and their bodily and spiritual health. Studies show that religion has a significant impact on consumer purchasing decisions, and as there is concern about the actual state of the "Halalness" of products on the market, businesses utilize halal certification to assure their customers that their goods are truly halal along with Shariah-compliant. Under these circumstances, the halal accreditation system is essential for clients who choose to eat Halal products. Food security certification has historically been a major topic in food safety development. Numerous interpretations of Halal goods are being developed, with numerous entities certifying them as Halal products. The origin of halal accreditation for products/services appears to be essential to both the company and the customers. To better understand the processes used by many agencies that certify Halal, we attempted to identify distinct sub-criteria and requirements on which certification as Halal is conducted. The Department of Islamic Development Malaysia has contributed the most significant contribution to the accreditation of Halal foods. This has been expanded to other countries. However, there is a general scarcity of studies on religion-specific kinds of food safety accreditation, such as halal certification for food quality. Businesses can greatly benefit from adopting halal food security certification. Internal incentives relate to a company's internal processes, policies, employees, and available resources. External incentives refer to a company's external aspects such as government involvement, economic instability, societal pressure, and technological progress considerations. The benefits obtained by one business may motivate other enterprises, including competitors, to seek certification.

Keywords: *Halal Certification, Halal Integrity, Hygienic Food, Halal Credentials, Quality.*

CERTIFICIRANJE I AKREDITIRANJE HALAL KVALITETA, STATUS I MOGUĆNOSTI ZA UNAPREĐENJE

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SAŽETAK

Priznato je da religija igra važnu ulogu u unosu hrane ispunjavanjem osnovnih ljudskih želja i slijeđenjem učenja određenog vjerovanja. Na primjer, hinduizam zabranjuje konzumaciju govedine, dok islam i judaizam zabranjuju konzumaciju svinja. U islamu je muslimanima rečeno da izbjegavaju određene obroke kako bi održali svoju vjeru i svoje tjelesno i duhovno zdravlje. Studije pokazuju da religija ima značajan utjecaj na odluke potrošača o kupovini, a kako postoji zabrinutost oko stvarnog stanja "halalnosti" proizvoda na tržištu, preduzeća koriste halal certifikat kako bi uvjerali svoje kupce da je njihova roba zaista halal u skladu sa islamskim propisima. U ovim okolnostima, sistem halal akreditacije je od suštinskog značaja za klijente koji odluče da jedu halal proizvode. Certifikacija sigurnosti hrane je istorijski bila glavna tema u razvoju sigurnosti hrane. Razvijaju se brojne interpretacije halal robe, a brojni subjekti ih certificiraju kao halal proizvode. Čini se da je porijeklo halal akreditacije za proizvode/usluge od suštinskog značaja i za kompaniju i za kupce. Kako bismo bolje razumjeli procese koje koriste mnoge agencije koje halal certificiraju, pokušali smo identificirati različite podkriterije i zahtjeve na osnovu kojih se provodi certifikacija kao halal. Odjel za islamski razvoj Malezije dao je najznačajniji doprinos akreditaciji halal hrane. Ovo je prošireno i na druge zemlje. Međutim, postoji opći nedostatak studija o religijskim vrstama akreditacije za sigurnost hrane, kao što je halal certifikat za kvalitet hrane. Preduzeća mogu imati velike koristi od usvajanja halal certifikata o sigurnosti hrane. Interni poticaji se odnose na interne procese kompanije, politike, zaposlene i dostupne resurse. Eksterni podsticaji se odnose na eksterne aspekte kompanije kao što su učešće vlade, ekonomska nestabilnost, društveni pritisak i razmatranje tehnološkog napretka. Prednosti dobijene od strane jednog biznisa mogu motivisati druga preduzeća, uključujući konkurente, da traže certifikaciju.

Ključne riječi: Halal certificiranje, halal integritet, higijenska hrana, halal označavanje, kvalitet

CHAPTER 3 || POGLAVLJE 3

HALAL AND INNOVATIONS

HALAL I INOVACIJE

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

THE BOUNDARIES FOR INNOVATION IN THE HALAL INDUSTRY

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ABSTRACT

The development of the halal industry owes its success to the widespread presence of innovations manifested in the continuous improvement of products, services, and business processes, as well as the standardization of halal as a normative framework. Requirements for every aspect of the halal industry arise from Islamic religious, ethical, and regulatory demands, and concurrently represent “the boundaries” for determining the acceptability of innovations in the halal sector.

The analysis of “the boundaries” for innovation in the halal industry is focused on the extent to which the concepts of conventional innovation theory are applicable in the halal sector. Particularly intriguing is the premise that considers innovations as “creating value from ideas” (paradigm: idea – value). However, starting from the fact that halal is already a value (or a set of values), it is necessary to expand the innovation paradigm to “value – idea – value”. This paradigm prioritizes value, with new ideas building upon this foundation, unlike conventional theory where ideas are primary. However, an idea becomes worthy of consideration if it reflects the same halal postulates and its requirements defined in the standards for halal products or services. Additionally, exploring the concept of open and closed innovations points to the inclusiveness of the halal industry, which offers opportunities to everyone, regardless of religious affiliation.

Understanding “the boundaries” for halal innovations ensures the preservation of the integrity of halal products and consumer trust. Therefore, this work initiates the need for innovating existing innovation theories or developing a separate model of halal innovations, specifically designed for the halal industry. This model could be a combination of existing innovation models and a list of halal requirements important for each stage of the innovation process. Additionally, starting with the 4P concept (product, process, position, paradigm), this model could incorporate “halalization”, an approach of adapting existing products or services to meet halal requirements through ingredient changes or process modifications. An important issue of this model is defining terminological “boundaries”, which would establish criteria for the use of certain terms that can associate with non-halal products. Terminology is crucial to understand and to communicate properly innovative activities, and to ensure clarity, precision, understanding, and ultimately the acceptance of halal innovation by end consumers.

This work highlights certain aspects of halal innovations and calls for a multidisciplinary approach to develop and implement innovation models aligned with halal standards. The primary role of clarifying “the boundaries” for innovations in the halal industry does not aim to narrow the innovative framework, but rather assists in directing innovative efforts towards ideas and projects that are aligned with halal principles and requirements, which meet market needs and promote innovations as a factor that encourages sustainable growth and development of the halal industry.

Keywords: *Halal innovation, Halal innovation boundaries.*

GRANICE INOVACIJA U HALAL INDUSTRIJI

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SAŽETAK

Razvoj halal industrije svoj uspjeh duguje raširenoj prisutnosti inovacija koje se očituju u stalnom unapređenju proizvoda, usluga i poslovnih procesa, kao i standardizaciji halala kao normativnog okvira. Zahtjevi za svaki aspekt halal industrije proizlaze iz islamskih vjerskih, etičkih i regulatornih zahtjeva, i istovremeno predstavljaju „granice“ za određivanje prihvatljivosti inovacija u halal sektoru.

Analiza "granica" za inovacije u halal industriji fokusirana je na to u kojoj mjeri su koncepti konvencionalne teorije inovacija primjenjivi u halal sektoru. Posebno je intrigantna premisa koja inovacije smatra „stvaranjem vrijednosti iz ideja“ (paradigma: ideja – vrijednost). Međutim, polazeći od činjenice da je halal već vrijednost (ili skup vrijednosti), potrebno je proširiti inovacijsku paradigmu na „vrijednost – ideja – vrijednost“. Ova paradigma daje prioritet vrijednosti, s novim idejama koje se grade na ovoj osnovi, za razliku od konvencionalne teorije gdje su ideje primarne. Međutim, ideja postaje vrijedna razmatranja ako odražava iste halal postulate i njene zahtjeve definirane u standardima za halal proizvode ili usluge. Osim toga, istraživanje koncepta otvorenih i zatvorenih inovacija ukazuje na inkluzivnost halal industrije, koja nudi mogućnosti svima, bez obzira na vjersku pripadnost.

Razumijevanje "granica" za halal inovacije osigurava očuvanje integriteta halal proizvoda i povjerenja potrošača. Stoga, ovaj rad inicira potrebu za inoviranjem postojećih inovacijskih teorija ili razvojem posebnog modela halal inovacija, posebno dizajniranog za halal industriju. Ovaj model bi mogao biti kombinacija postojećih inovativnih modela i liste halal zahtjeva važnih za svaku fazu procesa inovacije. Dodatno, počevši od 4P koncepta (proizvod, proces, pozicija, paradigma), ovaj model bi mogao uključiti "halalizaciju", pristup prilagođavanja postojećih proizvoda ili usluga da zadovolje halal zahtjeve kroz promjene sastojaka ili modifikacije procesa. Važno pitanje ovog modela je definisanje terminoloških „granica“, koje bi uspostavile kriterijume za upotrebu određenih pojmova koji se mogu povezati sa nehalal proizvodima. Terminologija je ključna za razumijevanje i pravilno komuniciranje inovativnih aktivnosti, te za osiguravanje jasnoće, preciznosti, razumijevanja i konačno prihvatanja halal inovacija od strane krajnjih potrošača.

Ovaj rad naglašava određene aspekte halal inovacija i poziva na multidisciplinarni pristup za razvoj i implementaciju inovativnih modela usklađenih sa halal standardima. Primarna uloga razjašnjavanja „granica“ za inovacije u halal industriji nema za cilj sužavanje inovativnog okvira, već pomaže u usmjeravanju inovativnih napora ka idejama i projektima koji su usklađeni sa halal principima i zahtjevima, koji zadovoljavaju potrebe tržišta i promoviraju inovacije kao faktor koji podstiče održivi rast i razvoj halal industrije.

Ključne riječi: Halal inovacije, granice halal inovacija

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

INTELLECTUAL PROPERTY RESPONSIVE HALAL STANDARDS

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ABSTRACT

Intellectual Property Responsive Halal Standards (IPRHS) are standards that fully leverage the latest advancements in intellectual property (IP), particularly by integrating new technologies and technical data disclosed in patent documents and other IP resources. Representing a transformative approach to the development of technical standards, particularly within the context of halal industries and markets, this innovative framework is meticulously crafted to seamlessly integrate scientific and technical information. Emphasizing emerging technologies, patent insights, utility models, and other critical IP assets, IPRHS are designed to ensure comprehensive integration and application of this rich IP knowledge.

Central to the dissemination, assimilation, and application of these standards is the World Intellectual Property Organization (WIPO). WIPO plays a pivotal role in facilitating access to scientific, technological, and IP information, thereby empowering stakeholders to harness this knowledge in the development and implementation of IPRHS. By bridging the gap between technological innovation and standardization, IPRHS, supported by IP system, ensure a harmonized, comprehensive, and forward-looking standardization model.

Additionally, in navigating the landscape of Intellectual Property Rights (IPR), particularly in Standards Essential Patents (SEPs), conflicts may arise between the interests of standardization bodies and patent holders. Negotiating these conflicts while maintaining the integrity and accessibility of standards is crucial for ensuring fair competition and innovation within the halal ecosystem.

This paper argues that the synergistic integration of Halal Standards and IP not only aligns standards with cutting-edge technological progress but also ensures adherence to IP laws and practices.

