



# Halal Consumer

Magazine

A Publication of the Islamic Food and Nutrition Council of America



## Nutrition Facts

Serving Size 1 cup (252g)  
Servings Per Container about 2

### Amount Per Serving

**Calories 270** Calories from Fat 70

### % Daily Value\*

<b>Total Fat</b> 7g	<b>11%</b>
Saturated Fat 2.5g	<b>13%</b>
Trans Fat 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 1310mg	<b>54%</b>
<b>Total Carbohydrate</b> 43g	<b>14%</b>
Dietary Fiber 2g	<b>6%</b>
Sugars 9g	
<b>Protein</b> 9g	
Vitamin A 10% • Vitamin C 0%	
Calcium 2% • Iron 10%	

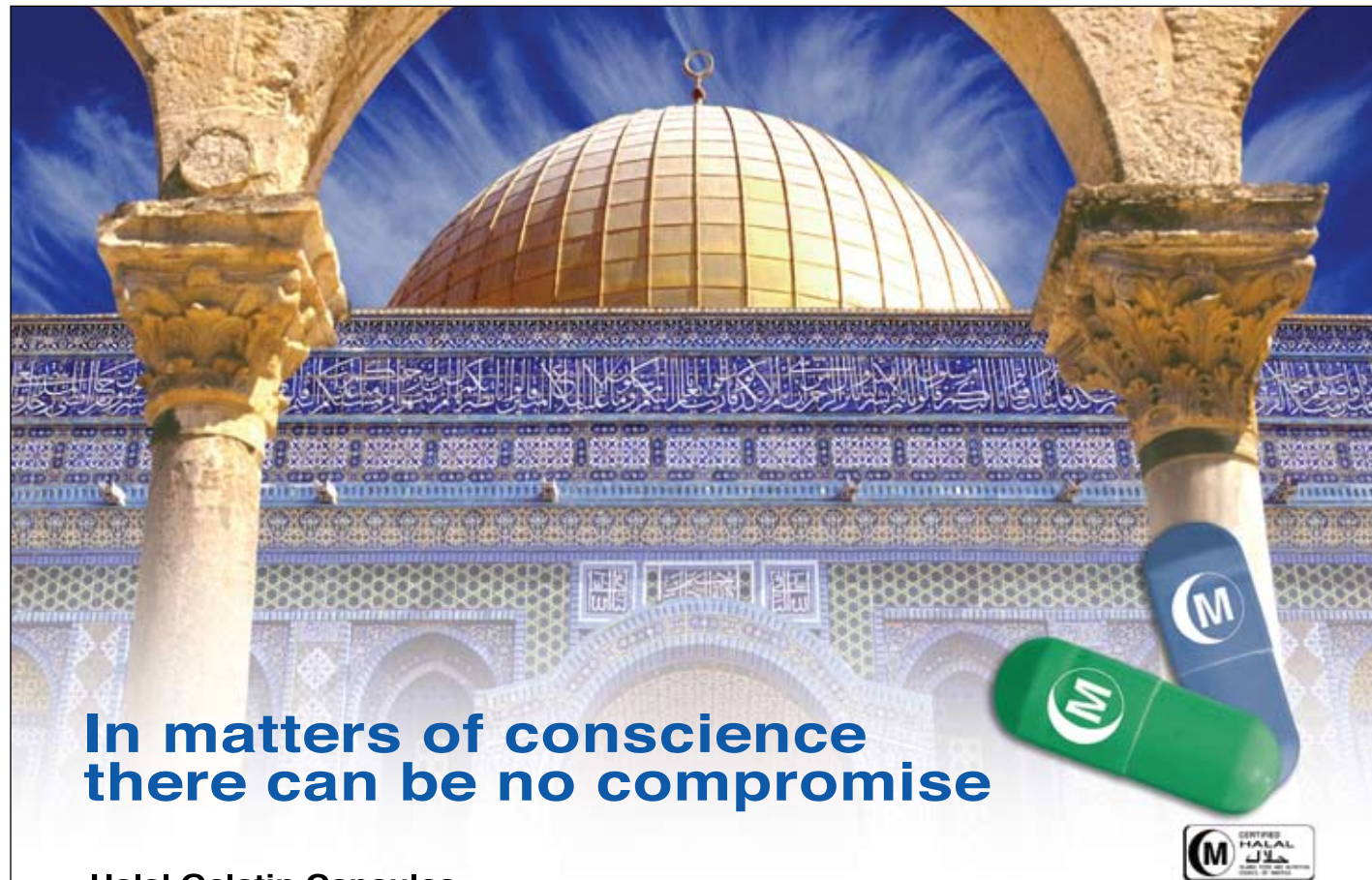
**INGREDIENTS:** WATER, TOMATO PASTE, WHEAT FLOUR (WHEAT FLOUR, NIACIN, REDUCED SODIUM MONONITRATE, RIBOFLAVIN, THIAMINE MONONITRATE), BEEF, HIGH FRUCTOSE CORN SYRUP, CORN MEAL (WHEAT FLOUR, WATER, CORN STARCH, SALT, YEAST), SOY PROTEIN (SOY FLOUR, CARAMEL COLOR, NATURAL FLAVOR, SEASONING), HYDROLYZED CORN AND SOY PROTEIN, HYDROLYZED CORN GLUTEN AND WHEAT GLUTEN, ONION POWDER, CITRIC ACID, SODIUM GLUTAMATE, CARAMEL COLOR, CHEDDAR CHEESE (CHEDDAR CHEESE, CHEESE CULTURES, SALT, WATER, SALT, DISODIUM PHOSPHATE, POTASSIUM SORBATE, OLEORESIN CARBONIL, SALT), CONTAINS: WHEAT, SOY, MILK

# Reading and Understanding Nutritional Labels

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## In matters of conscience there can be no compromise

### Halal Gelatin Capsules

Helping meet the needs of Muslim consumers, Capsugel's two-piece hard gelatin capsules are certified by IFANCA and the Indonesian Council of Ulama. Derived from Halal raw materials, our capsules as well as our manufacturing process are in strict accordance with Muslim scriptures.

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Assalamu Alaikum

When it comes to halal and *Zabiha*, the first thing that comes to mind is meat and meat products; how was the slaughter conducted, how were the animals cared for prior to slaughter? According to IFANCA, meat is *Zabiha* if it is from an animal that is halal, slaughtered in the prescribed Islamic manner, in the name of God. However, there are some variations in opinions on the halal and *Zabiha* issue. We asked halal consumers their thoughts on it. Our 'short' questionnaire brought forth short, long and elaborate explanations as well. Some replies even came from distant Saudi Arabia. We, at Halal Consumer, loved hearing from a cross section of our community and that was the intent of the article. To showcase thoughts and opinions from fellow Muslims. We also found that halal consumers were aware that meat store owners could possibly be bending the truth as to how *Zabiha* their products really were. We even heard, "Some restaurants claim a halal menu but are no more halal than the burger at mainstream restaurants. They aren't *Zabiha*." When we asked halal meat shop owners surprisingly few were willing to say that all the meat sold at their store was *Zabiha*. Typical responses included, "Call next week", "Why do you want to know?", "The owner is out of the country", "Why do you need to add my name?" Other eye-openers discussed in this issue are nutritional labels and associated health claims. When a label says "sugar-free" is that what it really means? Food scientist, Haider Khattak also tells us about fats and oils and Dr. Chaudry, in a one-on-one interview, informs us how *trans* fat got into our food in the first place. Finally, now that it is warmer, we've got our grill on! Join us!

Sincerely,

*Naazish Yar Khan*

Managing Editor

## ABOUT HALAL CONSUMER

Halal Consumer is a publication of the Islamic Food and Nutrition Council of America (IFANCA). IFANCA is a non-profit Islamic organization with the mission to promote halal food and the institution of halal. IFANCA objectives include making halal foods conveniently available, introducing halal to food companies and institutions, creating awareness of halal among consumers and providing halal solutions to consumer needs.

## M Halal Consumer

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## From the Desk of Muhammad Munir Chaudry President, IFANCA

"At a time when many other large consumer segments are reaching a saturation point, Muslims are a new outlet from which to build a box for future growth," reads management consultancy firm AT Kearney's report titled "Addressing the Muslim Market: Can You Afford Not To?"

IFANCA halal-certified Cabot Creamery attests to this growing recognition of the Muslim consumers' presence here. "Since receiving halal certification, Cabot has seen a double-digit increase in the sales of our core branded cheeses," says Jed Davis, director of marketing at Cabot Creamery Cooperative. "Naturally, we can't attribute all of that to halal certification, but we do know that consumers are paying attention to the halal logo. In fact, we've received numerous thank-you's from consumers who are thrilled to know that the World's Best Cheddar is halal certified."

Halal food is not the only category getting attention from producers; halal personal care products and cosmetics are getting noticed too. According to an article in CosmeticsDesign- Europe.com, "since Muslims are the fastest growing consumer segment in the world, any company that is not considering how to serve them is missing a significant opportunity to affect both its top- and bottom-line growth." The AT Kearney report, quoted by CosmeticsDesign-Europe.com, suggests that with Muslims making up 20% of the global population, the cosmetics and personal-care industry would profit greatly by tapping into marketing halal alternatives since very few companies are doing so at this time. The market for halal personal care products in the Middle East alone is currently estimated to be valued at \$560m according to the article. Cognizant of this growing sector of the economy, USA based Toms of Maine, a Colgate Palmolive Company and personal care product leader has had IFANCA certify its products as halal for the UK, US and Canada. IFANCA also certifies halal personal care products for USANA and Sunrider, both multi-level marketing companies.

