

## INFLUENCE OF HALAL INSTITUTE CERTIFICATION ACTIVITY ON SPANISH MARKET EXPORTS

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### **Apstrakt**

The main objective of this research is to study the Certification activity of the Instituto Halal (IH), based in Córdoba (Spain), with more than 20 years' experience in this field: more than 1000 applications have been processed and a total of 515 certified companies, currently. Data from 2006 to 2021 have been analyzed; the evolution of halal certification from 2006 to 2014 shows a slow evolution, from 2014 to 2016 a stable one, from 2016 to 2018 a high increasing, 2018 to 2020 stable, and from 2020 to 2021 high increasing. Halal Institute made a huge progress in a short time and becomes a strong, professional organisation and a reference for Halal in Spain and Latin america. It has been recognized and accredited by several authorities over the world, including Indonesia, Malaysia, Singapore, Emirates, Morocco, and Qatar. Halal Institute also has signed mutual recognition and memorandum of understanding with several organizations (certification bodies, standardization bodies, religious authorities...). Halal Institute has contributed to develop the halal concept and facilitate halal certified companies to achieve a share of market over the globe to export halal products; from 2015 to 2021 Spanish halal products have been exported to 91 countries, especially to Emirates, Qatar, Morocco, Algeria, France, Italy, and United Kingdom. From 2017 to 2021 halal bovine meat product exports reached 31.8%, ovine/caprine meat products reached 12.5%, and poultry meat and other products, 55.8%.

**Key words:** Halal, certification, accreditation, recognition, halal market.

**JEL codes:** L66, L15, B17

## INTRODUCTION

As Bonne & Verbeke [1] exposes, Halal is a credence quality attribute. As concept, Halal refers to the essence, origin, and the processing method of the food product, which can be considered as a similar process in comparison with organic foods and foods produced including animal welfare or sustainability issues. Presence of the credence quality has to be clearly communicated in this case e.g., through an indication on-pack or on-label. The communication source and message conveyed with respect to the credence quality have to be trustworthy and believable in order to be useful for the consumer and purchasing decision-making. Social rules and meaning in association with cultural habits and rituals (religious and secular) have big impact on consumption, especially in meat and meat products [2]. A study conducted by Ahmed (2008) on marketing Halal meat in the UK, finds that all respondents selected, stated that the authenticity of the meat being Halal was the most important factor [3]. Then, certification activity acquires an unprecedented role that has changed the management of the global food system due to the recent development of new regulations and verification mechanisms for safety and quality of agricultural and livestock products and food. Halal certification has made huge progress in a short time and becomes more professional nowadays [4].

Certifiers, government, and non-governmental control agencies have contributed significantly to halal food trade and have been able to ensure that Muslim consumers can get genuine food products fit for consumption [5-6].

Halal Institute (IH) begins to implement certification process in 1998 under the umbrella of Junta Islámica, Islamic organization founded in 1989, officially registered in the office of religious affairs of the Justice Ministry. Within Spanish Islamic council, as founding member, achieved to sign the cooperation agreement in 1992 (Law 26/1992, 10 November 1992) [7].

To develop and fulfill the article 14 of the agreement, Halal Institute (IH) registered a Halal Guarantee trademark applied on products and services as a way to manage, protect and guaranty the halal product to the Muslim consumer (Reglamento de uso de marca de garantía halal 2003) [8]. Until 2006 a very few companies had been certified, mainly slaughterhouses and processed meat product companies. From 2006 IH becomes internationally known and got the first recognition from the Emirates ministry of environment (First certificate 26.12.2005 n° WMQ1/3/18/-180), then from Majlis Ulama Indonesia (MUI) and Malaysia ministry Islamic affairs until now (last certificate updated 15th March 2023. N°: JAKIM. (S).700-2/10/5 JId. 3 (55) [9-11]. Due to the demand of halal market, more companies asked for halal certification as a requirement to export into Islamic countries [12-14]. In 2016 a new scheme of halal certification accreditation appears in gulf countries and IH got the first accreditation in 2017 form Emirates International Accreditation Center (EIAC directory ref. HBN-CB-011) [15]. The huge demand of halal products over the world, due to the crescent demography of the Muslim population makes the certification activity more professional and, in order to export, the halal certification body has to be recognized or accredited from the competent authority at the destination country [16-19].