Ultimately IPRHS, when strategically optimized through specialized IP expertise and resources, serve as catalysts for ongoing technological advancement and enhanced integration in the global halal ecosystem.

Keywords: *Halal standards, Intellectual Property, Standards Essential Patents.*

HALAL STANDARDI KOJI ODGOVARAJU INTELEKTUALNOM VLASNIŠTVU

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SAŽETAK

Halal standardi koji odgovaraju intelektualnom vlasništvu (IPRHS) su standardi koji u potpunosti koriste najnovija dostignuća u oblasti intelektualne svojine (IP), posebno integracijom novih tehnologija i tehničkih podataka otkrivenih u patentnim dokumentima i drugim izvorima intelektualne svojine. Predstavljajući transformativni pristup razvoju tehničkih standarda, posebno u kontekstu halal industrije i tržišta, ovaj inovativni okvir je pomno osmišljen da neprimjetno integrira naučne i tehničke informacije. Naglašavajući nove tehnologije, uvide u patente, korisne modele i drugu kritičnu IP imovinu, IPRHS je dizajniran da osigura sveobuhvatnu integraciju i primjenu ovog bogatog znanja o intelektualnoj svojini. Centralno mjesto za širenje, asimilaciju i primjenu ovih standarda je Svjetska organizacija za intelektualno vlasništvo (WIPO). WIPO igra ključnu ulogu u olakšavanju pristupa naučnim, tehnološkim i informacijama o intelektualnoj svojini, osnažujući na taj način zainteresovane strane da iskoriste ovo znanje u razvoju i implementaciji IPRHS. Premošćivanjem jaza između tehnoloških inovacija i standardizacije, IPRHS, uz podršku IP sistema, osigurava harmonizovan, sveobuhvatan model standardizacije koji je okrenut budućnosti.

Pored toga, u kretanju kroz pejzaž prava intelektualne svojine (IPR), posebno u standardnim esencijalnim patentima (SEP), može doći do sukoba između interesa tijela za standardizaciju i nosilaca patenata. Pregovaranje o ovim sukobima uz održavanje integriteta i dostupnosti standarda je ključno za osiguranje fer konkurencije i inovacija unutar halal ekosistema.

Ovaj rad tvrdi da sinergijska integracija halal standarda i IP ne samo da usklađuje standarde sa najsavremenijim tehnološkim napretkom, već također osigurava poštivanje zakona i prakse intelektualne svojine.

Konačno, IPRHS, kada je strateški optimizovan kroz specijalizovanu ekspertizu i resurse za IP, služi kao katalizator za stalni tehnološki napredak i poboljšanu integraciju u globalni halal ekosistem.

Ključne riječi: Halal standardi, Intelektualno vlasništvo, standardi osnovni patenti

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

DESIGNING AN INTELLIGENT ENTERPRISE RESOURCE PLANNING (ERP) HALAL AUTHENTICATION SYSTEM

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ABSTRACT

Halal Authentication is a procedure to ensure that a product or service is produced, processed, and served in accordance to the Sharia Islamic Law. This includes: the material composition, properties, varietal purity, geographic origin, equipment used, and technologies applied. From the 23 main papers reviewed, there are six steps involved on the Halal Authentication: (1) labelling, (2) physical inspection, (3) origin tracking, (4) halal certificate validation, (5) laboratory testing, and (6) production process auditing. Currently, these six steps are conducted manually (rely heavily on human's expertise), individually (not integrated), and recorded separately (outside the main information system). This creates high risk of fraud and data tampering. On the other hand, there is also an urgent need to establish the agreed formula, in order to decide the Halal status of a product (based on the above six steps, including; which step has a heavier/lighter weight or be an absolute contributor). Next, the emergence of advanced technologies; enterprises resource planning (ERP), internet of things (IoT), and cloud computing (CC) are enabling the automation of Halal Authentication process. The conventional ERP focuses only on two things; quality and quantity. While ERP Halal Authentication focuses on three things; quality, quantity, and halal-ness. It means; more complexity. The integration and automation of ERP-IoT-CC provide a better traceability, transparent, and trusted system, which finally increase the customer confidence. Furthermore, with the implementation of an artificial intelligence (a machine learning to be more specific), shall also be an enabler of the predictive analytics for the halal status of the inspected products. With this analytic capability and real-time outcome, we categorize this as an Intelligent ERP Halal Authentication System.

Keywords: *Intelligent Halal Authentication, Enterprise Resource Planning (ERP), Internet of Things (IoT), Cloud Computing, Machine Learning*

DIZAJNIRANJE SISTEMA HALAL AUTENTIFIKACIJE ZA INTELIGENTNO PLANIRANJE RESURSA PREDUZEĆA (ERP)

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SAŽETAK

Halal autentifikacija je postupak kojim se osigurava da se proizvod ili usluga proizvodi, obrađuje i servira u skladu sa šerijatskim islamskim zakonom. Ovo uključuje: sastav materijala, svojstva, čistoću sorte, geografsko porijeklo, opremu koja se koristi i primijenjene tehnologije. Od 23 glavna pregledana dokumenta, postoji šest koraka uključenih u halal autentifikaciju: (1) označavanje, (2) fizička inspekcija, (3) praćenje porijekla, (4) validacija halal certifikata, (5) laboratorijsko testiranje i (6) revizija proizvodnog procesa. Trenutno se ovih šest koraka provode ručno (u velikoj mjeri se oslanjaju na ljudsku stručnost), pojedinačno (ne integriraju) i zasebno snimaju (izvan glavnog informacionog sistema). Ovo stvara visok rizik od prevare i neovlaštenog pristupa podacima. S druge strane, postoji i hitna potreba da se uspostavi dogovorena formula, kako bi se odlučilo o halal statusu proizvoda (na osnovu gornjih šest koraka, uključujući; koji korak ima veću/manju težinu ili je apsolutni doprinos). Zatim, pojava naprednih tehnologija; planiranje resursa preduzeća (ERP), internet stvari (IoT) i računarstvo u oblaku (CC) omogućavaju automatizaciju procesa halal autentifikacije. Konvencionalni ERP se fokusira samo na dvije stvari; kvaliteta i kvantiteta. Dok se ERP halal autentifikacija fokusira na tri stvari; kvaliteta, kvantiteta i halalnost. To znači: više složenosti. Integracija i automatizacija ERP-IoT-CC omogućava bolju sljedivost, transparentan i pouzdan sistem, koji konačno povećava povjerenje kupaca. Nadalje, uz implementaciju umjetne inteligencije (mašinsko učenje preciznije rečeno), također će omogućiti prediktivnu analitiku za halal status pregledanih proizvoda. Sa ovom analitičkom sposobnošću i rezultatom u realnom vremenu, kategoriziramo ovo kao Inteligentni ERP halal sistem autentifikacije.

Keywords: *Inteligentna halal autentifikacija, planiranje resursa preduzeća (ERP), internet stvari (IoT), računarstvo u oblaku, mašinsko učenje*

CHAPTER 4 || POGLAVLJE 4

**HALAL NUTRITION AND MEDICINE IN CONDITIONS OF
DIVERSE PRODUCTS OFFER FROM INDUSTRIALLY
DEVELOPED COUNTRIES**

**HALAL ISHRANA I MEDICINA U USLOVIMA RAZNOVRSNE
PONUDE PROIZVODA IZ INDUSTRIJSKI RAZVIJENIH
ZEMALJA**

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

NEEDS FOR STANDARDIZATION AND DEVELOPMENT OF A GUIDE FOR THE HALAL DIET

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ABSTRACT

Introduction: Today there are numerous diseases that arise as a result of an unhealthy lifestyle and diet. Halal food is imposed as an imperative among Muslims, but the halal way of eating is often forgotten and neglected.

The aim of the paper: The aim of the paper is to point out the needs and possibilities for establishing standards and guidelines for halal proper diet.

Task and work methods: On the basis of existing modern knowledge about proper nutrition, and the general principles of Islam and the halal lifestyle, collect existing knowledge and propose procedures for the development and establishment of guides for halal proper nutrition.

Results: The most common diseases of modern times are obesity, hypertension, diabetes, dyslipidemia, and ultimately result in heart attack and stroke. People can use halal food on a daily basis, but if the diet is not aligned with modern principles, diseases can arise as a result, which often end tragically. For most of these diseases, modern medicine and dietetics use numerous guidelines for proper nutrition. The interest of Muslim believers, all over the world, exists for quality education in this area. The best basis for education is the existence of halal diet guides and standards. On the other hand, halal food producers are interested in informing consumers about the nutritional value of their products. The basis for halal diet is the Qur'anic verse: „Eat and drink but do not overdo it, He does not like those who overdo it“. And other numerous sources of Islam talk about moderation in consumption, locally produced and seasonal food (sustainability). The task of all institutions dealing with halal certification is to inform consumers about the importance of halal nutrition. A Halal guide to proper nutrition would "illuminate" how to practically realize daily moderate consumption of diverse and nutritionally valuable food. It would especially emphasize medicinal ingredients for health, with an indication of harmful ones, and methods of healthy food preparation and serving. Today, we are able to find numerous scientifically based research results compliant to the halal diet guides, which are in accordance with the sources of Islam. The guide offers a special advantage to food producers, catering and hotel facilities. The guide would also include a halal food pyramid.

Conclusion: It is necessary to establish a halal guide to proper nutrition as soon as possible, which would be accepted by halal food consumers.

Keywords: Halal diet guide, needs for standardization.

POTREBE ZA STANDARDIZACIJU I IZRADU VODIČA ZA HALAL DIJETU

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SAŽETAK

Uvod: Danas postoje brojne bolesti koje nastaju kao posljedica nezdravog načina života i prehrane. Halal hrana se nameće kao imperativ među muslimanima, ali se halal način ishrane često zaboravlja i zanemaruje.

Cilj rada: Cilj rada je ukazati na potrebe i mogućnosti za uspostavljanje standarda i smjernica za halal pravilnu ishranu.

Zadaci i metode rada: Na osnovu postojećih savremenih znanja o pravilnoj ishrani, te općih principa islama i halal načina života prikupiti postojeća znanja i predložiti procedure za izradu i uspostavljanje vodiča za halal pravilnu ishranu.

Rezultati: Najčešće bolesti modernog doba su gojaznost, hipertenzija, dijabetes, dislipidemija, a na kraju rezultiraju srčanim i moždanim udarom. Ljudi mogu svakodnevno koristiti halal hranu, ali ako ishrana nije usklađena sa modernim principima, mogu nastati bolesti koje često završavaju tragično. Za većinu ovih bolesti savremena medicina i dijetetičari koriste brojne smjernice za pravilnu prehranu. Interes muslimana vjernika, širom svijeta, postoji za kvalitetno obrazovanje u ovoj oblasti. Najbolja osnova za edukaciju je postojanje vodiča i standarda halal prehrane. S druge strane, proizvođači halal hrane zainteresirani su za informiranje potrošača o nutritivnoj vrijednosti svojih proizvoda. Osnova za halal ishranu je kur'anski ajet: „*I jedite i pijte, samo ne pretjerujte; On ne voli one koji pretjeruju*“. I drugi brojni izvori islama govore o umjerenosti u potrošnji, lokalno proizvedenoj i sezonskoj hrani (održivost). Zadatak svih institucija koje se bave halal certifikacijom je da informišu potrošače o važnosti halal ishrane. Halal vodič za pravilnu ishranu bi "rasvijetlio" kako praktično ostvariti svakodnevnu umjerenu konzumaciju raznovrsne i nutritivno vrijedne hrane. Posebno bi se istakli lekovitiji sastojci za zdravlje, sa naznakom štetnih, i načini pripreme i posluživanja zdrave hrane. Danas smo u mogućnosti pronaći brojne naučno utemeljene rezultate istraživanja u skladu sa vodičima halal prehrane, a koji su u skladu sa izvorima islama. Vodič nudi posebnu prednost proizvođačima hrane, ugostiteljskim i hotelskim objektima. Vodič bi također uključivao piramidu halal hrane.