In the 1970's when frozen yogurt first made its debut, the concept folded within months. Today, the product is back with a bang and is even the main "soft-serve" option at many restaurants. The sale of all yogurt in 2007 was over \$700 million and expected to grow, according to food marketing expert and trend analyst Phil Lempert of Supermarketguru.com, whose sources include SPINScan, a division of the ACNielsen market research firm. Similarly, the time is right for halal-certification of yogurt and other fermented milk products. The idea that Muslim consumers form a lucrative market worth serving with halal products is gaining momentum. The market for halal-certified products is huge and growing. It includes the 1.4 billion Muslims worldwide and many millions of health-conscious non-Muslims who chose halal products because they're inherently synonymous with quality and purity.

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# 1.4 Billion Consumers Worldwide



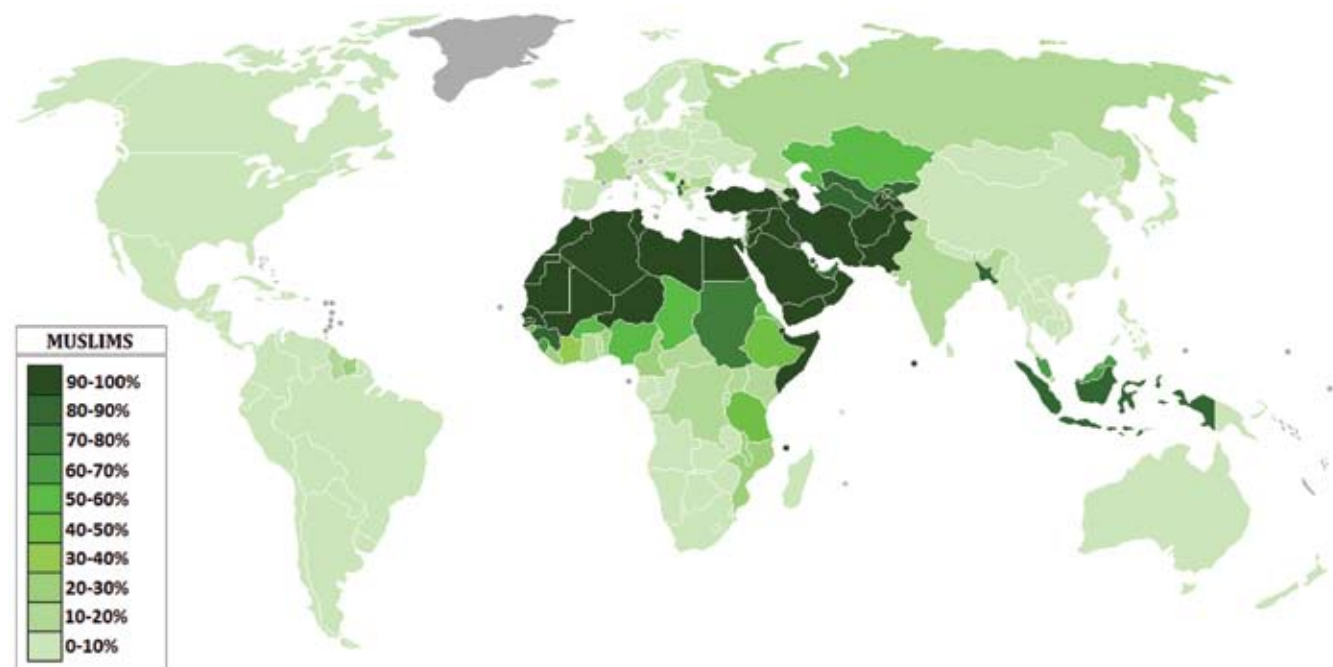
Muslims span the globe, belong to every ethnic group on earth and the majority of 1.4 billion of them are committed to consuming products that are certified to be halal. The Islamic Food and Nutrition Council of North America, IFANCA, the leading halal food certification organization in North America opens the door to the world for your company by certifying your products.

With the Crescent-M mark you will access emerging markets such as

Indonesia, Malaysia and Singapore; target the already affluent world markets such as Saudi Arabia, the UAE, and the rest of the Arabian Gulf countries and the Middle East; capture Muslim consumers in North America, South America and Europe.

The Crescent-M halal mark on your product proves to the halal consumer that your product is pure from an Islamic perspective.

## Population Distribution in the Muslim World



## What is Halal?

Halal in Arabic – the language of the Muslim holy book, the Quran – means lawful or permitted. The opposite of halal is haram, which means forbidden or prohibited. Some foods contain ingredients that can be derived from either halal or haram sources. These are considered Mashbooh meaning questionable. More additional information is required to classify them as halal or haram. The terms halal and haram are applicable not only to food but also to other products, habits and actions. All foods are considered halal with the exception of the following categories:

- Swine / pork and all its by-products or derivatives
- Animals not slaughtered according to the Islamic requirements
- Alcohol and other intoxicants
- Carnivorous animals and birds of prey
- Blood and blood by-products
- Foods that are cross-contaminated with haram products
- In addition, food products and ingredients such as gelatin, enzymes, emulsifiers, etc. are considered Mashbooh and must be evaluated before they can be considered halal.



## Why Seek Halal-Certification?

1.4 Billion reasons! Muslim consumers are considered to be the fastest growing consumer group worldwide. The concept of halal is basic to every Muslim and even the least observant Muslim would avoid consuming foods that are not considered halal. With IFANCA halal-certification your product can go from appearing doubtful in the eyes of the Muslim consumer to a staple item on their grocery list. It's important to note that a Muslim consumer will always prefer a halal-certified product over one that is not certified.

## We Support Our Halal-Certified Companies

When your product is halal-certified by IFANCA, the help doesn't end there. We understand that being halal-certified is just the first step in targeting the Muslim market. We provide educational materials and resources free of charge. IFANCA staff has extensive experience in both domestic and overseas halal markets; we share that insight with you, and can help you navigate new seas of potential profit around the world.

In addition, once your company is halal-certified by IFANCA, your company name and products will be included in our listings on the web at [www.ifanca.org](http://www.ifanca.org). Muslim consumers consult this website daily in all matters of halal food and nutrition consumption.

We list your company and its products in Halal Consumer Magazine, the premier Muslim consumer publication in North America. We also produce a press release about your newly halal-certified products. When you are halal-certified with IFANCA you are invited to advertise in Halal Consumer Magazine, at [www.halal.com](http://www.halal.com), and you will have opportunities to be included on the [www.halal.com](http://www.halal.com) web site for business-to-business marketing.

IFANCA also provides one-on-one consulting in export marketing; additionally, we give you assistance with halal certification in other countries.

# Halal Versus *Zabiha*

## What's the Difference?

By Dr. Sabir Ali and Naazish YarKhan

*"Forbidden to you (for food) are dead meat, blood, the flesh of swine, and that on which has been invoked the name of other than Allah, that which has been killed by strangling or by a violent blow or by a headlong fall or by being gored to death, that which has been partly eaten by a wild animal..."*  
(Quran 5:3).

A stroll down Chicago's Devon Avenue is enough to convince you that there is more than meets the eye when stores tout their meat as 100% *Zabiha* and 100% halal. Why the dual terminology? Halal literally means what is permissible in Islam and terming food as halal implies that it is free from alcohol, pork and other substances that Muslims are prohibited from consuming. When it comes to halal meat, it also implies that the animal has been treated well, given sufficient feed to eat, ample water to drink and was alive and free from disease prior to slaughter. According to IFANCA, meat is *Zabiha* if it is from an animal that is halal, slaughtered in the prescribed Islamic manner, in the name of God.

### Don't Halal and *Zabiha* Mean the Same Thing ?

Some Muslims consider meat as halal and permissible for consumption so long as it is not pork, nor is there alcohol in its preparation nor is it slaughtered in the name of another person or being. They believe meat from a mainstream grocery store, such as a Jewel, is permissible for consumption because it has been slaughtered in a Jeudo-Christian society and refer to 5:5 in the Quran which states, "the food of the People of the Book is lawful unto you and yours is lawful unto them." Muslims who consider such meat permissible believe that since slaughterhouses in the West do not slaughter an animal as a

sacrifice to another being or in the name of another, their slaughter should be acceptable without any hesitation.

Most Muslims believe that meat is halal only when it is *Zabiha* (which in Arabic means "slaughtered" and is also called *Dabiha*). To them *Zabiha* means it is a halal or permissible animal being slaughtered by a Muslim under Islamic guidelines, while reciting the name of God over each animal. Furthermore, *Zabiha* implies that the animal was cut using a very sharp knife that severs both arteries and the trachea causing minimal pain to the animal, and allowing all the blood to drain from the body. Those who insist on *Zabiha* argue that while the Quran allows Muslims to eat permissible food from their Jewish and Christian cousins, there is no guarantee that the meat in mainstream stores is slaughtered by those prescribing to either Judaism or Christianity.