In 2021, 1.9 billion Muslim across six real-economy sectors spent 2 trillion \$ according to global Islamic economy report 2022 [20].

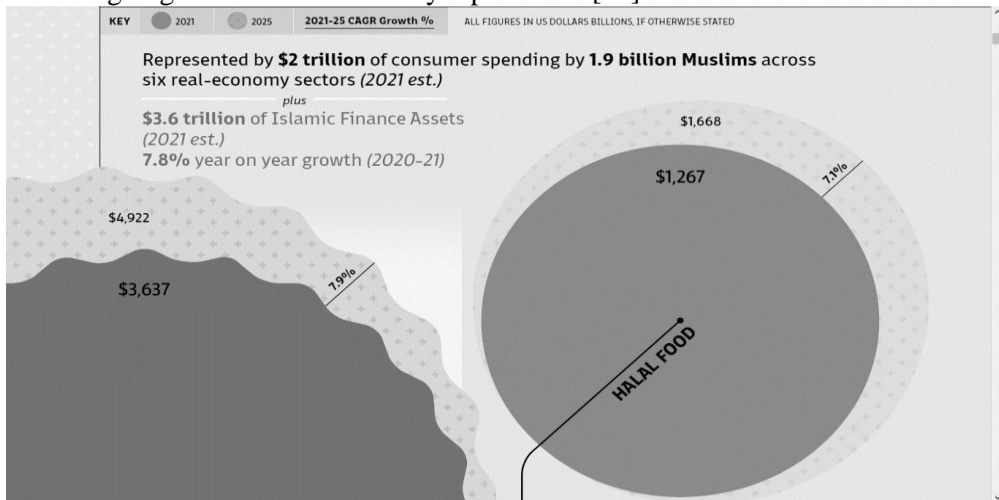
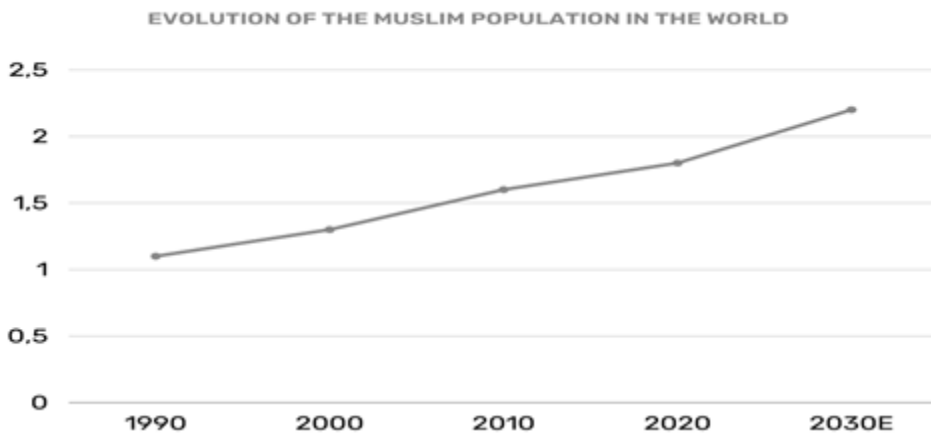


Figure.1: The evolution of Muslim population in billions & consumer spending according to the Global Islamic Economy Report 2022 [20].



Source: State of the Global Islamic Economy Report (2022)

## MATERIALS AND METHODS

To study the company activity evolution, the Halal Institute data base has been used, and due to the insignificant number of certified companies before 2006, this initial period has not been taken in consideration. In the database every application is registered with a specific number to guarantee the process certification traceability and availability to be verified under any request by authorities or accreditation bodies (Table 1).

Table 1: The evolution of certified companies by Halal Institute between 2006 and 2021.

