



MALAYSIA TRANSFORMATION OF HALAL FOOD INDUSTRY

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PRIMARY QUESTION

Can Malaysia Be An Exporting Country
Of Halal Foods ...?





TRANSFORMATION PROCESS

1. Food standards - Food act 1982 , Food Regulations 1983, Vet Logo, HACCP, ISO, Halal MS 1500:2004.
2. Imports of meat products Halal and Veterinary standards requirements.
3. International recognition of Malaysian Halal standards.
4. Malaysia's contribution to International Halal standards.
5. EU recognition of dvs for export to EU.
6. Competiveness of Malaysian products & export opportunities.

TRANSFORMATION PROCESS

Food standards - Animal ORD 1953, Food Act 1982 , Food Regulations 1983, Vet Logo, HACCP, ISO MS, Halal MS 1500:2004.



FOOD STANDARDS - ANIMAL ORD 1953

1. Veterinary Public Health slaughter and Veterinary Hygiene for meat and dairy products.
2. Quarantine regulations for imports.
3. OIE / Codex Compliance.
4. Slaughter houses rules.
5. Veterinary standars.
6. Veterinary logo scheme.

FOOD STANDARDS - ANIMAL ORD 1953

1. Veterinary logo scheme QAP, GMP, HACCP, audit.
2. Services: consultancy & advice.
3. Guidelines / codes of vet practice.
4. Building guidelines.
5. Remedial measures / upgrades.
6. QA /HACCP programs.
7. Audits / reviews.



FOOD STANDARDS - FOOD ACT 1982, FOOD REGULATIONS 1983

1. Major legislation covering all foods.
2. Standard definitions.
3. Handling systems.
4. Food safety limits



FOOD STANDARDS - HACCP, ISO MS

1. HACCP - international food Safety Systems based on monitoring of CCPS.
2. ISO MS, GMP - Management Systems based on consistency of process flow.
3. Multi agency involvement - MOH, MARDI, DVS, SIRIM, Department of standards, private companies, international standards agencies.



FOOD STANDARDS - HALAL STDS, HALAL MS 1500:2004

1. Halal with Food Hygiene Prerequisites.
2. Role of JAKIM and States Majlis Agama.
3. Attempts at privatisation Ilhamdaya.
4. MS 1500:2004 new guidelines.



**FOOD STANDARDS - HALAL STDS,
MS 1500:2004**

HALAL FOOD PRODUCTION, PREPARATION, HANDLING AND STORAGE.
THE GENERAL GUIDELINES

1. To be used together with MS 1480 (Food Safety) & MS 1514 (Food Hygiene).
2. Clear guides to slaughter, stunning, mechanical slaughter of poultry.
3. Roles of Islamic authorities for Halal Certificates and JAKIM for Halal mark.



**IMPORTS OF MEAT PRODUCTS
HALAL & VETERINARY STDS REQUIREMENTS**

1. Malaysia depending on imports for beef, mutton, certain poultry, pork products.
2. Accreditation of processing plants overseas.
3. Policy on importing only Halal (non pork) products.
4. Create systems for veterinary and Halal requirements.



**SELF SUFFICIENCY IN LIVESTOCK
PRODUCTS**

YEAR	BEEF	MUTTON	PORK	POULTRY	EGGS	MILK
1990	24.07	9.03	131.45	117.64	111	4.66
1992	22.75	7.28	137.03	115.22	111.91	3.49
1994	19.52	6.48	139.36	114.65	113.05	5.77
1995	19.73	4.84	141.77	111.44	112.37	3.69
1996	17.69	3.70	139.2	120.1	111.07	5.04
1998	19.43	5.58	137.16	117.69	108.76	4.46
2000	16.69	6.07	99.16	117.78	118.7	2.38
2001	17.97	5.92	102.02	124.24	108.31	2.56
2002						