Several verses in the Quran support the consumption of meat that has been slaughtered in the name of God:

*"So eat of the meats on which God's name has been pronounced if you have faith in His signs."* (Quran 6:118).

*"Why should you not eat of meats on which God's name has been pronounced, when He hath explained to you in detail what is forbidden to you - except under compulsion of necessity..."* (Quran 6:119).

*"Eat not of (meats) on which God's name hath not been pronounced. That would be impiety."* (Quran 6:121).

About Quran 6:121, Imam Al-Fakhr Al-Razi said that it had been related that 'Ata had said: "All food and drink upon which God's name has not been pronounced is *haram* (forbidden)". However, all the other scholars were of the opinion that this verse was specific to meat alone. Imam Al-Razi used the opinions of three schools of thought to explain this verse. The first opinion was that of Imam Malik, which states that the meat from any slaughter upon which God's name is not pronounced is prohibited or *haram*, regardless of whether it is intentional or by error. Ibn Sirin and a group of theologians agree with this viewpoint.

The second perspective is that of Imam Abu Hanifa, which states that meat from any slaughter where the name of God is intentionally not pronounced is prohibited. If the butcher forgets to pronounce the name of God at slaughter, then the meat is halal or permissible.

The third point of view is that of Imam Al-Shafi'i, which states that the animal carcass is halal, even if the name of God is not pronounced at the time of slaughter, regardless of whether it is intentional or forgotten, as long as

the butcher is a qualified, sane Muslim. Following a lengthy discussion on this final opinion, Imam Al-Razi said it is best for a Muslim to avoid eating the meat of permissible animals when God's name has not been pronounced at slaughter, because the guidance from this verse is strong.

Ibn Katheer has said: God's concession for eating the meat slaughtered by the People of the Book does not include that meat upon which the name of God has not been pronounced at the time of slaughter. This is because the People of the Book were required to pronounce the name of God during their ritual slaughter. Because of this, it is not halal (or permissible) for Muslims to consume the meat slaughtered by those other than the People of the Book, since others do not pronounce the name of God during the slaughter. In summary, according to Ibn Katheer, if Muslims are to eat the meat of animals slaughtered by the People of the Book, as opposed to other people, the (People of the Book) should pronounce the name of God at the time of slaughter. If this condition is not met, then the permission to eat meat slaughtered by them is not granted.

### Consumer Awareness

"If store-owners display the 'Halal' sign in their store, it should by default mean '*Zabiha* halal'. Retailers who advertise as such, should provide *Zabiha* to all customers," says one retailer. "Halal, unfortunately, doesn't always mean *Zabiha* in the market. The best way to find out is by calling the store and asking who their meat or chicken suppliers are. The way animals are slaughtered makes all the difference. Chicken is halal by itself but if you don't cut it the Islamic way it is not *Zabiha* halal," he adds. "We need consumer awareness. Many, many stores sell non-*Zabiha* meat and chicken but claim it is *Zabiha* halal."

The word *Zabiha* has been misused not only by retailers but also by some halal certifiers. In Canada, certain halal certifiers claim that machine slaughter is *Zabiha*, because the word *Zabiha* means 'slaughtered'. Consumers hold the key to resolving this controversy, if they insist on hand-slaughtered meat by Muslims.

"Muslims must be aware of what is out there in the market and in the end it becomes their responsibility to consume what God is pleased with," says Shaikh Abdool Rahman Khan, resident scholar at Islamic Foundation Mosque, Villa Park. He adds that it's best for Muslims when hosting a get-together that involves sharing a meal, to offer *Zabiha* rather than opting for meat from mainstream stores. "If we follow this formula I think we will all have fewer arguments, fewer explanations and more trust in each other. May God guide us to what is upright."





## Animal Welfare

The treatment of animals is an integral part of the *Zabiha* process as is the manner in which animals are raised. The Prophet Muhammad (*peace be upon him*) encouraged kindness not just amongst human beings but towards all living souls. He forbade the practice of cutting tails and manes of horses, of branding animals in a soft spot, and of keeping horses saddled unnecessarily. (Muslim, Sahih Muslim). If he saw any animal over-loaded or ill-fed he'd warn the owner, saying "Fear God in your treatment of animals." (Abu Dawud, Kitab Jihad). On another occasion he stated, "Verily, there is heavenly reward for every act of kindness done to a living animal." According to "An Nawawi's 40 Hadith", Abu Yaala Shaddad bin Aws said that the Messenger of God said: "Verily God has prescribed proficiency in all things. Thus, if you kill, kill well; and if you slaughter, slaughter well. Let each one of you sharpen his blade and let him spare suffering to the animal he slaughters." This is related by Muslim.

These sayings of the Prophet clearly illustrate the importance of treating animals with care. All Muslims agree that raising animals with care and killing them with mercy for consumption, is a requirement of their faith.

## Conclusion

The controversy, confusion or misrepresentation of *Zabiha* is not confined to the retail market in North America. Mislabeling is very common with meat exported to the Middle East. We often read the phrase, "Slaughtered According to Islamic Rites," written in both English and Arabic on labels. More often than not, such meat is not from animals slaughtered by Muslims in a traditional manner. It is usually regular meat packed as *Zabiha* and halal. Several states in the USA have passed regulations to address such fraud but none have been implemented so far. The burden of the proof for the time being falls on the retailer or exporter, if the consumer or importer demands verification of the claims of *Zabiha* or slaughtered according to Islamic Rites. (God Knows Best) (M)

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# Why Zabiha?

## Muslims Speak Up

By Naazish YarKhan

We spoke with a cross-section of halal consumers in Illinois about whether there was a difference between halal and *Zabiha*, and if there was, did they have a preference for one over the other? In 75 percent of the answers we received, respondents saw a distinct difference between halal and *Zabiha*. Only 20 percent felt that meat could be consumed by Muslims if it were not *Zabiha*. A small minority were altogether unfamiliar with what *Zabiha* entailed. When asked if they maintain *Zabiha* strictly, 50 percent of all respondents said that while they do so at home, they may consume meat that is halal but not *Zabiha* at restaurants.

Sara Kadir, a Glenview resident, says that while growing up in Saudi Arabia, halal and *Zabiha* were synonymous terms. It was only when she moved to the West that she learned of the difference. "Looking back I realize that this difference is probably a non-issue in a Muslim country. With regards to the meats we consume here, (besides being halal) there is the additional requirement that the meat also be *Zabiha*. *Zabiha* is the method of slaughtering the halal animal in the name of God, ensuring that all the blood drains out, while minimizing the pain experienced by the animal." While she maintains strict *Zabiha* at home that is not the case always, outside home. "However, I am so proud of my 12 year old son, Yousuf, who keeps 100% *Zabiha* and is an inspiration and role model for me," she adds.

According to Mateen Hussain of Glendale Heights, halal should be *Zabiha*. "Unfortunately, some Muslims classify things as halal based on the animal, not on the method of slaughter. I once visited a restaurant in Arlington Heights, Illinois, and checked with the owner if the food was halal, and he said it was very much halal and that no pork was served. He was also very candid in mentioning that it was NOT *Zabiha*, if that's what I was looking for," he says.

Dr. Syed Warsi, who is in charge of ICNA Chicago's New Muslims Services agrees and doesn't believe there is a difference between *Zabiha* and halal. "Meat consumption is halal (lawful) only when it is *Zabiha*, so I maintain only *Zabiha* irrespective of who tells me it is okay to consume something else. First, the animal should be halal,

like goat or cow or sheep. If it is inherently *haram*, like pork, then even if it is slaughtered properly, it can never be permissible or halal. Also, to be halal that animal should be acquired properly, not by theft or stealing, slaughtered in a proper way by Muslims or People of the Book. I do not understand how meat could be halal (without it being) *Zabiha*. An animal can be halal (lawful to consume) only if all the requirements are met. If any of the requirements are missing then it is not halal and not lawful to consume."

According to Aliya Husain, a Lisle resident, "*Zabiha* is the order of God. I try my best to obey His orders. Purity of our food affects our spiritual state. Ergo, *Zabiha* allows us the ability to maintain a state of spiritual purity."

When it comes to choosing between halal and *Zabiha*, Ms. Hilali, a Bloomingdale resident, says she is very careful to offer Muslim guests only that which they are comfortable eating, while for her own family she wouldn't consider it a sin to bring home chicken nuggets from a mainstream grocery store.

Mateen Hussain on the other hand finds it especially easy to maintain halal and *Zabiha* even when purchasing non-meat products. "Most household items," he says, "are repeat purchases including cheese, vitamins, milk, bread, candies, cereal, etc. It is quite easy to go to the websites of corporations that produce these items and send them an email requesting information as to whether particular products include any ingredients that are derived from an animal source. I usually get a response in two-three days, and use this as a basis for my shopping list. In some cases I have called the toll free numbers on the products right from the store and that too worked out well." (M)

# Does Water Need to be Halal-Certified?

By Suzann Audi

So, you eat *Zabiha* halal meat, you read labels to check for animal fat, and you check the foods and snacks being served at your child's school. You are trying to do your best to serve healthy, delicious halal meals to your family. Then one day at the grocery store, you happen to notice some bottled water that is halal certified. Excited, you grab several. But wait, does plain ol' water need to be halal certified?