Year	N° of companies	% Annual variation
2006	25	-
2007	32	+28%
2008	40	+25%
2009	55	+37.5%
2010	83	+50.9%
2011	105	+26.5%
2012	130	+23.8%
2013	182	+40%
2014	252	+38,5%
2015	263	+4.4%
2016	271	+3%
2017	351	+29,5%
2018	437	+24.5%
2019	440	+0.7%
2020	459	+4.3%
2021	515	+12.2%

Source: Instituto Halal (2022)

To study the progress of halal product shipment and export, they have been used to ways of collecting the corresponding data a specific declaration to be fulfilled by each company every 3 months, and shipment halal certificate template for meat product (Figures 2-3).

The image shows two screenshots of forms from the Halal Institute. The left screenshot is a 'DECLARACION TRIMESTRAL DE VENTAS HALAL' (Quarterly Halal Sales Declaration) form. It includes fields for company name, address, and contact information. A table titled 'DATOS PRODUCTO VENDIDO HALAL' (Halal Sold Product Data) is visible, with columns for 'Producto', 'Cantidad', 'País', 'Observaciones', and 'País destino'. The right screenshot is a 'DECLARACION ANUAL DE VENTAS HALAL' (Annual Halal Sales Declaration) form. It includes fields for company name, address, and contact information. A table titled 'DATOS PRODUCTO' (Product Data) is visible, with columns for 'PRODUCTO', 'CANTIDAD', 'PAIS', and 'PAIS'. Below this table is a 'TOTALES' (Totals) section. Both forms include a 'MUY IMPORTANTE' (Very Important) notice at the bottom.

Figure 2: Shipment declaration templates (PR03.01-REG01, PR03.01-REG02, PR03.01-REG05)

**COMPANY**

رقم تعريف الشركة / رقم تعريف الشركة

CEN / avec REF/CPA/322450785 / dirección / el address el centre DIRECCION

Nº IDENTIFICACION / Nº IDENTIFICATION / رقم تعريف الشركة / رقم تعريف الشركة

قد تخضع البضائع المرفقة التي ينص على ذلك في الملصق المرفق على أن المنتجات المرفقة المذكورة في الملصق والمنتجات المرفقة الواردة في الملصق.

He sido sometido al régimen de control definido en el Reglamento de uso de la marca de Garantía Halal de Junta Islámica, por lo que he la evaluación de dicho control, se determina que los productos que están incluidos en el Anexo son declarados conformes con la Ley Islámica.

Cela-ci mentionne que l'entreprise a été soumise au contrôle défini par le cahier des charges de l'Institut Halal. Suite à cette évaluation affirmative que les produits mentionnés ci-dessous ont conformance à la loi Islamique.

Product / Producto	Nº Producto Certificado de Producto
(Producto solo de este certificado)	1H 000/ACT/PR0/000/NºPR00
Nº de Certificado por lote / Nº de certificat de lot:	III 10112016000 0000
Peso Neto/ Poids net:	Si la información viene en el anexo así se pone (por anexo) / إذا كان الصافي / الوزن الصافي
Peso Bruto/ Poids brut:	Si la información viene en el anexo así se pone (por anexo) / الوزن الكلي
Unidades/ Unidades:	Si la información viene en el anexo así se pone (por anexo) / الوحدة
País de origen/ Pays d'origine:	Si la información viene en el anexo así se pone (por anexo) / بلد المنشأ
País de destino/ Pays de destination:	Si la información viene en el anexo así se pone (por anexo) / الوجهة
Presentación/ Présentation:	Si la información viene en el anexo así se pone (por anexo) / العرض
Clasificación/ Classification:	Si la información viene en el anexo así se pone (por anexo) / التصنيف
Exportador/ Exportateur:	Si la información viene en el anexo así se pone (por anexo) / المصدر
Transporte/ Transport:	Si la información viene en el anexo así se pone (por anexo) / النقل
BOCA Nº / Nº de registro sanitario:	Si la información viene en el anexo así se pone (por anexo) / رقم التسجيل الصحي
Fecha de producción/ Date de production:	Si la información viene en el anexo así se pone (por anexo) / تاريخ الإنتاج
Fecha de caducidad/ Date d'expiration:	Si la información viene en el anexo así se pone (por anexo) / تاريخ الصلاحية
Supervisor/ Superviseur:	Si la información viene en el anexo así se pone (por anexo) / مراقب الجودة
Nº lote/ Nº de lot:	Si la información viene en el anexo así se pone (por anexo) / رقم اللوت
Nº lote/ Nº de lot:	Si la información viene en el anexo así se pone (por anexo) / رقم اللوت
Tipo de empaquetamiento/ Emballage:	Si la información viene en el anexo así se pone (por anexo) / نوع التغليف
Observaciones/ Observations:	Si la información viene en el anexo así se pone (por anexo) / ملاحظات