Zaključak: Potrebno je što prije uspostaviti halal vodič za pravilnu ishranu, koji bi bio prihvaćen među potrošačima halal hrane.

Ključne riječi: *Vodič za halal dijetu, potreba za standardizacijom*

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

CANCER IMMUNOTHERAPY AND HALAL PRODUCTS: INTEGRATING ADVANCED MEDICAL TREATMENTS WITH HALAL COMPLIANCE

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ABSTRACT

Cancer immunotherapy represents a groundbreaking approach in oncology, utilizing the body's immune system to combat cancer more effectively than traditional methods. This presentation explores the diverse modalities of cancer immunotherapy, including monoclonal antibodies, immune checkpoint inhibitors, cancer vaccines, and CAR T-cell therapy, highlighting their mechanisms and benefits.

Given the significance of halal compliance in healthcare for Muslim patients, the integration of halal principles into the development and administration of these advanced treatments is crucial. This presentation addresses the challenges of ensuring halal compliance in cancer immunotherapy, such as the scrutiny of ingredient sources, prevention of contamination during production, and the necessity of rigorous halal certification processes.

We will examine successful strategies for achieving halal certification in pharmaceutical products, emphasizing the collaboration between pharmaceutical companies, researchers, and halal certification bodies. Case studies showcasing halal-certified cancer treatments will illustrate the practical implementation and positive impact on patient care.

Looking forward, the presentation will discuss the future prospects of cancer immunotherapy advancements and the expanding scope of halal-certified medical products. Ensuring that cutting-edge medical treatments adhere to halal standards is essential for providing inclusive healthcare solutions that respect the religious beliefs of Muslim patients.

Through this discussion, we aim to foster a deeper understanding of the intersection between cancer immunotherapy and halal compliance, encouraging continued innovation and collaboration in this vital area of healthcare.

Keywords: *Cancer Immunotherapy, Halal Products, Medical Treatments, Halal Compliance.*

IMUNOTERAPIJA RAKA I HALAL PROIZVODI: INTEGRACIJA NAPREDNIH MEDICINSKIH TRETMANA U SKLADU SA HALALOM

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SAŽETAK

Imunoterapija raka predstavlja revolucionarni pristup u onkologiji, koristeći imunološki sistem organizma za borbu protiv raka efikasnije od tradicionalnih metoda. Ova prezentacija istražuje različite modalitete imunoterapije raka, uključujući monoklonska antitijela, inhibitore imunoloških kontrolnih tačaka, vakcine protiv raka i CAR T-ćelijsku terapiju, naglašavajući njihove mehanizme i prednosti.

S obzirom na značaj halal usklađenosti u zdravstvenoj zaštiti za muslimanske pacijente, integracija halal principa u razvoj i primjenu ovih naprednih tretmana je ključna. Ova prezentacija se bavi izazovima osiguravanja halal usklađenosti u imunoterapiji raka, kao što je ispitivanje izvora sastojaka, prevencija kontaminacije tokom proizvodnje i neophodnost rigoroznih procesa halal sertifikacije.

Ispitat ćemo uspješne strategije za postizanje halal sertifikacije u farmaceutskim proizvodima, naglašavajući saradnju između farmaceutskih kompanija, istraživača i halal certifikacijskih tijela. Studije slučaja koje prikazuju halal certificirane tretmane raka će ilustrirati praktičnu primjenu i pozitivan utjecaj na njegu pacijenata.

U prezentaciji će se razgovarati o budućim perspektivama napretka u imunoterapiji raka i širenju opsega halal certificiranih medicinskih proizvoda. Osigurati da se vrhunski medicinski tretmani pridržavaju halal standarda je od suštinskog značaja za pružanje inkluzivnih zdravstvenih rješenja koja poštuju vjerska uvjerenja muslimanskih pacijenata.

Kroz ovu diskusiju, cilj nam je potaknuti dublje razumijevanje ukrštanja između imunoterapije protiv raka i halal usklađenosti, ohrabrujući kontinuirane inovacije i saradnju u ovoj vitalnoj oblasti zdravstvene zaštite.

Ključne riječi: Imunoterapija raka, halal proizvodi, medicinski tretmani, halal usklađenost

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

THE EFFECT OF HALAL FOOD ON HEALTH - EXPERIENCES AND ATTITUDES OF CONSUMERS IN TUZLA CANTON

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ABSTRACT

Introduction: Today, consumers increasingly understand the impact of food on health. They tend to find the nutrition which can keep them physically healthy, prevent diseases and improve their mental state and quality of life.

The aim of the work: The aim of the research was to determine the impact of halal nutrition on health, i.e. the reduction of health risks from obesity and non-communicable diseases.

Work methods: The paper used the method of analysis of primary data collected by anonymously filling out questionnaires from respondents in Tuzla Canton and secondary data from relevant scientific and professional literature of authors who researched the benefits of halal nutrition.

Results: A high percentage of the most favorable outcome of the three offered answers according to the Linkert scale for each of the seven questions was recorded for questions about: paying attention to the consumption of halal products and dishes prepared from halal ingredients (86.3%), knowledge of Ramadan fasting health benefits (81.6%), and practicing the Ramadan fast (85.4%). However, considering this high percentage, especially for the answer about the commitment to halal nutrition, a somewhat surprising low percentage of the most favorable outcome of three offered answers was obtained for the questions related to the nutritional aspect of the halal diet: reading nutritional information of (halal) products (23.3%), consumption of different types of halal food, taking into account its nutritional balance (11.2%), and consumption of halal food with taking care not to overeat (28.2%). For all three of these questions, the offered answer outcomes "occasionally" or "sometimes" were high and similar values: 60.2%, 61.2% and 57.8%. The answer to the seventh question confirmed the potential of the halal diet to reduce excess body weight and obesity (10% of the 206 respondents suffer from it), because 48.1% of the respondents answered that their body weight decreased after the Ramadan fast.

Conclusion: Respondents' responses show a positive impact of halal nutrition on health. A high percentage of the middle outcome of the offered optional answers "occasionally" or "sometimes" (in the survey methodology, the frequent answer of uncertain respondents) to questions of a nutritional nature (dietary balance, variety and overeating) indicates the need to educate consumers about the nutritional aspects of halal food to achieve a better scientific basis for their attitudes and experiences in the practice of halal food and consequently a higher percentage of the most favorable answers to these and similar questions.

Keywords: *halal food, halal nutrition, health benefits, consumer*

UTJECAJ HALAL PREHRANE NA ZDRAVLJE - ISKUSTVA I STAVOVI POTROŠAČA TUZLANSKOG KANTONA

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SAŽETAK

Uvod: Danas potrošači sve više razumiju utjecaj prehrane na zdravlje. Oni nastoje pronaći prehranu koja ih može održati fizički zdravim, spriječiti bolesti i poboljšati njihovo mentalno stanje i kvalitet života.

Cilj rada: Cilj istraživanja bio je utvrditi utjecaj halal prehrane na zdravlje, odnosno smanjenje zdravstvenih rizika od gojaznosti i nezaraznih bolesti.

Metode rada: U radu je korištena metoda analize primarnih podataka prikupljenih anonimnim popunjavanjem upitnika od ispitanika sa područja Tuzlanskog kantona i sekundarnih podataka iz relevantne naučne i stručne literature autora koji su istraživali prednosti halal prehrane.

Rezultati: Visok procenat najpovoljnijeg ishoda od tri ponuđena odgovora po Linkertovoj skali za svako od sedam pitanja zabilježen je za pitanja o: posvećivanju pažnje na konzumaciju halal proizvoda i jela pripremljenih od halal sastojaka (86,3%), poznavanju koristi ramazanskog posta na zdravlje (81,6%) i prakticiranju ramazanskog posta (85,4%). Međutim, s obzirom na ovaj visok procenat, posebno za odgovor o posvećenosti halal prehrani, donekle iznenađujuće nizak procenat najpovoljnijeg ishoda od tri ponuđena odgovora dobijen je za pitanja koja se odnose na nutritivni aspekt halal prehrane: čitanje nutritivnih informacija (halal) proizvoda (23,3 %), konzumacija različitih vrsta halal hrane, uzimajući u obzir njenu nutritivnu ravnotežu (11,2 %), te konzumaciju halal hrane uz vođenje računa da se ne prejeda (28,2 %). Za sva tri ova pitanja, ponuđeni ishodi odgovora "povremeno" ili "ponekad" bili su visoke i slične vrijednosti: 60,2%, 61,2% i 57,8%. Odgovor na sedmo pitanje potvrdio je potencijal halal prehrane za smanjenje viška tjelesne težine i gojaznosti (od 206 ispitanika boluje 10%), jer je 48,1% ispitanika odgovorilo da im se tjelesna težina smanjila nakon ramazanskog posta.

Zaključak: Odgovori ispitanika pokazuju pozitivan utjecaj halal prehrane na zdravlje. Visok procenat srednjeg ishoda ponuđenih srednjih odgovora „povremeno“ ili „ponekad“ (u metodologiji istraživanja česti odgovor nesigurnih ispitanika) na pitanja nutritivne prirode (ravnoteža ishrane, raznovrsnost i prejedanje) ukazuje na potrebu educiranja potrošača o nutritivnim aspektima halal prehrane kako bi se postigla bolja naučna osnova za stavove i iskustva potrošača u praksi halal prehrane i posljedično veći procenat najpovoljnijih odgovora na ova i slična pitanja.

Ključne riječi: halal hrana, halal prehrana, zdravstveni benefiti, potrošač

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

MUSLIM APPROACHES TO NEW REPRODUCTIVE TECHNIQUES

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ABSTRACT

"Medicine has changed more in the last fifty years than in the previous fifty centuries". (*Jean Bernard, La bioéthique, Paris, Flammarion, "Domino" 1995*). This can be seen today by the new solutions offered by biomedicine. Rather than simply heal the sick, it is now able to determine the thresholds of human life particularly through new reproductive technologies and genetics. Shift death with transplant medicine and techniques of life support. Modern medicine or biomedicine performs what was considered as a miracle in the past. And if it currently generates high hopes for patients or infertile couples or those having difficulties in conceiving, this medical and technical mastery raises several ethical issues around the world and particularly in the Muslim contexts.

Muslim countries even if they adhere to international legal standards on issues common to all humanity, seem to lead their own reflection on bioethical issues related to the new reproductive techniques. Reflections on bioethics throughout the Muslim world were/are organized to examine the conformity of biomedical techniques to percepts of Islam or even leads to what we can call a *halal* bioethics.