SOURCE: DVS



IMPORTS OF LIVESTOCK PRODUCTS

COMMODITY		2001	VALUE RM MIL	2002	VALUE RM MIL
BEEF	MT	82,211	303.0	81,459.76	388.86
MUTTON	MT	12,688	72.27	14,264	91.26
SWINE MEAT	MT	1,572	9.57	1,832.03	12.73
POULTRY MEAT	MT	15,931	79.18	23,228.93	117.43
MILK & DAIRY PRODUCTS	MIL LIT	1,210	1,153.03	1,510.14	1,413.39
ANIMAL FEEDS	MIL MT	2.69	1,591.05	2.42	1,570.05
HIDE & SKIN	MT	2,152	36.06	3,823.03	39.42
LEATHER	MT	6,092	244.52	4,897.63	244.74
EGGS	MIL	5.8	1.81	1.88	0.71
OTHERS			60.77		70.65

SOURCE: DVS



EXPORTS OF LIVESTOCK PRODUCTS

COMMODITY		2001	VALUE RM MIL	2002	VALUE RM MIL
BEEF	MT	1,181	8.90	1,079.50	9.60
MUTTON	MT	3.33	0.04	14.03	0.20
SWINE MEAT	MT	152.17	3.88	44.70	0.85
POULTRY MEAT	MT	6,325.93	34.77	9,196.60	61.28
MILK & DAIRY PRODUCTS	MIL LIT	208.75	219.11	214.71	230.34
ANIMAL FEEDS	MT	1,208	268.20	1,384	290.86
HIDE & SKIN	MT	2,771.09	9.33	2,676.63	5.81
LEATHER	MT	1,122	42.76	1,068.89	38.07
EGGS	MIL	929.74	183.01	746.90	135.71
OTHERS			6.87		2.99

SOURCE: DVS



INTERNATIONAL RECOGNITION OF MALAYSIAN HALAL STANDARDS

1. Accreditation of processing plants in EU, Australia, USA, Argentina, Brazil, Uruguay, South Africa, Zambia, New Zealand, Thailand, China, India, Indonesia.
2. Accreditation by Malaysia used as promotion for other countries.
3. Systems used by Malaysia as fairly comprehensive.
4. Australia establish interest to process products in Malaysia for Halal products.



MALAYSIA'S CONTRIBUTION TO INTERNATIONAL HALAL STANDARDS

1. International - Dev of Halal guidelines in Codex Alimentarius for halal labelling (cac/gl. 24-1997).
2. Asean - Halal guidelines, standardising Halal systems, possibly common Halal logo.
3. Establishment of halal standards in global trade of Halal food.



MALAYSIA'S CONTRIBUTION TO INTERNATIONAL HALAL STANDARDS

1. General guidelines for use of the term Halal (Codex Alimentarius - cac/gl 24-1997).
2. Specific for use of halal label Definition of Halal Food Lawful food and exceptions Slaughtering Handling systems.
3. Asean general guidelines on the preparation and handling of Halal food.
4. For Intra ASEAN trade in Halal Food Directed to Islamic authority of each member country harmonising definition and practices



EU RECOGNITION OF DVS FOR EXPORT TO EU

1. Accreditation of first meat based plant for export to EU.
2. Recognition of DVS as competent authority will lead to other plants to be certified.
3. Indicate degree of confidence in Hygiene, Food Safety, quality of products achievable in Malaysia Potential of acceptance by other countries for meat products.



COMPETIVENESS OF MALAYSIAN PRODUCTS & EXPORT OPPORTUNITIES

1. Self sufficiency in poultry & eggs, net importer for beef, mutton, dairy products.
2. High cost producer for primary products – feed imports, limited land, etc.
3. Not competitive for raw primary products.
4. Can be competitive for added value finished products.
5. Target markets & selected products.



PRIMARY QUESTION

Can Malaysia Be An Exporting Country Of Halal Foods ...?

YES!!!



CONCLUSIONS

1. We have standards that can meet any international standard requirements.
2. We have competent authorities recognized internationally.
3. We have systems to create competent staff & workers.
4. We have access to raw materials.



CONCLUSIONS

- 5. We have technology and recipes to produce range of quality products for target markets.
- 6. We have large market for Halal and quality added value products.
- 7. We can be competitive with recipe based added value products.
- 8. We have a base to generate product volume to meet market demand.



PRIMA HALAL FOOD PARK IN KUANTAN

Has the potential to be the vehicle to put Malaysia of the global map for supply of processed meat based Halal foods, with the support and cooperation of all parties

THANK YOU



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