Nº de lot / رقم اللوت	Nombre de producto / اسم المنتج	Peso net / الوزن الصافي	Unidad / وحدة	Fecha de producción / تاريخ الإنتاج	Data de expiración / تاريخ الصلاحية

**COMPANY**

رقم تعريف الشركة / رقم تعريف الشركة

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Peso Neto/ Poids net:	Si la información viene en el anexo así se pone (por anexo) / إذا كان الصافي / الوزن الصافي
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Fecha de producción/ Date de production:	Si la información viene en el anexo así se pone (por anexo) / تاريخ الإنتاج
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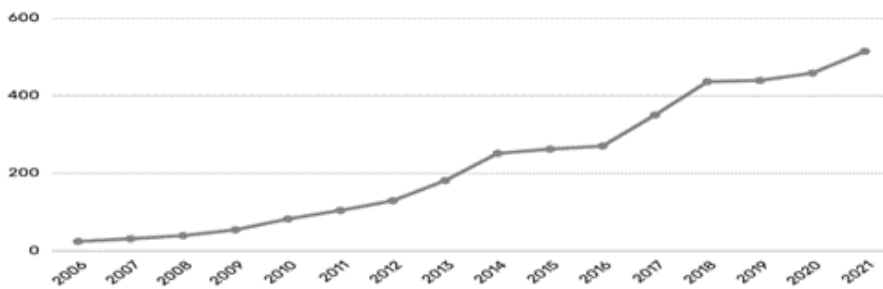
Nº de lot / رقم اللوت	Nombre de producto / اسم المنتج	Peso net / الوزن الصافي	Unidad / وحدة	Fecha de producción / تاريخ الإنتاج	Data de expiración / تاريخ الصلاحية

Figure 3: Shipment halal certification templates (PR03.01-REG01, PR03.01-REG07)

## RESULTS AND DISCUSSION

Due to a huge demand of halal product, halal certification activity becomes more requested by the halal market to trust the authenticity of halal certification and halal product [12-14, 21]. As we can see in our study case of Halal Institute, a high evolution of halal certified companies from 2006 to 2021 is shown.

Graph 2. Evolution of the number of certified companies (2006-2021)



Source: Instituto Halal (2022)

Figure.4: The evolution of certified companies by Halal Institute between 2006 and 2021

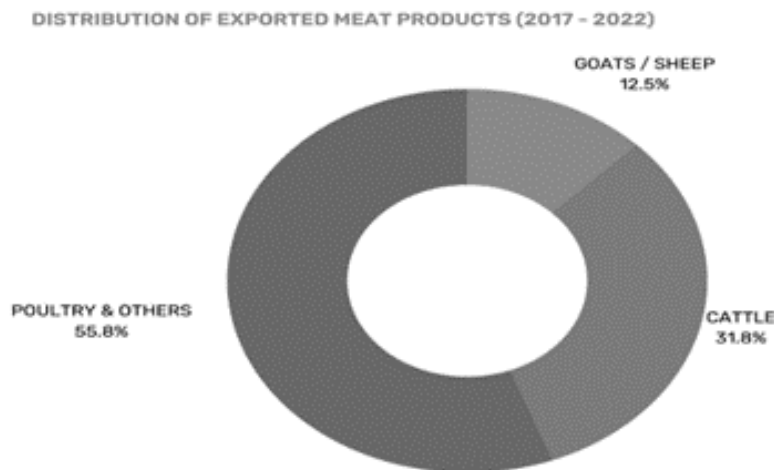
The demand of halal certified meat products has experimented a high evolution, especially in the last ten years [12,14]. In our case study we can see the amounts of meat products in kilograms exported from 2017 to 2022 in Table 2.