This search of conformity or quest for *halal* even in the field of health is not surprising when you think of a Muslim patient facing religious dilemmas that can accompany biomedical solutions. Is a Heart transplant from a genetically modified pig *halal*? Is having a child through gamete donation or surrogacy *halal* or not? Is maintaining artificially the life of a Muslim contrary to God's will? Here we have an example of the questions that the religious authorities in Muslim countries have tried to answer balancing the vitalist principles of Islam and *Sharia* law principles.

Often taken as uniform, the Muslim world surprises by the plurality of answers to these questions. Regarding new reproductive techniques, it is very interesting to see in fact two parallel reflections taking place in the Muslim world. The one of the Sunni majority, which seems to observe new reproductive technique with a stricter *hallal* lens rejecting all incompatible techniques. The other is of *Shi'ism*, which seems to provide original solutions.

We will discuss in our paper actors, processes, and outcomes of these reflections on *halal* approach to new reproductive techniques for Muslim couples through significant examples of the Muslim contexts. The paper will also deal with the dilemmas and solutions that infertile couples face between the quest for a *halal* conformity and the quest of a child.

Keywords: *Biomedicine, Islamic bioethics, Reproductive technologies, Muslim perspectives Healthcare dilemmas*

MUSLIMANSKI PRISTUPI NOVIM REPRODUKTIVNIM TEHNIKAMA

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SAŽETAK

„Medicina se više promijenila u poslednjih pedeset godina nego u prethodnih pedeset vijekova“. (Jean Bernard, La bioéthique, Pariz, Flammarion, "Domino" 1995). To se danas može vidjeti po novim rješenjima koja nudi biomedicina. Umjesto da jednostavno liječi bolesne, sada je u stanju odrediti pragove ljudskog života, posebno kroz nove reproduktivne tehnologije i genetiku. Prebacite smrt transplantacijskom medicinom i tehnikama održavanja života.

Moderna medicina ili biomedicina čini ono što se u prošlosti smatralo čudom. I ako trenutno izaziva velike nade za pacijente ili neplodne parove ili one koji imaju poteškoća sa začećem, ovo medicinsko i tehničko majstorstvo pokreće nekoliko etičkih pitanja širom svijeta, a posebno u muslimanskom kontekstu.

Muslimanske zemlje, čak i ako se pridržavaju međunarodnih pravnih standarda o pitanjima zajedničkim za cijelo čovječanstvo, čini se da vode vlastitu refleksiju o bioetičkim pitanjima vezanim za nove reproduktivne tehnike. Razmišljanja o bioetici u cijelom muslimanskom svijetu organizirana su/će kako bi se ispitala usklađenost biomedicinskih tehnika sa percepcijama islama ili čak dovela do onoga što možemo nazvati halal bioetikom.

Ova potraga za usaglašenošću ili potraga za halalom čak i na polju zdravlja nije iznenađujuća kada pomislite na pacijenta muslimana koji se suočava sa vjerskim dilemama koje mogu pratiti biomedicinska rješenja. Da li je transplantacija srca od genetski modificirane svinje halal? Da li je rođenje djeteta putem donacije gameta ili surogat majčinstva halal ili nije? Da li je vještačko održavanje života muslimana suprotno Božijoj volji? Ovdje imamo primjer pitanja na koja su vjerske vlasti u muslimanskim zemljama pokušale odgovoriti balansirajući između vitalističkih principa islama i principa šerijatskog prava.

Muslimanski svijet koji se često uzima kao uniforma iznenađuje mnoštvom odgovora na ova pitanja. Što se tiče novih reproduktivnih tehnika, vrlo je zanimljivo vidjeti zapravo dvije paralelne refleksije koje se dešavaju u muslimanskom svijetu. Onu sunitske većine, koja kao da promatra novu reproduktivnu tehniku sa strožim halal objektivom koji odbija sve nekompatibilne tehnike. Drugi je šiizam, koji izgleda daje originalna rješenja.

U našem radu ćemo raspravljati o akterima, procesima i ishodima ovih promišljanja o halal pristupu novim reproduktivnim tehnikama za muslimanske parove kroz značajne primjere muslimanskog konteksta. Rad će se baviti i dilemama i rješenjima sa kojima se susreću neplodni parovi između potrage za halal konformizmom i potrage za djetetom.

Ključne riječi: Biomedicina, islamska bioetika, reproduktivne tehnologije, muslimanske perspektive, dileme u zdravlju

CHAPTER 5 || POGLAVLJE 5

HALAL TOURISM AND GASTRONOMY

HALAL TURIZAM I GASTRONOMIJA

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

HALAL TOURISM AS AN OPPORTUNITY FOR DIFFERENTIATION AND DEVELOPMENT OF THE COMPETITIVENESS OF A DESTINATION ON THE EXAMPLE OF SARAJEVO CANTON

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ABSTRACT

With the halal market being one of the fastest-growing markets today, halal tourism has become globally recognized as an excellent opportunity to enhance the competitiveness of tourist destinations. There is a growing interest among Muslim travelers and even markets which aren't typically Muslim are turning to halal certification, adapting their offerings to halal standards.

Although halal tourism is often identified exclusively with the consumption of halal food, it is a much broader spectrum of elements that make a certain market a halal friendly destination; above all, the existence of facilities for prayer and offering accommodation in line with Islamic regulations. According to the Global Muslim Index report for the year 2023, Bosnia and Herzegovina has emerged as one of the most visited halal tourist destinations in Europe.

The global tourism market has undergone significant changes, largely influenced by the COVID-19 pandemic. Mass tourism has been replaced by individual experiences, with a focus on meeting the specific needs of tourists and searching for new forms of tourism as the basis for differentiation and sustainable development. In such conditions, halal tourism emerges as an outstanding opportunity for destination competitiveness, and Sarajevo possesses the natural and social potential for the expansion of this tourist niche. With Islam as the dominant religion, numerous mosques, halal food and accommodation facilities compliant with halal standards, Sarajevo represents a kind of natural halal-friendly destination. Furthermore, one-third of the total tourist traffic in the Sarajevo Canton comes from the Gulf countries, which are the largest consumers in halal tourism.

However, halal tourism is not just an economic opportunity; it successfully changes the narrative in accepting other cultures and religions. By leveraging the full potential of halal tourism, Sarajevo can become an attractive year-round destination and further strengthen its reputation as a European symbol of multiculturalism and tolerance.

Keywords: *Halal tourism, tourist niche, halal friendly destination, differentiation, competitiveness*

HALAL TURIZAM KAO PRILIKA ZA DIFERENCIJACIJU I RAZVOJ KONKURENTNOSTI DESTINACIJE NA PRIMJERU SARAJEVSKOG KANTONA

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SAŽETAK

S obzirom da je halal tržište jedno od najbrže rastućih tržišta danas, halal turizam je postao globalno prepoznat kao odlična prilika za povećanje konkurentnosti turističkih destinacija. Postoji rastući interes među putnicima muslimanima, pa čak i tržišta koja nisu tipično muslimanska okreću se halal certifikaciji, prilagođavajući svoju ponudu halal standardima.

Iako se halal turizam često poistovjećuje isključivo s konzumacijom halal hrane, radi se o mnogo širem spektru elemenata koji određeno tržište čine halal friendly destinacijom; prije svega postojanje objekata za molitvu i nuđenje smještaja u skladu sa islamskim propisima. Prema izvještaju Globalnog muslimanskog indeksa za 2023. godinu, Bosna i Hercegovina se nametnula kao jedna od najposjećenijih halal turističkih destinacija u Evropi.

Globalno turističko tržište pretrpjelo je značajne promjene, u velikoj mjeri pod utjecajem pandemije COVID-19. Masovni turizam zamijenjen je individualnim iskustvima, s fokusom na zadovoljavanje specifičnih potreba turista i traženje novih oblika turizma kao osnove za diferencijaciju i održivi razvoj. U takvim uslovima, halal turizam se pojavljuje kao izuzetna prilika za konkurentnost destinacije, a Sarajevo posjeduje prirodni i društveni potencijal za širenje ove turističke niše. Uz islam kao dominantnu religiju, brojne džamije, halal hranu i smještajne kapacitete usklađene sa halal standardima, Sarajevo predstavlja svojevrsnu prirodnu halal-friendly destinaciju. Nadalje, jedna trećina ukupnog turističkog prometa u Kantonu Sarajevo dolazi iz zemalja Zaljeva, koje su najveći potrošači u halal turizmu.

Međutim, halal turizam nije samo ekonomska prilika; uspješno mijenja narativ u prihvatanju drugih kultura i religija. Iskorištavanjem punog potencijala halal turizma, Sarajevo može postati atraktivna cjelogodišnja destinacija i dodatno ojačati svoju reputaciju evropskog simbola multikulturalnosti i tolerancije.

Ključne riječi: Hhalal turizam, turistička niša, halal friendly destinacija, diferencijacija, konkurentnost

**BOOK OF ABSTRACTS AND PAPERS FROM THE
2nd EUROPEAN HALAL CONGRESS**

**ACCULTURATION OF THE HALAL CONCEPT AT THE MATIJA GUBEC
INTERNATIONAL SCHOOL IN ZAGREB**

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ABSTRACT

The growing Islamic cultural identity worldwide demands changes and interest across various social fields. With the increasing population of Muslims around the world, there is a rising demand for halal food. It is evident that there is a lack of clear and targeted efforts in educating and acculturating halal culture in European educational systems. At the Matija Gubec International School in Zagreb, meal consumption is a social event that allows students from different religious backgrounds to enjoy meals together without compromising their beliefs. Compliance with halal principles within the food industry is verified through the approval of an accredited certification system, the Halal certificate. For food offered in school kitchens to achieve halal status, it must adhere to strict religious rituals prescribed by Sharia law, ensuring that the production, processing, and handling of food products are in line with Islamic principles. Our school is proud to hold the Halal Certificate, which serves as a guarantee to parents and students of Islamic identity regarding the absence of prohibited components in everyday school meals. Implementing halal food options in schools contributes to creating a stimulating and positive environment for all students regardless of their religious or dietary preferences. The work cites an example of positive experience in acculturating halal food and halal culture into the school environment and the daily lives of students at the Matija Gubec International School.

Keywords: *Halal, islamic culture, halal products and services, education, halal culture*

AKULTURACIJA HALAL KONCEPTA U MEĐUNARODNOJ OSNOVNOJ ŠKOLI MATIJE GUPCA U ZAGREBU

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SAŽETAK

Rastući islamski kulturni identitet u svijetu zahtjeva promjene i interes na različitim društvenim poljima. S porastom broja populacije pripadnika islamske religije i kulture diljem svijeta, povećava se i potražnja za halal namirnicama. Evidentno je da nedostaje jasnih i ciljanih pokušaja obrazovanja i akulturacije halal kulture u europskim obrazovnim sustavima. U Međunarodnoj osnovnoj školi Matije Gupca u Zagrebu konzumacija obroka je društveni događaj koji omogućava učenicima različitih religijskih pozadina da uživaju u obrocima zajedno, bez ugrožavanja svojih uvjerenja. Provjera poštivanja halal načela unutar prehrambene industrije provodi se odobrenjem akreditiranog certifikacijskog sustava, Halal certifikata. Da bi hrana ponuđena u školskim kuhinjama postigla status halala, mora se pridržavati strogih religijskih rituala propisanih šerijatskim zakonom, osiguravajući da su proizvodnja, prerada i rukovanje prehrambenim proizvodima usklađeni s islamskim načelima. Naša je škola ponosni nositelj Halal Certifikata koji je jamstvo roditeljima i učenicima islamskog identiteta o odsutnosti zabranjenih komponenti u prehrambenim namirnicama u svakodnevnim školskim obrocima. Implementacija halal opcija hrane u školama doprinosi stvaranju poticajnog i pozitivnog okruženja za sve učenika bez obzira na njihove religijske ili prehrambene preferencije. Rad navodi primjer pozitivnog iskustva akulturacije halal namirnica i halal kulture u školsko okruženje i svakodnevnicu učenika Međunarodne osnovne škole Matije Gupca.

