Sustainability of Halal Food Industry: An Ethical Perspective

Fatin Nur Majdina Nordin & Che Wan Jasimah Wan Mohamed Radzi*

Department of Science and Technology Studies, Faculty of Science, University of Malaya University Malaya Halal Research Centre (UMHRC), University of Malaya
*Email: jasimah@um.edu.my

Abstract: This paper attempts to have an overview of the implementation of ethics in the sustainable halal food industry as it may affect the halal industry directly and indirectly. Ethics is a fundamental prerequisite to action as individuals and society have a belief system that acknowledges the importance of natural development to human development will they engage in actions for sustainable development. The implementation of ethics in the halal food industry is reviewed in terms of the aspects of authority, manufacturer, and consumer. There are four main aspects of ethics reviewed in this study, namely the knowledge, relation, social impact and lifestyle. Further investigation digests the knowledge and relation between halal and sustainability, analysis on social impact, and lifestyle change may contribute towards sustainable halal food industry. In short, this paper generates ideas for researchers to conduct other researches that may lead to the sustainable halal food industry in Malaysia.

Keywords: ethics, halal, sustainable

Introduction
The halal industry is among the fastest growing industries in Malaysia and the world economy. Besides, the halal food sector is among the biggest field to be developed and is growing within the halal industry. According to Buller (2017), the global halal food and beverage (F&B) market is set to boom in the next five years, driven by new entrants to the market. A report provided by the State of the Global Islamic Economy Report 2017/18 stated that the F&B sector is expected to grow from USD24 trillion in 2016 and to reach USD1.93 trillion by 2022. Muslims spend the highest in F&B sector, followed by clothing and apparel (USD254 billion), media and entertainment (USD198 billion), travel (USD169 billion), pharmaceuticals (USD83 billion), and cosmetics (USD57.4 billion).

Further investigation found that the food products and meat and alternatives had the highest demand and expected to be the largest product segment by 2025. The reason may be because the meat and alternatives are the most preferred diets by Muslims worldwide (Market Research Report,
consequences of actions, and how systems and societies can be adapted to ensure sustainable futures (Longhurst et al., 2014).

Conclusion
This modern-day shows many parties are working to improve themselves, careers, and finances in order to have a better life. The halal industry is also growing as the demand rises due to the increase of population and the necessity of life. Besides, modernity also shows the development of science and technology, along with economic growth. However, it is important for us to look at the ethical aspects, especially in giving humanity values to the development of today’s economy, science, and technology. It is also part of the concepts and the notion of al-Quran pertaining to halalan tayyiban.

Acknowledgement
This article is supported by the University of Malaya (UM) Research Grant under Grand Challenge for Humanities Research Cluster (GC002C-17HNE). We want to thank our colleagues from the Science and Technology Department, UM and University Malaya Halal Research Centre (UMHRC) for assistance with the references, comments, and thoughts that are greatly helpful in producing this article.

References