Table.2: Exported halal certified meat products by Halal Institute between 2017 and 2022.

**QUANTITIES OF EXPORTED MEAT PRODUCTS (2017 - 2022)**

PRODUCT	KG EXPORTED
GOATS / SHEEP	21.952.565
CATTLE	55.825.740
POULTRY AND OTHERS	98.047.568
<b>TOTAL</b>	<b>175.825.873</b>

Source: Instituto Halal (2022)



Source: Instituto Halal (2022) – until august 2022

Figure 5: Distribution of halal certified meat products by Halal Institute between 2017 and 2022 according to the different species.

According to CEXGAN annual report (December 2022), the total exported meat product from Spain is as follow: for bovine it was achieved 30.013.000 kg, for ovine/caprine 15.170.000 kg, and for poultry and others 71.377.000 kg in year 2022, including halal and non halal product [14]. As per our study the halal meat products exported from Spain between 2017 to 2022 were: 55.825.740 kg -31,8%\*- (11.165.148 kg/year; 37,2%\*\*) for bovine, 21.952.565 kg -12,5%\*- (4.390.513

kg/year; 28,94%\*\*\*) for ovine/caprino, and 98.047.568 kg -55,8%\*- (19.609.513 kg/year; 27,47%\*\*\*) for poultry and others.

\*: % of animal type halal meat of total halal meat exported from 2017 to 2022 (Figure 5)

\*\*): % of the halal meat product in comparison with total meat product CEXGAN report 2022 of each type of animal (Figure 6)

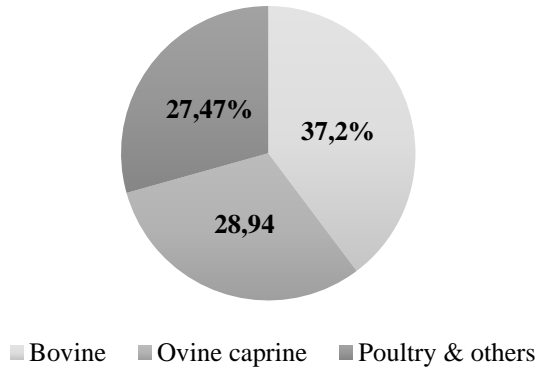


Figure 6: Distribution of halal meat export in comparison with total meat exported from Spain 2022 (CEXGAN).

Our data coincide with Rande (2019) [22] that affirms that Halal is consequently becoming a global phenomenon, transcending merely a religious concern, into becoming an attractive and lucrative market in international business and global trade. Table 3 shows the main export zones from Spain. Table 3: Top ten of the export zones from Spain according to the halal product category certified by Halal Institute. UE: Union Europe, ASEAN: Asia Region, GCC: Gulf countries, MENA: Mediterranean and North Africa countries.

TOP EXPORT ZONES BY PRODUCT CATEGORY (2017 - 2022)

CATEGORY	ZONES
FOOD PREPARATIONS	UE
CANNED FOOD AND FRUIT	ASEAN
FOOD CONTACT MATERIALS	ASEAN
EGGS AND EGG PRODUCTS	GCC
INDUSTRIAL CLEANING ELEMENTS	UE
COCOA AND DERIVED PRODUCTS	MENA
SOUPS AND BROTHS	MENA
ADDITIVES AND SWEETENERS	UE
VEGETABLE OILS	AESAN AND GCC
VINEGARS	AESAN AND GCC

Source: Instituto Halal (2022)

## CONCLUSIONS

In comparison with the annual report of Spanish export animal product CEXGAN 2022, we conclude that 37.2% of bovine meat, 28.94% of ovine/caprino, and 27.47% of poultry and others have been exported. Currently, these exported meat products are halal, this mean that Halal Institute certification activity achieves the 30% of the Spanish meat product export. Halal Institute has contributed to develop the halal concept and facilitates Halal certified companies to achieve a share of market over the globe to export Halal products; from 2015 to 2021 Spanish halal products have been exported to 91 countries, mainly to Emirates, Qatar, Morocco, Algeria, France, Italy, and United Kingdom.

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