Ključne riječi: Halal, islamska kultura, halal proizvodi i usluge, edukacija, halal kultura

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

UNLOCKING OPPORTUNITIES: ENGAGING THE UK MUSLIM CONSUMER IN BOSNIA AND HERZEGOVINA TRAVEL EXPERIENCES

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ABSTRACT

As the global travel landscape continues to evolve, destinations around the world are seeking innovative ways to attract and engage with diverse consumer segments. Among these, the UK Muslim consumer market represents a dynamic and influential demographic with a growing interest in authentic and Halal-friendly travel experiences.

It is necessary to explore the untapped potential of Bosnia as a compelling destination for UK Muslim travellers. Drawing on insights into the preferences and needs of the UK Muslim consumer market, we will delve into strategies and approaches to effectively engage this audience and position Bosnia as a preferred travel destination.

Key topics to be covered include:

Understanding the UK Muslim Consumer: We will examine the demographic profile, travel preferences, and motivations of the UK Muslim consumer, providing valuable insights for tailoring marketing efforts and travel experiences to meet their needs.

Showcasing Bosnia's Unique Offerings: Bosnia boasts a rich cultural heritage, stunning natural landscapes, and a welcoming atmosphere, making it an ideal destination for UK Muslim travellers seeking authentic and Halal-friendly experiences. We will highlight key attractions and experiences that resonate with this audience and showcase Bosnia's potential as a must-visit destination.

Crafting Compelling Marketing Strategies: Effective marketing is essential for capturing the attention and interest of the UK Muslim consumer market. We will discuss strategies for crafting compelling marketing campaigns and promotional initiatives that resonate with UK Muslim travellers, leveraging storytelling, digital channels, and influencer partnerships to drive engagement and awareness.

Collaborating for Success: Collaboration and partnership play a crucial role in engaging the UK Muslim consumer market. We will explore opportunities for collaboration between Bosnian tourism stakeholders, UK-based travel industry players, and influencers to amplify reach, credibility, and trust among UK Muslim travellers.

Additionally, we will discuss the importance of showcasing Bosnia at events in the UK to increase visibility and foster connections with the UK Muslim community.

Keywords: *Travel, Muslim consumer market, travel experience, halal-friendly tourism.*

OTKLJUČAVANJE MOGUĆNOSTI: UKLJUČIVANJE POTROŠAČA MUSLIMANA IZ VELIKE BRITANIJE U ISKUSTVA S PUTOVANJA BOSNOM I HERCEGOVINOM

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ABSTRACT

Kako se globalna turistička slika nastavlja razvijati, destinacije širom svijeta traže inovativne načine da privuku i angažuju različite strukture potrošača. Među njima, tržište potrošača muslimana u Velikoj Britaniji predstavlja dinamičnu i utjecajnu demografsku grupu sa rastućim interesovanjem za autentična i halal-prijateljska putna iskustva.

Potrebno je istražiti i predstaviti neiskorišteni potencijal Bosne i Hercegovine kao privlačne destinacije za muslimane iz Velike Britanije. Oslanjajući se na uvid u preferencije i potrebe muslimanskog tržišta (ja bih prevelar ovo kao halal tržišta jer to i jeste) u Velikoj Britaniji, razmotrit ćemo strategije i pristupe za efikasno angažovanje ove publike i pozicioniranje Bosne i Hercegovine kao poželjne turističke destinacije.

Ključne teme koje je potrebno obraditi uključuju:

Razumijevanje potrošača-muslimana u Velikoj Britaniji: Ispitat ćemo demografski profil, putne preferencije, i motivacije muslimanskog potrošača u Velikoj Britaniji, pružajući dragocjene uvide za prilagođavanje marketinških napora i turističkih iskustava kako bi se zadovoljile njihove potrebe.

Prikazivanje jedinstvenih ponuda Bosne i Hercegovine: Bosna i Hercegovina se može pohvaliti bogatim kulturnim naslijeđem, zadivljujućim prirodnim pejzažima i gostoljubivom atmosferom, što je čini idealnom destinacijom za britanske putnike-muslimane koji traže autentična i halal-prijateljska iskustva. Istaknut ćemo ključne atrakcije i iskustva koja ostavljaju dojam kod ove publike i pokazati potencijal Bosne i Hercegovine kao nezaobilazne destinacije.

Kreiranje privlačnih marketinških strategija: Efikasan marketing je ključan za privlačenje pažnje i interesa muslimanskog potrošačkog tržišta u Velikoj Britaniji. Razgovarat ćemo o strategijama za kreiranje privlačnih marketinških kampanja i promotivnih inicijativa koje ostavljaju utisak kod muslimanskih putnika iz Velike Britanije, koristeći pripovijedanje, digitalne kanale i partnerstva s influencerima za povećanje angažmana i svijesti.

Saradnja za uspjeh: Saradnja i partnerstvo igraju ključnu ulogu u angažovanju muslimanskog potrošačkog tržišta u Velikoj Britaniji. Istražit ćemo mogućnosti za saradnju između bosanskih turističkih sudionika, britanskih putničkih industrijskih aktera i influensera kako bismo povećali doseg, kredibilitet i povjerenje među muslimanskim putnicima iz Velike Britanije.

Dodatno, razgovarat ćemo o važnosti prikazivanja Bosne i Hercegovine na događajima u Velikoj Britaniji kako bi se povećala vidljivost i unaprijedila veze sa britanskom muslimanskom zajednicom.

Ključne riječi: Putovanje, muslimansko potrošačko tržište, turističko iskustvo, halal-prijateljski turizam.

CHAPTER 6 || POGLAVLJE 6

HALAL, ISLAMIC ECONOMY AND BANKING



HALAL, ISLAMSKA EKONOMIJA I BANKARSTVO

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

NEW GEOPOLITICAL RELATIONS AND CONSUMPTION OF HALAL PRODUCTS

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ABSTRACT

In a broader scope, we have so far identified several factors that are driving growing consumption and supply in a relatively unsaturated halal market: a significant and growing Muslim population, increasing purchasing power among Muslims, and a global halal food brand (linked to digitalization) that has integrated the halal market into non-Muslim nations and thereby enormously expanded the number of consumers and companies offering halal products and services. In this way, the halal market has established itself as a global phenomenon and a great market potential for the whole world. The new geopolitical relations triggered by the conflict between Israel and Hamas, which threaten to shift the tectonic plates of geopolitics, generate several new market situations, which will probably continue even after this conflict. Although it is ungrateful to predict the content of what is now being labeled as "the beginning of a new historical phase for the entire Middle East", two key market situations that are not only of a local character are already noticeable. First, in the Arab circle, the consumer boycott of Israeli goods and brands of products from countries that are perceived to support Israel. This boycott is gaining momentum in the local markets of many countries and not only in the Middle East. And secondly, what is less noticeable now, but which can be seen very soon is the boycott of halal products from companies that support Israel and the opening of some new halal markets. By accepting these and other factors, the understanding of the halal market in new geopolitical relations is expanded.

Keywords: *Halal market, conflict between Israel and Hamas, Middle East, boycott of goods.*

NOVI GEOPOLITIČKI ODNOSI I POTROŠNJA HALAL PROIZVODA

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ABSTRACT

U širem smislu, do sada smo identifikovali nekoliko faktora koji pokreću rastuću potrošnju i ponudu na relativno nezasićenom halal tržištu: značajna i rastuća muslimanska populacija, sve veća kupovna moć među muslimanima i globalni brend halal hrane (povezan s digitalizacijom) koja je integrisala halal tržište u nemuslimanske nacije i time enormno proširio broj potrošača i kompanija koje nude halal proizvode i usluge. Na ovaj način se halal tržište etablirao kao globalni fenomen i veliki tržišni potencijal za cijeli svijet. Novi geopolitički odnosi izazvani sukobom Izraela i Hamasa, koji prijete pomjeranjem tektonskih ploča geopolitike, stvaraju nekoliko novih tržišnih situacija, koje će se vjerojatno nastaviti i nakon ovog sukoba. Iako je nezahvalno predviđati sadržaj onoga što se sada etiketira kao "početak nove historijske faze za cijeli Bliski istok", već su uočljive dvije ključne tržišne situacije koje nisu samo lokalnog karaktera. Prvo, u arapskom krugu, potrošački bojkot izraelske robe i brendova proizvoda iz zemalja za koje se smatra da podržavaju Izrael. Ovaj bojkot uzima maha na lokalnim tržištima mnogih zemalja, a ne samo na Bliskom istoku. I drugo, ono što je sada manje primjetno, ali se vrlo brzo može vidjeti je bojkot halal proizvoda kompanija koje podržavaju Izrael i otvaranje nekih novih halal tržišta. Prihvatanjem ovih i drugih faktora proširuje se razumijevanje halal tržišta u novim geopolitičkim odnosima.

Keywords: *Halal tržište, sukob između Izraela i Hamasa, Bliski istok, bojkot robe*

**BOOK OF ABSTRACTS AND PAPERS FROM THE
2nd EUROPEAN HALAL CONGRESS**

**SECURITY, SOVEREIGNTY, OR SUSTAINABILITY OF FOOD IN ISLAM? A
CALL FOR THE HALAL TAYYIB INDUSTRY**

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ABSTRACT

The concept of food security has been the concern of policy makers due to its strong links to national security. Hunger, as a direct outcome of food insecurity, has been always associated in the Qur'an with fear. Ignoring such a strategic matter can lead to unrest and violence serving to compromise civil peace. This has attracted a considerable amount of attention from policy makers and scholars to analyse various components of the food security mechanism. Modern urban planning and internal migration from the countryside to cities has magnified the importance of food security policy making as increasing numbers of people became dependent, and hence vulnerable, on complex food supply chains. These supply chains are prone to shock and volatility within global food markets. This study examines mainstream economic approaches to food security to determine its conceptual framework for a sustainable socio-ecological food security system, that is efficient, eco-friendly, and equitable. The study proposes that to achieve the higher levels of the food paradigm the outlook for the industry is to pursue a two-dimensional logic of Halal (lawful) and Tayyib (purposeful). The role of Muslim industries and governments is to align the food security, sovereignty and sustainability for benchmarking daily nutritional food requirements in the markets.