The United Arab Emirates asked this very question after receiving halal certified drinking water from Thailand. According to Thailand's *The Nation* (June 1, 2006), Dubai officials determined that water does not need certification, and suspended some Thailand exports.

Was Dubai correct in suspending halal certified drinking water? Does water need to be halal certified? The fact is, all foods should be halal certified if we are to be confident that they are halal. Have we forgotten the dangerous practices and unsanitary conditions of the meat packing industry revealed in Upton Sinclair's *The Jungle*? The US Food and Drug Administration (FDA) now controls many aspects of food production. We can use their laws to help us better understand why even water should be halal certified. In countries with less stringent laws on

food production, halal certification is even more important.

God has created all living things with water. Water is a natural product and halal in its natural form, for drinking, cooking, making ablution, amongst other things. However, bottled water goes through extensive processing, including purification, filtration, and sometimes mineral adjustment, chlorination, fluorination or ozone treatment, in order to make it safe for human consumption. During this process it may come in contact with chemical materials potentially derived from animals. When IFANCA certifies water to be halal, it verifies that the bottled water was purified without the use of any *haram* (unlawful) or questionable materials.

The FDA does not always require processing aids to be listed on the label if they are present in trace amounts. For example, apple juice is clarified with gelatin but is never mentioned on the apple juice label. Similarly, water is purified by passing through a bed of carbon but that is not mentioned on the labels of bottled water.

Furthermore, food-grade lubricants are used on machinery during the



production of anything from bottled water to aluminum foil. Lubricants consist mainly of oils and could be from any source, vegetable, animal or synthetic. Lubricants used in manufacturing are not listed on food ingredient labels either. This is why even bottled water, not just food, needs to be halal certified. To be confident in what you eat, always choose halal certified products! Avani Oxygen Water Corporation bottled water is currently certified as halal by IFANCA.

Resources: For more information on food labeling requirements in the US, go to <http://www.cfsan.fda.gov/label.html>. (M)



**J&M®** halal certified meals use only wholesome ingredients and have **NO MSG, NO SOY, and NO ARTIFICIAL FLAVORS OR COLORS**. Six varieties are gluten-free. Each meal is fully cooked and is conveniently packaged in either 10 oz. (283 g) microwaveable serving dishes or 8 oz. (227 g) travel and camping pouches. Reheat to eat in minutes.

**LAMB & BARLEY STEW:** Tender lamb, combined with barley, eggplant, red and green sweet peppers, zucchini and onions, create a true culinary delight! A scrumptious meal with a variety of textures, it is deliciously seasoned with herbs and spices of the Middle East.

**CHICKEN MEDITERRANEAN:** A hearty chicken meal with the flavors of the Mediterranean. Chunks of light and dark chicken with tomatoes, potatoes, chick peas and black olives in a tangy sauce.

**CHICKEN & NOODLES:** Chunks of light and dark chicken with Kluski noodles, peas, corn and carrots in a light sauce. A winning combination!

**BEEF STEW:** This satisfying stew is absolutely delicious. It has chunks of beef with chunks of potatoes, sweet peppers, tomatoes, cabbage, zucchini, chick peas and carrots in a flavorful sauce.

**CHEESE TORTELLINI:** Cheese-filled tortellini in a well-seasoned tomato sauce with the added protein of pinto beans. Excellent texture and flavor!

**VEGETARIAN STEW:** A meal perfect for vegetarian and hearty eaters alike! With macaroni, vegetables, potatoes, barley, lentils, peanuts and seasonings, this meal has great taste and a variety of textures.

**LAMB & LENTIL STEW:** Tender lamb joins a medley of tomatoes, lentils, onions, chickpeas, zucchini and red and green sweet peppers. Aromatic herbs and spices invite all to taste and enjoy this truly delicious meal.

**MY KIND OF CHICKEN:** A favorite combination! Chunks of light and dark chicken with brown rice, peas and carrots in a mild sauce.

**CHICKEN & BLACK BEANS:** A flavor from the southwestern states, this meal has chunks of light and dark chicken with delicious and nutritious black beans, tomatoes, potatoes, sweet peppers, corn and kidney beans. Simple seasoning brings out its full flavor.

**OLD WORLD STEW:** Chunks of beef, with brown rice, tomatoes, zucchini and pinto beans. The sauce is seasoned with the aromatic flavors of the Middle East.

**FLORENTINE LASAGNA:** This meal has small lasagna noodles mixed with a deliciously seasoned tomato sauce. In the sauce is Ricotta cheese, Parmesan cheese, spinach and pinto bean pieces to add more protein without meat. A meal influenced by the tastes of Florence.

**PASTA WITH GARDEN VEGETABLES:** This delicious and robust meal has rotini pasta with a pepper, mushroom, zucchini and tomato medley. It's perfectly flavored with traditional Italian seasonings.

DHABIHA HALAL حلال



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# Fats, Oils and Their Impact on Health

By Haider Khattak, Food Scientist

Fats are one of the major constituents of the human diet along with carbohydrates and proteins. A major source of energy, they supply about nine calories per gram while one gram of carbohydrates provides four calories, and proteins supply about 4 calories per gram. In calorie deficient situations, fats together with carbohydrates are used by the body instead of protein. Some fatty foods are sources of fat-soluble vitamins, and the ingestion of fat

improves the absorption of these vitamins regardless of their source. Fats are vital to a palatable and well-rounded diet and provide linoleic and linolenic, both of which are essential fatty acids.

Essential Fatty Acids have been generally regarded as those that are required by humans but are not synthesized by the body and must be obtained through the

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diet. The lack of alpha-linolenic acid has been associated with neurological abnormalities and poor growth. A lack of linolenic acid is associated with scaly dermatitis and poor growth. The Institute of Medicine of the National Academies (Dietary Reference Intakes - The National Academies Press 2002) established the first recommended daily intake (RDI) values for linoleic acid at 17 grams for adult men and 12 grams for adult women. The RDI for alpha-linolenic acid was set at 1.6 grams for adult men and 1.1 grams for adult women.

The most important part of our sensory apparatus is our brain. It measures the taste, smell, and mouth-feel of all of the food and drink we consume. When we eat ice cream, it registers the creamy mouth-feel and fatty taste of the ice cream. In recent years, food scientists, chemists, and sensory scientists have created fat substitutes that create a similar response in the brain and give the taste and mouth-feel of fat without the large number of calories associated with it.

People enjoy foods containing fats (lipids) because of the sensory experiences that fat provides – it makes food flavorful, creamy, juicy, smooth, tender, or rich. One can compare the obvious difference easily between whole milk and skimmed milk. We need some fat in our diet but it becomes a problem when we're consuming too much of it.

In the 1960's James V. Neel, a geneticist at the University of Michigan, in his "thrifty gene" hypothesis, suggested that some of us inherited genes that make us exceptionally efficient in our intake and use of calories. Our bodies are good at converting food into fat and then hanging on to it. This trait may have helped our ancestors survive when calories were few and far between, Neel speculated.

A typical person has 25 to 35 billion fat cells. The body needs those fat cells to stay healthy. They communicate with the brain, signaling how much energy has been stored and when it is time to eat. They also play an important role in the immune system, helping the body protect itself from cancer and diseases. Fat cells are good for you. But too much of a good thing isn't good either! An obese person can develop as many as 75 billion fat cells. Once they're there, it is hard to get rid of them. Becoming obese early in life may fundamentally change a person's body chemistry, making it difficult to become slim. If one is obese by the age of thirteen, there is a 90 percent chance of being overweight by ones mid-thirties.

Dr. Mehmet Oz is one of New York's leading heart surgeons who believes that many heart operations could be avoided if people exercised more and ate less fast food. According to him, eating unhealthy foods can damage the brain. Foods that contain too much sugar and the wrong kinds of fats can cause your blood vessels to thicken and narrow. That can limit the amount of blood reaching your brain, reducing its ability to work properly. Atherosclerosis and other heart diseases can be caused by eating certain foods with too much fat in them.

## Trans Fat & Cis Fats:

These are both fatty acids with almost the same molecular formulas but different geometric structure. The cis form is the natural one and can be metabolized by the body easily. *Trans* forms are man-made and difficult to metabolize and accumulate within the arteries. They are suspected of being involved in coronary heart disease. What's another word for *trans* fat on the ingredient label? Partially hydrogenated oil. Look out for it in baked goods, peanut butter, cakes, fried chicken, cookies,






doughnuts and other fried foods. *Trans* fats increase the amount of fatty plaque in your blood and may also stiffen your arteries. Researchers at Harvard University believe that *trans* fats alone are now responsible for the deaths of at least 30,000 Americans every year.