Keywords: *Security, sustainability of food in islam, Halal, Tayyib*

SIGURNOST, SUVERENITET ILI ODRŽIVOST HRANE U ISLAMU? POZIV ZA HALAL TAJIB INDUSTRIJU

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SAŽETAK

Koncept sigurnosti hrane je bio interes kreatora politika zbog svoje jake veze sa nacionalnom sigurnošću. Glad, kao direktan rezultat nesigurnosti hrane, u Kur'anu se uvijek povezivala sa strahom. Ignoriranje takvog strateškog pitanja može dovesti do nemira i nasilja koji će ugroziti građanski mir. Ovo je privuklo značajnu pažnju kreatora politika i naučnika da analiziraju različite komponente mehanizma sigurnosti hrane. Moderno urbano planiranje i interna migracija sa sela u gradove povećali su važnost kreiranja politike sigurnosti hrane jer je sve veći broj ljudi postao zavisian, a time i ranjiv, u složenim lancima opskrbe hranom. Ovi lanci opskrbe su skloni šokovima i volatilnosti na globalnim tržištima hrane. Ova studija ispituje glavne ekonomske pristupe sigurnosti hrane kako bi se odredio konceptualni okvir za održivi socio-ekološki sistem sigurnosti hrane, koji je efikasan, ekološki prihvatljiv i pravičan. Studija predlaže da je za postizanje viših nivoa prehrambene paradigme perspektiva industrije slijediti dvodimenzionalnu logiku halal (zakonito) i tajib (svrsishodno). Uloga muslimanskih industrija i vlada je da usklade sigurnost hrane, suverenitet i održivost za benčmarking dnevnih nutritivnih potreba za hranom na tržištima.

Ključne riječi: *Sigurnost, održivost hrane u islamu, Halal, Tayyib*

**BOOK OF ABSTRACTS AND PAPERS FROM THE
2nd EUROPEAN HALAL CONGRESS**

CHALLENGES OF FINANCING IN ACCORDANCE WITH ISLAMIC PRINCIPLES

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ABSTRACT

In Bosnia and Herzegovina, and the surrounding region, there is a need for financing business ventures and projects in accordance with Islamic principles. However, due to legal regulations and the bylaws of relevant banking agencies, it is currently impossible to fully implement profit-sharing contracts in Bosnia and Herzegovina. Banks are also not permitted to use trade-based models, and there are limitations in the mobilization of funds as well. Legal solutions mandate that clients must be informed in advance of the amount they will be charged or paid in a contractual relationship with the bank, as well as a clear disclosure of the interest rate on financing or the return on deposits that the client will receive. Additionally, even in cases where a bank can apply a certain type of contract, it is sometimes challenging to meet other conditions. These regulatory difficulties, along with occasionally inadequate approaches by bank employees or the clients themselves, present both limitations and risks for all participants in business ventures or projects.

Keywords: *Halal banking, financing, Islamic principles*

IZAZOVI FINANSIRANJA U SKLADU S ISLAMSKIM PRINCIPIMA

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SAŽETAK

U Bosni i Hercegovini, ali i regionu u okruženju, postoji potreba za finansiranjem poslovnih poduhvata i projekata u skladu sa islamskim principima. Međutim, zbog zakonske regulative i podzakonskih akata nadležnih agencija za bankarstvo, trenutno je nemoguće u potpunosti implementirati ugovore o podjelu dobiti u Bosni i Hercegovini. Bankama također nije dozvoljeno da koriste modele zasnovane na trgovini, a postoje i ograničenja u mobilizaciji sredstava. Zakonska rješenja nalažu da klijenti moraju biti unaprijed obaviješteni o iznosu koji će im biti naplaćen ili uplaćen u ugovornom odnosu sa bankom, kao i jasno objavljivanje kamatne stope na finansiranje ili prinosa na depozite koje će klijent dobiti. Osim toga, čak i u slučajevima kada banka može primijeniti određenu vrstu ugovora, ponekad je teško ispuniti druge uslove. Ove regulatorne poteškoće, uz povremeno neadekvatne pristupe zaposlenih u banci ili samih klijenata, predstavljaju i ograničenja i rizike za sve učesnike u poslovnim poduhvatima ili projektima.

Ključne riječi: Halal bankarstvo, finansiranje, islamski principi

CHAPTER 7 | POGLAVLJE 7

HALAL IN THE CONTEXT OF A SUSTAINABLE TECHNOLOGIES AND LIFESTYLE

**HALAL U KONTEKSTU ODRŽIVIH TEHNOLOGIJA I NAČINA
ŽIVOTA**

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

CHALLENGES TO SUSTAINABLE HALAL FOOD SECURITY AND MANAGING STRATEGIES

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ABSTRACT

Food security holds a prominent position on the global agenda, while the Halal food security is equally important as the growing Muslim population worldwide has led to an increasing demand for halal food. Additionally, Halal food is increasingly being recognized as an inclusive, healthier, and safer option among non-Muslims, particularly after the outbreak of mad cow disease in 1990, Foot and mouth disease in 2000 and COVID 19 pandemic. Access to Halal food has also seen an upward trend over time. Nevertheless, challenges to Halal food security persist, including issues such as malnutrition, on-farm food losses, food waste, ensuring Halalness and food safety, and food fraud. This study aims to explore these challenges and propose mitigation strategies based on pillars of food security to ensure sustainable Halal food security. The methodology involved a comprehensive review of existing literature using document searching techniques. The study highlights the necessity for internationally accredited third-party laboratories, accredited inspection and certification bodies, as well as training centers to effectively manage and enhance sustainable Halal food security.

Keywords: *Halal, Halal Food, Food Security, Sustainable, Strategies.*

IZAZOVI ZA ODRŽIVU SIGURNOST HALAL HRANE I STRATEGIJE UPRAVLJANJA

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SAŽETAK

Sigurnost hrane zauzima istaknuto mjesto na globalnoj agendi, dok je sigurnost halal hrane jednako važna jer rastuća populacija stanovništva Islamske vjeroispovijesti diljem svijeta dovodi do povećanja potražnje za halal hranom. Osim toga, halal hrana se sve više prepoznaje kao inkluzivna, zdravija i sigurnija opcija među ne-muslimanima, posebno nakon izbijanja bolesti kravljeg ludila 1990. godine, bolesti krava slinavke i šapa 2000. godine i pandemije COVID-19. Pristup halal hrani također bilježi uzlazni trend tokom vremena. Uprkos tome, i dalje postoje izazovi za sigurnost halal hrane, uključujući probleme kao što su pothranjenost, gubici hrane na farmama, bacanje hrane, osiguranje Halal statusa i sigurnosti hrane te prijevare s hranom. Ova studija ima za cilj istražiti te izazove i predložiti strategije ublažavanja temeljene na stupovima sigurnosti hrane kako bi se osigurala održiva sigurnost halal hrane. Metodologija je uključivala opsežan pregled postojeće literature korištenjem tehnika pretraživanja dokumenata. Studija naglašava potrebu za međunarodno akreditiranim laboratorijima trećih strana, akreditiranim inspeksijskim i certifikacijskim tijelima, kao i centrima za obuku za učinkovito upravljanje i poboljšanje održive sigurnosti Halal hrane.

Ključne riječi: Halal, Halal hrana, Sigurnost hrane, Održivost, Strategije

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

TAJIB AND ANIMAL WELFARE IN ISLAM: MODERN LIVESTOCK FARMING PRACTICES AND WELFARE ASSURANCE CONSIDERATIONS FOR THE HALAL INDUSTRY

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ABSTRACT

In modern times Tayyib in relation to the Halal industry is discussed as a food standard from slaughter onwards. Animal welfare is greatly overlooked when considering animal rearing and cosmetic products (namely animal testing requirements) for the Islamic community. However, as the research and development into halal slaughter standards and supply chain traceability takes place, the actual processes behind the formulation of the criteria specified in a Tayyib standard with reference to modern farming practices and cosmetics production remain underexplored. In recent times Islamic education has improved, and combined with advanced channels of information distribution means there is greater awareness regarding Tayyib and the link between Islam, Animal rearing, welfare and our food and cosmetic products. Amongst the Muslim community there is a lack of awareness regarding livestock production and animal testing in Islam. There is an urgent need to include animal welfare in Halal certification and livestock production standards with a focus on sustainability and food security. Muslim communities and Halal producers display a need to be educated about animal rights in Islam, effects of intensive agriculture and sustainability with encouragement to produce to a standard to prevent animal suffering, climate, and health decline in line with the teachings of Islam. The majority of Halal certification is carried out by private companies with different sets of standards which consist of the four sets of standards abided by what is termed as Islamic states.

The topic of this presentation contemplates an understudied and essential topic of animal welfare and husbandry during livestock rearing for the Halal sector. Despite a growing body of literature concerning Halal slaughter and processing, scholars largely neglect the specifics of farming practices, teachings of animal welfare in Islam and farming practices which may cross the boundaries of Shar'ia law. This presentation considers consumer knowledge and desire to have on farm welfare assurance when purchasing Halal products. This presentation will explore current Halal monitoring standards have the capability to modernise and include animal welfare standards to give the Halal industry a flawless reputation. This presentation examines legislative consultations, petitions, and government guidance in conjunction with Islamic literature concerning animal treatment to construct a narrative which could be built upon to future progress the Halal industry. Current studies presented consumers being in favour of animal welfare standards for the Halal industry. However, the studies and literature are limited, the presentation is of potential benefit to the European Halal congress as this is potentially a Global Halal development and could be greater explored from different cultural and professional perspectives. This presentation may be of interest to Halal industry stakeholders and policy makers wishing to modernise to include animal rearing and future food technologies to enable a clear and concise Halal industry.

Keywords: *Tayyib, Modern livestock, farming practices, Halal industry*

TAJIB I DOBROBIT ŽIVOTINJA U ISLAMU: MODERNE STOČARSKE PRAKSE I RAZMATRANJA OSIGURANJA DOBROBITI ZA HALAL INDUSTRIJU

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SAŽETAK

U moderno doba Tayyib u odnosu na halal industriju se razmatra kao prehrambeni standard, od klanja pa nadalje. Dobrobit životinja se uveliko zanemaruje kada se razmatra uzgoj životinja i kozmetički proizvodi (odnosno zahtjevi testiranja na životinjama) za islamsku zajednicu. Međutim, kako se odvija istraživanje i razvoj standarda halal klanja i sljedivosti u lancu snabdijevanja, stvarni procesi koji stoje iza formulacije kriterija navedenih u Tayyib standardu u odnosu na moderne poljoprivredne prakse i proizvodnju kozmetike ostaju nedovoljno istraženi. U zadnje vrijeme Islamsko obrazovanje se poboljšalo, i u kombinaciji s naprednim kanalima distribucije informacija znači da postoji veća svijest o Tayyibu i vezi između islama, uzgoja životinja, dobrobiti i naše hrane i kozmetičkih proizvoda.

Među muslimanskom zajednicom postoji manjak svijesti o stočarskoj proizvodnji i testiranju na životinjama u islamu. Postoji hitna potreba da se dobrobit životinja uključi u halal certifikaciju i standarde stočarske proizvodnje sa fokusom na održivost i sigurnost hrane. Muslimanske zajednice i halal proizvođači pokazuju potrebu za edukacijom o pravima životinja u islamu, učincima intenzivne poljoprivrede i održivosti uz ohrabrivanje da proizvode prema standardima kako bi spriječili patnju životinja, klimu i pogoršanje zdravlja u skladu s učenjem islama. Većinom certificiranje halal standarda provode privatne kompanije koje se vode različitim skupovima standarda koji se sastoje od četiri seta standarda kojima se pridržavaju zemlje koje se nazivaju Islamskim zemljama.

Tema ove prezentacije razmatra nedovoljno proučavanu i suštinsku temu dobrobiti životinja i uzgoja tokom stočarstva za halal sektor. Uprkos sve većem broju literature o halal klanju i preradi, naučnici uglavnom zanemaruju specifičnosti poljoprivrednih praksi, učenja o dobrobiti životinja u islamu i poljoprivrednih praksi koje mogu prijeći granice šerijatskog prava. Ova prezentacija razmatra znanje potrošača i želju da se na farmi osigura dobrobit prilikom kupovine halal proizvoda. Ova prezentacija će istražiti trenutne halal standarde praćenja koji imaju sposobnost modernizacije i uključivanja standarda dobrobiti životinja kako bi halal industriji dali besprijekornu reputaciju. Ova prezentacija ispituje zakonodavne konsultacije, peticije i vladine smjernice u vezi sa islamskom literaturom u vezi sa tretmanom životinja kako bi se konstruirao narativ koji bi se mogao izgraditi za budući napredak halal industrije. Trenutne studije su pokazale da potrošači podržavaju standarde dobrobiti životinja za halal industriju. Međutim, studije i literatura su ograničeni, prezentacija je od potencijalne koristi za Evropski halal kongres jer je ovo potencijalno globalni halal razvoj i mogao bi se bolje istražiti iz različitih kulturnih i profesionalnih perspektiva. Ova prezentacija može biti od interesa za dionike halal industrije i kreatore politike koji se žele modernizirati kako bi uključili uzgoj životinja i buduće prehrambene tehnologije kako bi se omogućila jasna i koncizna halal industrija.

***Ključne riječi:** Tayyib, moderno stočarstvo, farmske prakse, halal industrija*

CHAPTER 8 | POGLAVLJE 8

HYGIENE AND SANITATION IN ACCORDANCE WITH HALAL

HIGIJENA I SANITARNI USLOVI U SKLADU S HALALOM

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

HALAL HYGIENE AND SANITATION

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ABSTRACT

Today, due to advances in non-thermal plasma (NTP) or atmospheric cold plasma (ACP), the halal industry can experience significant improvement in its standard operating procedures for air, surface and water disinfection and decontamination.

Providing a continuous, pervasive, stable and consistent level of biosecurity further ensures the prevention and reduction of harmful volatile organic compounds and microbes throughout the food supply chain. Proven against the most common food safety issues, from slaughter to processing, packaging and transportation, halal food products can now experience the best possible disinfection and hygiene. These activities will contribute directly to the achievement of the strategic objective of food biosecurity, which aims to enable inclusive and efficient agri-food systems and is consistent with the Halal Regulation in specific aspects. This occurs through an organizational output: international standards, agreements and voluntary policies formulated to improve countries' access to and functioning of international markets. Through the issue, new and revised international standards and new technical procedures for food safety, quality and phytosanitary health are formulated and agreed by countries, serving as a reference for international harmonization.

The use of NTP or ACP improves all processes through its ability to quickly neutralize microbes, affect the actual product in the process, improve indoor air quality, provide plasma activated water and neutralize microbes that can affect the quality of the product. The latest area of research from the United States Department of Agriculture (USDA) is the use of NTP or ACP to improve the shelf life of produce. Due to the organic nature of the disinfectant produced in the plasma chamber, it was determined that the product does not undergo any physical or nutritional changes that can occur with irradiation. During this session, you will learn about the extensive benefits and ongoing developments and improvements that USDA says are possible for using non-thermal plasma or cold atmospheric plasma to integrate this technology into halal food products.

Keywords: *Hygiene, Halal, Non-thermal plasma, Atmospheric cold plasma.*

HALAL HIGIJENA I SANITACIJA

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SAŽETAK

Danas, zahvaljujući napretku u netermalnoj plazmi (NTP) ili atmosferskoj hladnoj plazmi (ACP), halal industrija može doživjeti značajno poboljšanje u svojim standardnim operativnim procedurama za dezinfekciju i dekontaminaciju zraka, površine i vode.

Pružanje kontinuiranog, prodornog, stabilnog i dosljednog nivoa biosigurnosti dodatno osigurava prevenciju i smanjenje štetnih hlapljivih organskih spojeva i mikroba u cijelom lancu opskrbe hranom. Dokazano protiv najčešćih pitanja sigurnosti hrane, od klanja do obrade, pakiranja i transporta, halal prehrambeni proizvodi sada mogu doživjeti najbolju moguću dezinfekciju i higijenu. Ove aktivnosti će direktno doprinijeti postizanju strateškog cilja biosigurnosti hrane, koji ima za cilj da omogući inkluzivne i efikasne poljoprivredno-prehrambene sisteme i u određenim aspektima je u skladu sa Halal uredbom. Ovo se dešava kroz organizacioni rezultat: međunarodni standardi, sporazumi i dobrovoljne politike formulisane da poboljšaju pristup zemalja i funkcionisanje međunarodnim tržištima. Kroz izdanje, nove i revidirane međunarodne standarde i nove tehničke procedure za sigurnost hrane, kvalitet i fitosanitarno zdravlje su formulisane i dogovorene od strane zemalja, služeći kao referenca za međunarodnu harmonizaciju.

Upotreba NTP ili ACP poboljšava sve procese kroz njegovu sposobnost da brzo neutrališe mikrobe, utiče na stvarni proizvod u procesu, poboljšava kvalitet vazduha u zatvorenom prostoru, obezbeđuje vodu aktiviranu plazmom i neutrališe mikrobe koji mogu uticati na kvalitet proizvoda. Najnovije područje istraživanja Ministarstva poljoprivrede Sjedinjenih Država (USDA) je korištenje NTP ili ACP za poboljšanje roka trajanja proizvoda. Zbog organske prirode dezinficijensa proizvedenog u plazma komori, utvrđeno je da proizvod ne trpi nikakve fizičke ili nutritivne promjene koje mogu nastati zračenjem. Tokom ove sesije naučit ćete o opsežnim prednostima i tekućim razvojima i poboljšanjima za koja USDA kaže da su moguća za korištenje netermalne plazme ili hladne atmosferske plazme za integraciju ove tehnologije u halal prehrambene proizvode.

Ključne riječi: Higijena, Halal, Netermalna plazma, atmosferska hladna plazma.

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

RISK PREVENTION AND PRODUCTION OF SAFE (HALAL) FOOD THROUGH SUSTAINABLE DEVELOPMENT AS PART OF BUSINESS STRATEGY

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ABSTRACT

The food industry encompasses the activities of procurement, production, distribution, and sale of food, exerting a significant impact on the world's population. As a vital sector meeting fundamental human needs, it also carries substantial implications for the environment and society.

AS Holding Group, the largest food chain in Bosnia and Herzegovina, has embraced a business strategy that acknowledges the necessity of adapting its operations to the challenges posed by climate change and aligning with the global objectives of sustainable development by 2030. It spearheads the concept of sustainability through conscientious, steady, and balanced development, aiming to meet the present generation's needs while leaving a positive legacy for future generations.

The primary drivers of ESG (Environmental, Social, and Governance) performance in the food industry are manifested in consumer preferences, investor expectations, regulatory frameworks, implemented standards, innovations, and engagement with all stakeholders.

The objective of this research is to explore how standardizing social, environmental, food safety, and sustainability standards, along with their integration and transition, can influence the realization of company objectives while upholding ESG principles.

This paper will elucidate the implementation and integration of the new iteration of Halal BAS 1049:2023 with sustainability standards such as RSPO (Roundtable on Sustainable Palm Oil) and RA (Rainforest Alliance) within the confectionery industry's supply chain, highlighting the benefits for all involved stakeholders. Enterprises transitioning towards renewable energy sources, curbing CO₂ emissions, instituting recycling and waste management practices, reducing organic waste, embracing advanced technologies for minimal processing, and adhering to the trends and requirements of global food safety initiatives (GFSI) enhance and fortify their ESG performance.

To showcase the application of ESG principles within AS Holding's subsidiaries, a questionnaire was administered, yielding results that underscore the correlation between adherence to ESG principles, commitment to tools, and adherence to standard requirements with business viability, competitiveness, market independence, transparency, and a sustainable future.

Keywords: *Food industry, integrated standards, halal BAS 1049:2023, ESG, product safety, sustainability.*

PREVENCIJA RIZIKA I PROIZVODNJA SIGURNE (HALAL) HRANE KROZ ODRŽIVI RAZVOJ KAO DIO POSLOVNE STRATEGIJE

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SAŽETAK

Prehrambena industrija obuhvata delatnost nabavke, proizvodnje, distribucije i prodaje hrane, koja ima značajan uticaj na svjetsko stanovništvo. Kao vitalni sektor koji zadovoljava osnovne ljudske potrebe, on takođe nosi značajne implikacije na životnu sredinu i društvo. AS Holding grupa, najveći prehrambeni lanac u Bosni i Hercegovini, prihvatila je poslovnu strategiju koja prepoznaje neophodnost prilagođavanja svog poslovanja izazovima koje postavljaju klimatske promjene i usklađivanja sa globalnim ciljevima održivog razvoja do 2030. godine. Ona predvodi koncept održivosti kroz savjestan, stabilan i uravnotežen razvoj, s ciljem zadovoljavanja potreba sadašnje generacije, ostavljajući pozitivno nasljeđe budućim generacijama. Primarni pokretači performansi ESG (Okoliš, društvo i vlada) u prehrambenoj industriji manifestuju se u preferencijama potrošača, očekivanjima investitora, regulatornim okvirima, implementiranim standardima, inovacijama i angažmanu sa svim zainteresovanim stranama.

Cilj ovog istraživanja je utvrditi kako standardizacija društvenih, ekoloških, standarda sigurnosti hrane i održivosti, zajedno sa njihovom integracijom i tranzicijom, može uticati na realizaciju ciljeva kompanije uz pridržavanje ESG principa. Ovaj rad će razjasniti implementaciju i integraciju nove iteracije Halal BAS 1049:2023 sa standardima održivosti kao što su RSPO (Okrugli sto o održivom palminom ulju) i RA (Rainforest Alliance) unutar lanca opskrbe konditorske industrije, naglašavajući prednosti za sve uključene. zainteresovane strane. Preduzeća koja prelaze na obnovljive izvore energije, smanjuju emisiju CO₂, uvode prakse recikliranja i upravljanja otpadom, smanjuju organski otpad, prihvaćaju napredne tehnologije za minimalnu preradu i pridržavaju se trendova i zahtjeva globalnih inicijativa za sigurnost hrane (GFSI) poboljšavaju i jačaju svoje ESG performanse.

Kako bi se prikazala primjena ESG principa u podružnicama AS Holdinga, administriran je upitnik koji je dao rezultate koji naglašavaju korelaciju između pridržavanja ESG principa, posvećenosti alatima i pridržavanja standardnih zahtjeva s poslovnom održivošću, konkurentnošću, tržišnom neovisnošću, transparentnošću i održiva budućnost.