When investigators at the National Academy of Sciences tried to determine how much *trans* fat a person should eat, they came up with a surprising conclusion: none. In 2006, the US Food and Drug Administration (FDA) made it mandatory for all food and beverage makers to list the *trans* fat content of packaged foods on the Nutrition Facts label. Further, all fast-food and processed-food companies had to reveal how much *trans* fat their products contained. As a result, some product labels now state “No *Trans* Fats”, if there is less than 0.5 grams of *trans* fat per serving. If there is more than this amount, companies are required to list it on the label in a separate line in the “Total Fat” section of the panel, directly beneath the line for “Saturated Fat.” Zero *trans* Fat per serving though doesn’t really mean there is no *trans* fat in a food. It just means each serving could have less than 0.5 grams of it. Have more than a couple of servings and you can be exceeding the *trans* fat ‘permissible’ level. In 2006, the American Heart Association recommended that you limit the amount of saturated fats to less than 7 percent

of your total daily calories, and *trans* fats to less than 1 percent of total daily calories.

One of the most important recent developments has been the New York City Board of Health’s decision to phase out *trans* fats in city restaurants. It requires that restaurants limit the amount of *trans* fats in oils, shortenings and margarine used for frying or in spreads. As of July

**Zero *trans* fat per serving though doesn’t really mean there is no *trans* fat in a food. It just means each serving could have less than 0.5 grams of it. Have more than a couple of servings and you can be exceeding the *trans* fat ‘permissible’ level.**

2007, restaurants must use less than 0.5 gram per serving. The regulation also requires that, effective July 2008, restaurants limit the amount of *trans* fats to less than 0.5 gram per serving in all food items not sold in the original manufacturer’s packages. Since then, legislative and regulatory efforts to eliminate *trans* fats have been proposed in other major cities and states. 

### One-on-One with Dr. Muhammad Munir Chaudry, President IFANCA

**Halal Consumer:** *If trans fat is so damaging, how come it is in so much of our food ?*

**Dr. Chaudry:** “One cannot find *trans* fats on grocery shelves. They are a component of vegetable oils especially partially hydrogenated vegetable oils. Historically, fats used in food were butter, butterfat, tallow and lard. Plant or vegetable oils like olive oil, palm oil, and coconut oil were also used in various cultures. soybean oil and cottonseed oil were not considered favorably as food oils, till technologists discovered a method of processing these oils to make them look and feel like butterfat oil, an all time premium fat. A process called hydrogenation made oils hard like tallow while partial hydrogenation made them softer yet solid like butterfat oil or ghee.”

“Hydrogenation changed the multiple unsaturation points in soybean oil to one or two unsaturation points on each fatty acid. The food industry adopted the process and produced it as an inexpensive source of semi-solid oil with a greater shelf-life, better taste and consumer acceptability. Unknown to the scientific community at that time, the process created an unnatural configuration in the molecular shape of oils to what became known as *trans*figuration, hence the name *trans* fats. Over the past two decades harmful effects of *trans* fats came to light and the regulatory agencies started forcing the industry to remove *trans* fat from food. At the same time, new and healthier oils have been developed and acceptability of liquid oils amongst consumers has increased to a level that oils are now preferred to fats in ones diet. ”

## Common Fats & Oils in Our Food



**SHORTENING:** A blend of fats and/or oils used in baked products, it is solid at room temperature and made with animal fat or vegetable oil.

**BUTTER:** Butter is a dairy product made by churning fresh or fermented cream or milk.

**TALLOW:** Solid fats obtained from cattle, sheep or goats. They are used in making shortenings and frying oils.

**LARD:** It is a solid fat obtained from pigs and used in making shortenings and frying oils.

**VEGETABLE OILS:** Vegetable fats and oils are derived from plants. Common vegetable oils include coconut oil, safflower oil, sunflower oil, peanut oil, sesame oil, corn oil, cottonseed oil, canola and soybean oil.

**MARGARINE:** Margarine is a butter-substitute made from vegetable oils in USA and vegetable and animal fats in some other countries.

IFANCA halal-certified vegetable oil companies include: Cargill, Bunge Canada, Cal-Western Packaging

## Test Your Food IQ

Match The Term To Its Correct Description

a) A blend of fats and/or oils used in baked products. If made from halal animals slaughtered in the Islamic way or from plant sources, it is halal. Otherwise it is <i>haram</i> . This type of fat is solid at room temperature. An example of these fats, if derived from animals, is lard, and must be avoided by Muslims.	1. Mono- and Di-glycerides
b) These fats are used to prevent water and oil from separating. They are found in a wide variety of products including baked foods, peanut butter, margarine and shortening. Their sources are animals and vegetables. Those from vegetables are halal, and is mashbooh (doubtful) when from an animal source.	2. Shortening
c) These fats are found mostly in seafood. Good sources include fatty, cold-water fish, such as salmon, mackerel and herring. Flaxseeds, flax oil and walnuts also contain them, and small amounts are found in soybean and canola oils. These fats are good for your heart.	3. Monosaturated fat
d) These fats are usually liquid at room temperature and in the refrigerator. Foods high in these fats include vegetable oils, such as safflower, corn, sunflower, soy and cottonseed oils. These are healthy fats.	4. Polyunsaturated fat
e) These fats remain liquid at room temperature but may start to solidify in the refrigerator. Foods high in these fats include olive, peanut and canola oils. Avocados and most nuts also have high amounts of this fat, which is good for health.	5. Omega-3 fatty acids
Answers: 1b, 2a, 3e, 4d, 5c	





## The Blessings of the Olive Tree

Olives and Olive Oil have long been linked to well-being and good health. Recently, researchers discovered yet another benefit of olive oil. They found that olive oil seems to protect against a certain type of cancer. The study involved information on food and cancer patterns in 28 countries including most of Europe, the United Kingdom, the United States, Brazil, Colombia, Canada, and China. Details of olive oil consumption were obtained from the International Olive Oil Council.

Olive trees are among the oldest fruit trees in existence. Some trees, still existing today, are believed to be over 2,000 years old. The olive tree has been mentioned in the Quran. In Surat At-Teen, God swears by the fig, the olive, the mount of Sinai and Makkah, the city of security:

*By the Fig and the Olive,  
And the Mount of Sinai,  
And this City of security,  
We have indeed created man in the best of moulds,  
Then do We abase him (to be) the lowest of the low,*

*Except such as believe and do righteous deeds: for they shall have a reward unfailing.*

*Then what can, after this, contradict thee, as to the Judgment (to come)?*

*Is not God the wisest of Judges?*

The olive tree originated in the countries along the Mediterranean Sea and thrives in climate with a wet and cool winter and a dry and warm summer. Winter temperatures below freezing can damage the trees. It is mainly grown for its fruit and oil.

Olives go through a number of growth stages. They start out as a green fruit, which turns yellowish, then reddish and finally black as they ripen. An olive contains 10-40% oil by weight. They also contain oleo-rubin, a very bitter substance, which is removed during processing so that olives are tasty, not bitter.

As the olive tree ages, it produces more fruit. Generally, olives produce a good harvest every other year, with a smaller harvest in between. Olive trees need lots of water

to grow, but the fruit is best when the climate is dry, so they need to be irrigated. Better harvests are achieved if the trees are well pruned and the fruit is thinned out. In general it takes over 5 years for a new tree to bear fruit. Olive trees are planted from branches of existing trees.

The Spanish are said to have transplanted the olive tree to South America and today, we can find olive trees in most parts of the world. Most olive production comes from the Mediterranean countries of Spain, Italy, Greece, Turkey, Tunisia, Morocco, Libya and Algeria. Of course, olive trees have been grown in Palestine for many centuries. Over 50% of the world production of olives comes from Spain and Italy, with Greece and Tunisia accounting for another 30% of world production. Worldwide olive oil consumption has been rising at about 1.5% per year.

When olives are produced for oil, they can be harvested mechanically. However, for olive production, the olives must be harvested by hand and handled very gently. There are three common ways to process olives, the Spanish way, the American way and the Greek way. For Spanish olives, the fruit is harvested in the green to yellow stage, the oleo-rubin is removed by immersion in caustic solution, and then the olives are cleaned and placed in brine, carefully avoiding exposure to air. After a while they are removed and can be stuffed before final packing in brine.

For American style olives, the fruit is harvested in the yellowish stage, soaked in caustic solution, and then exposed to air. This removes the oleo-rubin. The olives turn brownish-black. They are then cleaned and pickled and stored above 240 degree F.

The Greek method of processing olives involves harvesting the olive in the black stage and soaking it in brine to remove the oleo-rubin. No caustic is used in the Greek method.

### Knowing Your Oils

Olive oil is among the best vegetable oils available and many societies use it as a staple in their diets. When it comes to the breakdown of olive oils specifically, here is what you should know. Extra virgin is touted as the best of olive oils because it is the least processed. It comes from the first pressing of the olives. Extra virgin olive oil implies that the oil has been cold pressed and first pressed. These words don't exist on labeling in Italy and in the US are little more than a marketing ploy. If oil is labeled "extra virgin" it can be as little as 10% extra virgin oil blended with light or pure! For the best extra virgin olive oil, look for ones made in Italy, Spain or Greece, which say 100% extra virgin olive oil.

Virgin olive oil adds a second pressing of the olives. A recent study comparing virgin olive oil, refined olive oil and the combination of both found that virgin olive oil appears to have greater heart-health benefits. Virgin and extra-virgin olive oils tend to be higher in polyphenols (a powerful antioxidant) than are the more-processed, refined olive oils. Antioxidants are considered beneficial because they help the body rid itself of unstable molecules called free radicals and minimize harmful cellular inflammation.