Ključne riječi: Prehrambena industrija, integrirani standardi, Halal BAS 1049:2023, ESG, sigurnost proizvoda, održivost.

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

IDENTIFICATION AND DIFFERENCE BETWEEN NON CONFORMED AND HARAM PRODUCTS IN THE HALAL FOOD INDUSTRY

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ABSTRACT

Today's food industry follows development and improves in every segment in terms of new technological achievements, innovations, as well as new ways of processing and producing food products.

Given that there have been significant incidents with food in the world in the past few decades, special attention is first of all paid to a safe and health-safe product. With the progress of the industry, new possibilities and opportunities have opened up for the development of new or improvement of existing products, but also a certain space for manipulations and frauds with food. Due to a better position on the market and competitiveness, food manufacturers are reaching for cheaper and easier solutions, and thus consciously or unconsciously questioning the compliance of the product with the prescribed declaration. Questions and challenges are often raised in the field for certain industries on how to differentiate between haram products and non conformed products. In certain segments, the matter is very clear and the difference between haram and halal products is known, however there are specific cases where it is very difficult and still insufficiently clarified whether a non-compliant product is automatically haram.

An example of the dairy industry, where milk processing is carried out in a closed system under strictly controlled conditions, where there is a possibility of mixing process steam with milk in the event of a failure in certain parts of the system without being noticed during production. Such a product does not conformed with the prescribed declaration and is considered a non conformed product due to the increased water content in it, but at the same time that product is not haram because it is healthy and safe for consumption. The manufacturer's intention was not to deceive the customer, but the mistake happened. Also, producers of honey and honey products have big problems due to the increasing occurrence of adulteration and falsification of honey. Although all the ingredients used are halal, such a product is unquestionably non conformed.

Taking all the facts into account, it is important to make clear distinctions and guidelines, primarily for the correct identification and differentiation of types of products that are marked as a non conformed product, but can be used if it is a healthy and safe product for consumption.

Keywords: *Identification, haram products, non conformed product*

IDENTIFIKACIJA I RAZLIKA IZMEĐU NEUSKLAĐENOSTI I HARAM PROIZVODA U HALAL PREHRAMBENOJ INDUSTRIJI

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SAŽETAK

Današnja prehrambena industrija prati razvoj i unapređuje se u svakom segmentu u smislu novih tehnoloških dostignuća, inovacija, kao i novih načina prerade i proizvodnje prehrambenih proizvoda.

S obzirom na to da je u posljednjih nekoliko decenija u svijetu bilo značajnih incidenata s hranom, posebna pažnja se poklanja prije svega sigurnom i zdravstveno bezbjednom proizvodu. Napretkom industrije otvorile su se nove mogućnosti i mogućnosti za razvoj novih ili unapređenje postojećih proizvoda, ali i određeni prostor za manipulacije i prevare s hranom. Zbog bolje pozicije na tržištu i konkurentnosti, proizvođači hrane posežu za jeftinijim i lakšim rješenjima, te tako svjesno ili nesvjesno dovode u pitanje usklađenost proizvoda sa propisanom deklaracijom.

Pitanja i izazovi se često postavljaju na terenu za određene industrije o tome kako napraviti razliku između haram proizvoda i neusaglašenih proizvoda. U pojedinim segmentima stvar je vrlo jasna i poznata je razlika između haram i halal proizvoda, međutim postoje specifični slučajevi u kojima je vrlo teško i još uvijek nedovoljno razjašnjeno da li je neusaglašeni proizvod automatski haram.

Primjer mliječne industrije, gdje se prerada mlijeka vrši u zatvorenom sistemu pod strogo kontrolisanim uslovima, gdje postoji mogućnost miješanja procesne pare sa mlijekom u slučaju kvara na pojedinim dijelovima sistema a da se to ne primjeti u toku proizvodnje. Takav proizvod nije usklađen sa propisanom deklaracijom i smatra se neusaglašenim proizvodom zbog povećanog sadržaja vode u njemu, ali u isto vrijeme taj proizvod nije haram jer je zdrav i siguran za konzumaciju. Namjera proizvođača nije bila da prevari kupca, ali greška se dogodila. Također, veliki problemi imaju i proizvođači meda i proizvoda od meda zbog sve veće pojave patvorenja i falsificiranja. Iako su svi korišteni sastojci halal, takav proizvod je nesumnjivo neusaglašen.

Uzimajući u obzir sve činjenice, važno je napraviti jasne razlike i smjernice, prvenstveno za ispravnu identifikaciju i diferencijaciju vrsta proizvoda koji su označeni kao neusklađeni, ali se mogu koristiti ako je zdrav i siguran proizvod za potrošnju.

Ključne riječi: Identifikacija, haram proizvodi, neusklađeni proizvodi

BOOK OF ABSTRACTS AND PAPERS FROM THE 2nd EUROPEAN HALAL CONGRESS

PRESERVING THE INTEGRITY OF HALAL PRODUCTS DURING THE RESEARCH AND DEVELOPMENT OF NEW PRODUCTS IN THE BAKERY AND PASTRY INDUSTRY

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ABSTRACT

There is a need for numerous different raw materials during the daily activities of the research and development (R&D) of new products in the bakery and pastry industry. Today, a wide range of different raw materials can be found on the market, which in most cases contain various additives as ingredients. Food additives can be directly dosed into products as ingredients, but they can also be part of complex ingredients.

The list of halal, haram, and mesbuh additives are defined by halal. Sometimes it is possible to determine whether a raw material is halal, haram or meshbuh by simply analyzing the ingredients. However, in most cases it is not so simple, and in addition to proof of the halal status of the raw material obtained from the supplier, it is necessary to take care of the exact composition of the raw material that is intended to be used.

With obtaining halal status from the supplier for each raw material, the need for further verification of the raw material ongoing. Often, even suppliers of raw materials, especially in EU countries but also in Bosnia and Herzegovina, are not sufficiently familiar with the halal standard itself and its requirements. In addition to the fact that the raw materials must not come from animals that were not raised and slaughtered according to halal regulations, the halal standard also prohibits the use of raw materials that contain ethanol, parts of insects, and animals that are considered haram.

The biggest problem regarding halal status in production is represented by colors and flavorings. Liquid and powder forms of color could contain ethanol, so it is important to approve their Halal status. One of the most critical colors is red color E 124. This color is also named Cochineal red. Cochineal is a small insect that produces carminic acid. This acid, in dry form (17–24% of the dried insect body), is mixed with aluminum and calcium salts and makes carmine dye.

Furthermore, many food ingredients include carriers that, according to the law, do not need to be mentioned; yet, the halal status of those substances must be approved.

In addition, there are a lot of flavorings that contain ethanol as a carrier. Special care must be taken with flavorings, since according to law and regulation in Bosnia and Herzegovina and the EU, they are

declared "flavorings." It is not necessary to state which flavoring it is. Law regulation in some countries requires only the origin (natural or artificial), but not its legal name.

Although halal is very clear about the halal, haram, and mesbuh status of additives in cases of additive origin, certain additives that have been proven in the EU to be harmful to human health or carcinogenic and prohibited, such as color E171, or colors that proved that they can have a direct impact on hyperactivity and attention deficit disorder in children, such as E122, E124, and others, which are still not prohibited by the halal standard. It is necessary to work intensively on constantly updating the list of halal, haram, and mesbuh additives in accordance with the latest scientific knowledge, especially for those that pose a danger to the health of consumers and particularly sensitive categories such as children.

Keywords: *Halal, Food additives, Research and development of new products*

OČUVANJE INTEGRITETA HALAL PROIZVODA TOKOM ISTRAŽIVANJA I RAZVOJA NOVIH PROIZVODA U PEKARSKOJ I SLASTIČARSKOJ INDUSTRIJI

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SAŽETAK

Tokom svakodnevnih aktivnosti istraživanja i razvoja (R&D) novih proizvoda u pekarskoj i slastičarskoj industriji postoji potreba za brojnim različitim sirovinama. Danas se na tržištu može pronaći širok izbor različitih sirovina koje u većini slučajeva kao sastojke sadrže razne aditive. Prehrambeni aditivi mogu se izravno dozirati u proizvode kao sastojci, ali mogu biti i dio složenih sastojaka.

Spisak halal, haram i mešbuh dodataka definiran je halalom. Ponekad je jednostavnom analizom sastojaka moguće utvrditi da li je neka sirovina halal, haram ili mešbuh. No, u većini slučajeva to nije tako jednostavno, te osim dokaza o halal statusu sirovine dobivene od dobavljača, potrebno je voditi računa o tačnom sastavu sirovine koja se namjerava koristiti.

S dobivanjem halal statusa od dobavljača za svaku sirovinu ne prestaje potreba za daljnjom provjerom sirovine. Često ni dobavljači sirovina, posebno u zemljama EU, ali i u BiH, nisu dovoljno upoznati sa samim halal standardom i njegovim zahtjevima.

Osim što sirovine ne smiju potjecati od životinja koje nisu uzgojene i zaklane prema halal propisima, halal standard također zabranjuje korištenje sirovina koje sadrže etanol, dijelove insekata i životinje koje se smatraju haramom.

Najveći problem halal statusa u proizvodnji predstavljaju boje i arome. Tekući i praškasti oblici boja mogu sadržavati etanol, stoga je važno odobriti njihov halal status. Jedna od najkritičnijih boja je crvena boja E 124. Ova boja se još naziva i Cochineal crvena. Košenil je mali kukac koji proizvodi karminsku kiselinu. Ta se kiselina u suhom obliku (17–24% osušenog tijela kukca) miješa s aluminijevim i kalcijevim solima i daje karminsku boju.

Također, neki sastojci hrane sadrže nosače koji, prema legislativi, nisu obavezni da se deklariraju, ali je neophodno za takve sastojke odobriti njihov halal status.

Osim toga, postoji mnogo aroma koje sadrže etanol kao nosač. Poseban oprez treba obratiti na arome, jer se one prema zakonima i propisima u BiH i EU deklariraju kao "arome". Nije potrebno navoditi o kojoj se aromi radi. Zakonska regulativa u nekim zemljama zahtijeva označavanje porijekla (prirodna ili umjetna), ali ne i sam naziv arome.

Iako halal vrlo jasno govori o halal, haram i mesbuh statusu aditiva u slučajevima podrijetla aditiva, određeni aditivi za koje je u EU dokazano da su štetni za ljudsko zdravlje ili kancerogeni te su kao takvi zabranjeni, poput boje E171 ili boja za koje je dokazano da mogu imati izravan utjecaj na hiperaktivnost i poremećaj pažnje kod djece, poput E122, E124 i drugih, još uvijek nisu zabranjeni halal standardom. Potrebno je intenzivno raditi na stalnom ažuriranju liste halal, haram i mesbuh aditiva u skladu sa najnovijim znanstvenim spoznajama, posebno za one koji predstavljaju opasnost po zdravlje potrošača i posebno osjetljive kategorije kao što su djeca.

Ključne riječi: Halal, Prehrambeni aditivi, istraživanje i razvoj novih proizvoda



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