Pure olive oil is processed further still through filtering and refining. It is often the lowest quality available at retail stores. In the US, olive oil labels can be misleading. Pure or light oil is actually chemically refined to extract the last possible oil from the olives. Light refers only to flavor, and has the same number of calories as other olive oils, about 125 per tablespoon. Further, anything called light olive oil may contain other vegetable oils. Extra light olive oil is the most processed with only a mild olive flavor.

### What is Olive Pomace Oil?

Olive Pomace Oil is obtained by treating the olive residue, called pomace, with solvents. It may be classified as "refined olive-residue oil" or "refined olive-residue oil and olive oil". Its subcategories are Crude Olive-Pomace Oil, Refined Olive-Pomace Oil or Olive-Pomace Oil.

### Choosing Olive Oil

The way you want to use the oil determines the oil you should choose. Some olive oils are better for frying and sautéing, while others should be used exclusively for drizzling over a dish before serving. There is a myth that often circulates though: that olive oil has a low temperature threshold. It actually has a very high temperature threshold and is great for frying vegetables and meats. For frying, use virgin olive oil, which will impart less flavor, is less expensive and won't burn as easily as extra-virgin olive oil. Extra virgin olive oil is great for when you need a stronger flavor in salad dressings and to drizzle on soups or pastas.

Olive oil needs to be stored in a cool dark place to maintain its freshness. The fresher the oil, the greater the antioxidant properties. Quality olive oils generally include a packaging date. Make sure it is no more than one year old. The flavor of many mild oils is fragile. They ought to be consumed within a year for optimal flavor. On the other hand, many full flavored olive oils may be kept 2 or 3 years with no ill effect. Remember, an open olive oil bottle or tin keeps for months if you keep it in a cool place out of direct light. 



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# Sell By, Use By, Best If Used By—

## What Do All those Dates Mean?

By Dr. Mohammad F. Azam

There are a number of different dates that may appear on a product. “Open Dating” is the use of a calendar date (rather than a code) on a product. “Closed Dating” is the opposite and refers to the use of a code or packing number (rather than a calendar date) on a product. If Open Dating is used, the date must include the day and month. The year must also be included for shelf stable or frozen products. When dates are used, there must also be an explanation of the date, such as Sell-By or Use-By, etc. Federal regulations do not require product dating, except for infant formula and FDA inspected baby food. However, not all baby food is FDA inspected.

Unfortunately, there isn’t a universal system for dating food products in the United States. While food dating is required in 20 states, other parts of the country do not have such requirements. When used, open dating is normally seen on perishable foods such as meat, poultry, eggs and dairy products. Closed dating

may be used on shelf-stable products, including canned and boxed foods.

For Open Dating, there are a number of formats that may be used as follows:

**Sell-By** - tells the store how long the product can be displayed.

**Best if Used By (Best if Used Before)** - for best quality or flavor, the product should be used before this date. The product is generally safe to use for days after this date. However, its nutritional value maybe compromised somewhat.

**Use-By** - the last date for use of the product at peak quality.

All dates are determined by the manufacturer. Closed Dating or Coded Dating is the use of a packing number on the product. This is used by the manufacturer and is not normally easily decipherable by the consumer. In case of a recall, the manufacturer can inform the public

not to use the product in question, with such a number.

Foods can remain safe and of good quality after the date expires, if they have been handled and stored properly. However, they may also be unsafe or of poor quality before the date expires, if they have not been handled or stored properly to begin with. Perishable foods should normally be stored at 40°F or below. Mishandling of foods may involve leaving refrigerated foods outside for hours, defrosting at room temperature for long hours or not using sanitary handling practices.

For infant formula and FDA inspected baby food, a Use-By date is required. The product is required to contain the stated quantity of nutrients listed on the label by that date. The manufacturer determines the Use-By date based on analysis throughout the shelf life of the product or other methods. Consumers should not use baby food or formula after the Use-By date.

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For canned goods, a packing code is required. This is used to track products during commerce or if there is a recall, and to allow producers to rotate their stock. The packing code is not intended for consumer use. When purchasing canned products, make sure the cans are in good condition.

The US Department of Agriculture Food Safety and Inspection Service offers the following tips on storage and usage times for food products:

- Always purchase before the expiry date.
- Refrigerate perishable foods promptly. Freeze within the time guidelines presented below, if you do not plan to use the product during these time limits.
- Follow handling recommendations listed on the product.



If not used immediately, the following products should be refrigerated at 40°F or below. If the product has a Use-By date, it should be used by that date. If it has a Sell-By date or no date, it should be cooked or frozen within the following time:

PRODUCT	STORAGE TIME AFTER PURCHASE	
Poultry	1-2 days	
Beef, Veal, Lamb	3-5 days	
Ground meat, Ground Poultry	1-2 days	
Uncooked beef or Turkey Sausage	1-2 days	
Eggs	3-5 weeks	
For processed products that were packed at the plant, the following times apply when stored below 40 degree F	UNOPENED AFTER PURCHASE	AFTER OPENING
Cooked Poultry	3-4 days	3-4 days
Vacuum packed dinners ( commercial brand with USDA seal)	2 weeks	3-4 days
Hot dogs	2 weeks	1 week
Luncheon Meat	2 weeks	3-5 days
Canned meat and poultry, Shelf Stable	2-5 years at room temperature	3-4 days

Again, if the product has a foul odor, flavor or appearance, don’t use it. More information is available at the FSIS web site at <http://www.fsis.usda.gov> or by calling them at 1-888-MPHotline. Source:<http://www.fsis.usda.gov>



# Reading and Understanding Nutritional Labels

by Naazish YarKhan

## Light, Low Fat, and Cholesterol Free: What These Words Really Mean?

There is hardly a package of food these days that's not labeled "calorie free," "low fat," "reduced," "sugar free," "fat free" or "light". These terms describe the percentage of calories, fat, cholesterol, or other nutrients in a food, and mean the same thing for all similar foods. The US government now defines some of these terms:

LABEL WORD(S)	MEANS:
Calorie Free	less than 5 calories per serving
Low Calorie	40 calories or less per serving
"Light" or "Lite"	1/3 fewer calories or 50% less fat per serving compared to a 'regular' version of that product; if more than half the calories are from fat, fat content must be reduced by 50% or more
Fat Free	less than 1/2 gram fat per serving
Low Fat	3 grams or less fat per serving
Cholesterol Free	less than 2 milligrams cholesterol per serving and 2 grams or less saturated fat per serving
Low Cholesterol	20 milligrams or less cholesterol per serving and 2 grams or less saturated fat per serving
Sodium Free	less than 5 milligrams sodium per serving
Very Low Sodium	35 milligrams or less sodium per serving
Low Sodium	140 milligrams or less sodium per serving



## Foods and Health Claims

Food packaging often carries "health claims" or a statement on their label that links the consumption of that particular food to reducing the risk of a specific disease. All foods can be part of a balanced, healthful diet even if they do not have health claims. However, to be able to make a health claim it is necessary that foods meet certain nutrient levels. For example, oat meal cookies, which are loaded with as much sugar and fat as they are with oats that are good for the heart and lowering cholesterol, can't make a 'heart-healthy' claim. Similarly, neither can sugar-rich



baked goods say they are heart healthy even if they are made with zero *trans* fat.

Food labels are now required to have nutritional information that is most relevant to your health included on them. What you see on the food label -- the nutrition and ingredient information -- is set by the government, based on current nutrition and health information. Ingredients are listed on the label by weight from most to least. For example, bread that lists "whole wheat" first on the ingredient list means it has more whole wheat than anything else.

The title "Nutrition Facts" signals the label information. Similar food products have similar serving sizes. This makes it easier to compare foods. Serving sizes are based on amounts people actually eat. Only two



vitamins (A and C) and two minerals (calcium and iron) are required on the food label. A food company can voluntarily list other vitamins and minerals in the food.

% Daily Value shows how a food fits into your overall eating plan. The % Daily Values for total fat, saturated fat, total carbohydrate, and dietary fiber are based on a 2,000 calorie diet. They are the label reference values. Many labels show Daily Values for a diet of 2,000 and 2,500 calories. Your own nutrient needs may be more than or less than the Daily Values on the label. It is important to adjust your own Daily Values to match your calorie level. The label tells the number of calories in a gram of fat, carbohydrate, and protein, as a reference point. (M)

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# IFANCA Halal-Certified Company News

## Get Your Grill on with Halal Better Beef™

Now that the weather is warm, it is time to get your grill on, gather up some friends and have a halal BBQ. We spoke with a representative at IFANCA halal-certified Better Beef™, based in Canada and he had some advice on the kind of meat cuts that are the best. The most commonly grilled sections of beef are Rib eye, Tenderloin, New York Strip, T-Bone, Porterhouse and Tri-Tip. Rib eye tends to be juicy, tender and flavorful and generous marbling makes it a crowd-pleaser. Tenderloin or filet mignon is the most tender of steaks. Top Loin Strip is also called a New York steak, or a KC Strip steak. Porterhouse cooks best over a consistent medium heat. Tri-Tip is flavorful beef at an affordable price and is best when marinated well and used as thin slices for salads or sandwiches.

Meat from the hind leg is great for roasting while flank steaks are thinner sections of meat and tougher but can be very flavorful if marinated for some hours. We were advised that Chuck was the best for grinding and makes the most delicious burgers. It is also about 82% lean.

The grade of meat to ask for is 'Triple A' because the higher the grade, the better the quality. It is marbled nicely with streaks of fat that melt when cooked allowing the flavor to seep right into the meat. The age of the meat also makes a difference. The longer it is aged, the better it tastes. Meat that is closer to the "sell by" date apparently is the better cut. If a halal grocery has an account with Better Beef but doesn't have the cut you want, you can have them order it in and Better Beef will deliver. So plan ahead and the halal *Zabiha* cuts you want, are the cuts you will get!

Better Beef supplies primals, sub-primals, regular cuts, custom cuts and offals that are available as certified Halal products and are labeled with the official IFANCA *Zabiha* Halal logo.

## IFANCA halal-certified Abbott Laboratories Contributes U.S. \$1.5 Million to Disaster Relief Efforts in China and Myanmar

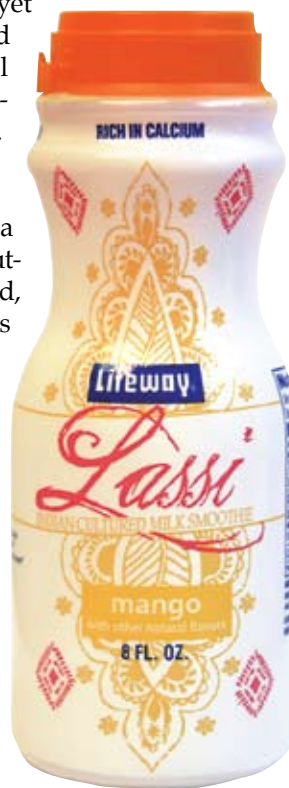
May 16, 2008 — Abbott Laboratories and its philanthropic foundation Abbott Fund have provided U.S. \$1 million in humanitarian aid in response to the earthquake in Sichuan Province in China and US \$500,000 to victims of Cyclone Nargis in Myanmar. Product donations include antibiotics, vitamins, rehydration solutions and adult nutritional products. In addition, Abbott's China-based employees are donating part of their paychecks to

support the relief efforts. Abbott Nutrition, which has its core brands certified as halal for the Malaysian market, is working with its humanitarian aid organization partners with an established presence on the ground in China and Myanmar. Its internationally recognized brands include the Similac® brand of infant formulas; the Gain® brand of growing-up milks for older babies and toddlers; the PediaSure® brand of nutritionals and snacks for children; and the Ensure® brand of adult nutritionals. Additionally, Abbott Nutrition is a leader in medical foods clinically shown to address the distinct dietary needs of people with serious health conditions or special nutrient requirements, such as the Glucerna® brand of nutrition shakes and bars for people with diabetes.

## Lifeway Foods Brings Halal Lassi To US Grocery Stores

Drinkable Yogurt is a relatively new, yet increasingly popular trend, in the food industry in North America. Global sales were up 18% in 2006, according to ACNielsen (2006a) reports. Drinkable yogurt, however, is old hat in South Asia where it is called lassi (pronounced LAS-SEE) and is a summer drink made of yogurt or buttermilk. Locals drink it as is, salted, sweetened or flavored. Lifeway Foods has developed a variety of drinkable yogurts and now brings IFANCA halal-certified lassi in different flavors such as Mango Flavor Lassi and Strawberry Flavor Lassi, to retail stores. Both are available as eight ounce packages. The drink makes a great addition to a child's lunch box or a brown bag lunch for an adult on-the-go, or even as an after-school snack.

What can possibly make yogurt non-halal? Most brands of yogurt available in North America contain non-halal gelatin. Other doubtful ingredients could also be used in the making of yogurt, including flavors, which could make the yogurt non-halal. IFANCA halal certification removes all such doubts about the ingredients. Moreover, halal certification reaffirms the quality of a product.



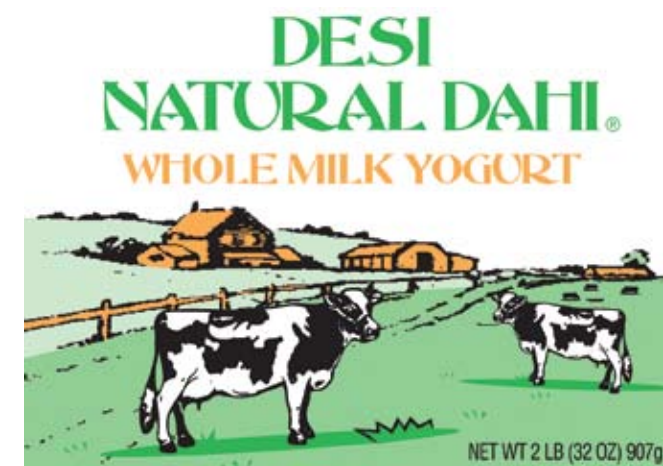
## IFANCA Certifies Select Products for Sigma Aldrich as Halal

One may wonder why flavors would need to be halal certified. Take for example processed foods that are smoked with flavors to give them a grilled, fried, toasted or roasted flavor. The smoke is run through oils, including lard, in order to capture the flavor and part of the halal certification process ensures that those oils and similar raw materials are vegetable based.

Since October 2007, IFANCA has certified over 500 food-grade products as halal for SAFC Supply Solutions®, an SAFC focus area and member of the Sigma-Aldrich TM Group, which are now available within SAFC's extensive Flavors & Fragrances (F&F) aroma chemicals product line. "After extending our Flavors & Fragrances offer to include food-grade certified products .., we are now extremely pleased to receive Halal certification from the Islamic Food and Nutrition Council of America. This certification is very important to Middle East and Asian markets, where we anticipate our Halal certified F&F products will be well received," said Judy Pruss, Marketing Manager, SAFC Supply Solutions.

## Johanna Foods Inc. Serves Customers Halal Desi Natural Dahi

Certified as halal by IFANCA, Desi Natural Dahi or yogurt is now available in retail stores all over the U.S. What's not to love in this delicious source of calcium? Desi Natural Dahi can be used as a substitute for sour cream over baked potatoes or enchiladas, it can replace



some of the oil or butter in a muffin, brownie, or cake recipe. Alternatively, Desi Natural Dahi may be used to replace all of the fat called for in cake mixes. And for that extra healthy start to your day, stir in a table spoonful of ground flaxseed to your cup of Dahi and get some omega-3's, as well.

"Any processed product needs certification," says Haider Khattak, Food Scientist and Halal Supervisor, IFANCA Canada. "Consumers never know what is involved in the process. Flavored yogurt usually has gelatin that makes the product doubtful as gelatin maybe from pigskins. Flavored yogurt might also contains natural and artificial flavors which fall in *mashbooh* category," explains Khattak. "Halal certification is necessary to removing all doubts." Johanna Foods Inc.'s Desi Natural Dahi is made the old fashioned way, without gelatin.

## Black Tea Better than Green in Fighting Parkinsons, Says Study



Green Tea has some stiff competition – at least amongst individuals at risk for Parkinson's disease, a degenerative condition affecting movement and balance in more than one million Americans annually. According to the American Journal of Epidemiology, which published the results, drinking at least 23 cups of black tea a month, or about three-quarters of a cup a day, may whittle down the risk of developing Parkinson's disease by a significant 71 per cent. The study comprised in-person interviews using structured questionnaires with 63,257 Chinese men and women. Black Tea is green tea that has been processed by fermentation. Oolong tea is semi-fermented tea and is somewhere between green and black tea, in its health promoting factors. Despite results from previous studies reporting that green tea may reduce the risk of Parkinson's, the new study reported no benefits among participants of the Singapore Chinese Health Study.

IFANCA halal-certified tea companies include: China Mist Tea Company, and The Coffee Bean and Tea Leaf. (M)

# Halal Happenings

**Dr. Ahmad H. Sakr, IFANCA Director and Religious Advisor & Dr. Muhammad M. Chaudry, IFANCA President, at the International Halal Food 2008 Conference, in Istanbul**

The Food Auditing and Certification Research Association (GIMDES), a Turkish Association created for the Inspection and Certification of Food and Supplies, held its International Halal Food Conference (HALAL FOOD 2008) Sunday, February 24, 2007 in the beautiful city of Istanbul. Dr. Ahmed H. Sakr, IFANCA Director and Religious Advisor, and Dr. Muhammad M. Chaudry, IFANCA President, represented the organization there. The conference was a strategic initiative aimed at:

- Maximizing opportunities for Turkey as an exporter to Halal importing markets
- Promoting Turkey as a highly competent producer and manufacturer of halal products
- Engendering confidence in consumers and governments of importing countries about the authenticity and high quality of Turkey's halal products
- Facilitating the flow of investment funds from halal importing countries to Turkey

In his opening remarks, Professor M. Huseyin Buyukozer, Chairman of the association, emphasized the importance of halal certification for Turkey. Turkish exports to Africa and the Middle East could exceed \$20 billion annually if halal certification were in place. President Ömer Bolat, too, stated that many countries require halal certificates for their imports and that Turkey finds itself at a disadvantage in these markets due to the lack of a certification system. Several international and local speakers reiterated the fact that halal certification in Turkey was long overdue and offered support while sharing their experiences in other countries. Singapore was the first nation to have halal certification, ever. Its food and beverage shipments to the United Arab Emirates jumped 67 per cent last year, and hit 171 million Singapore dollars (121 million US dollars), with the UAE's recognition of the city-state's halal certification system. Notable speakers included Dr. Ahmad H. Sakr from IFANCA, Professor Ahmet Akgunduz from Holland and Dr. Nadratuzaman Hosen from LP-POM/MUI Indonesia. Dr. Muhammad M. Chaudry also participated in several meetings and discussions.

**IFANCA Canada Participates at SIAL MONTREAL 2008 – Halal Workshop**

April 24, 2008, Montreal - IFANCA participated at SIAL Montreal 2008, an international trade show organized at Palais Des Congres De Montreal, in downtown Montreal. Opening remarks were made by Ms. Sandra Gagne, Regional Director, Quebec Regional Office (Montreal), Agriculture and Agri-Food Canada. Mr. David Hunter, Managing Director, Canadian Halal Export Alliance spoke about the Global Halal Food Market. Haider Khattak, Food Scientist and Halal Auditor, IFANCA Canada, emphasized the growing business opportunities for Canadian food companies. Food professionals and government representatives attended the Halal Workshop and were introduced to the Halal Certification program. At the end of the presentation, IFANCA's official publication, Halal Consumer, was distributed amongst all the participants. Attendees at SIAL Montreal numbered 12,461 professionals from the food distribution and agrifood industries as well as restaurant procurement services. Visitors to the exhibition came from all over Canada as well as from about thirty US states and more than 60 countries over five continents. Some 550 businesses in Canada, the USA and about thirty other countries exhibited their wares (grocery products, fruit and vegetables, meat, frozen foods, dairy products, organic foods, etc.) over 200,000 square feet of space.

**2008 Thanksgiving Turkey Drive Underway**

Six hundred turkeys were delivered in 2007 as part of the Thanksgiving Turkey Drive conducted by American Muslims for Activism and Learning (AMAL) and Sabeel Food Pantry. In 2008, the organizers are planning to add an Islamic school and Islamic centers, in addition to the two locations served in 2007.

Donations can be sent to: AMAL, P.O. Box 2187, Chicago, IL 60690 or online using PayPal at [www.sabeelpantry.org](http://www.sabeelpantry.org).

## IFANCA in the News

**Halal Becomes Big Business - An Excerpt from The National, UAE, May 3, 2008**

"A sign on display at the Burger King in the capital's Al Wahda Mall answers a question more and more customers are asking. "We sell only halal products," the sign

reads. Catering to the world's fastest growing religion of about 1.4 billion people, the rapidly growing halal industry, worth an estimated Dh7.7 trillion (US\$2.1 trillion), has broadened in scope in recent years to include everything from food to Islamic fashion and textiles, as well as pharmaceuticals, cosmetics, and even Islamic finance.

Research conducted by Brand Union has found that 70 per cent of Muslims worldwide follow halal standards to some degree. It is therefore no surprise that the industry could easily account for 20 per cent of world trade in food products by 2025, according to the Canadian government's Agri-Food Trade Service. However, the implementation of halal standards have suffered a major setback rooted in the global dispute over what qualifies for the

## IFANCA Mail Bag

**To IFANCA:**

The Dallas Morning News had a column on Sunday Feb. 10 saying that cloned food was halal. I was surprised to read that. Given that (IFANCA is ) the largest halal authority, I am inquiring whether your organization or any other organization has certified products from clones as halal. Our organization has been arguing that the FDA did an inadequate review of the food safety aspects of animal cloning. We would be happy to discuss this further with your staff. In the meantime, we want to be sure about the position of halal certifying groups. - *Jaydee Hanson, Center for Food Safety, Washington, DC*

**Dear Jaydee,**

Thank you for contacting us. We share your concern but find no basis for declaring cloning as *haram*. However, we do recommend and promote back to basics approach in farming. (The Muslim) community is more concerned about pigs and pig genes than cloned animals or GMOs. IFANCA hasn't certified any meat from cloned animals. If food safety of products from cloned animals does become a serious issue, we would take a second look. In case we do receive a request for halal certification of cloned products, we would consult halal consumers in the target market areas. - MMC

**To IFANCA:**

In the Name of God. Peace be upon Prophet Muhammad. Assalaamu Alaikum. The last time I checked, the vanilla yogurt fruitful Popsicle label suggests that it contains "bourbon vanilla". I was wondering if the Fruitfull Company just put your halal symbol on everything as a blanket certification or if you consciously certified

designation. "There are 192 countries under the United Nations banner and there are that many variations of halal," said Muhammed Munir Chaudry, the president of the Chicago-based Islamic Food and Nutrition Council of America (IFANCA). ..... The UAE has never required businesses to label halal products. Thus, the push to adopt a global halal trademark is being received with mixed responses. "Some of the larger companies, feel like their business will suffer if they put a logo on because some other customers will not like it or they will think that before, your product was not halal," said Dr. Chaudry. "They are afraid of a backlash". Industry analysts say that businesses will capitalise far more from this growing industry if retailers and manufacturers put greater effort into branding and marketing their halal products." (M)

this product and why? Shukran. Jazak Allah. - *Andreann Moseley, Baltimore*

**Dear Andreann Moseley,**

It is a certified product. Bourbon vanilla is a type of vanilla bean. It has no relationship with bourbon the liquor. It is an excellent question though. - MMC

**To IFANCA:**

Salam. I would like to know if Creatine ethyl ester is halal? I know that anything synthetic is halal (correct me if wrong), and creatine is usually synthetic...but the ethyl ester puzzles me. Is it alcohol therefore making it *haram*? Thanks very much for the service. - *Muaaz Altaher, Brunei*

**Dear Muaaz Altaher,**

Creatine is actually presented in vertebrates. For use in energy drinks it is generally a synthetic version. There is no alcohol in the product. The product is considered synthetic and halal. - MMC

**Dear Haider Khattak (IFANCA, Canada):**

Thank you for following up with us and for your patience as we looked into your inquiry. Dairy Milk and Caramilk both have milk ingredients that definitely come from cows. The natural and artificial flavors are proprietary information, which we are unable to release. None of our products that are produced at the plant that manufactures Dairy Milk and Caramilk are halal certified. We hope this information helps.

Thank you, again, for taking the time to contact us. - *Cadbury, Cadburyadams@cybercrs.net*

(*Natural and artificial flavors may contain alcohol as well as ingredients derived from animals.* - IFANCA) (M)



# Great Grilling

[WWW.IFANCA.ORG](http://WWW.IFANCA.ORG)

## Halal Top Sirloin Kebabs with Avocado Sauce

Prep: 30 Min.  
Marinate: 30 Min.  
Grill: 10 Min.  
Serves 6.

### Ingredients:

- 3 Tbsp. extra virgin olive oil
- 1 Tbsp. granulated garlic
- 1 Tbsp. granulated onion
- 1-1/2 tsp. dried oregano
- 1 tsp. freshly ground black pepper
- 1- 1/2 tsp. salt
- 3 lb. Better Beef™ halal beef top sirloin steak, about 1-inch thick
- 1 medium ripe avocado, seeded, peeled and coarsely chopped
- 1/2 cup seedless (English) cucumber, coarsely chopped
- 1/3 cup lightly packed fresh mint leaves
- 1/4 cup dairy sour cream
- 2 Tbsp. lime juice
- 1 tsp. salt
- 1 tsp. ground cumin
- Grilled Peppers & Onions (optional),
- Fresh mint leaves (optional)

### Directions

1. In large bowl combine oil, granulated garlic and onion, oregano, pepper, and the 1/2 teaspoon salt; set aside. Trim fat from meat. Cut meat in 1-inch cubes. Add meat to oil mixture; toss to coat evenly. Let stand at room temperature for 30 minutes.
2. Meanwhile, for Avocado Sauce, in food processor combine avocado, cucumber, mint, sour cream, lime juice, 1 tablespoon water, the 1 teaspoon salt, and cumin. Cover and process until nearly smooth, stopping to scrape sides as necessary. Transfer to serving bowl.
3. Soak bamboo skewers in water for 30 minutes before using. Put meat on skewers, leaving 1/4 inch between pieces. Place skewers on rack directly over heat, turning occasionally to brown evenly.
4. For Grilled Peppers and Onions: Brush whole peppers and onion slices with oil. Cover and grill directly over heat, 8 minutes or until tender, turning occasionally.
5. Serve with Avocado Sauce and Grilled Peppers and Onions. Sprinkle fresh mint.

## Important Days in the Islamic Calendar in 2008 – 2009

As you may be aware, the Islamic calendar, called the Hijra calendar (based on the year of migration of the Muslims from Makkah to Madina) is a lunar-based calendar. As such, the Islamic year is about 354 days long, so the Islamic dates move through the seasons, completing the cycle in 34 years.

Each month officially starts with the sighting of the new crescent moon. With advances in astronomy, we are able to calculate those days but when it comes to official events and holidays such as Ramadan and Eid-ul-Fitr, etc., many communities and Muslim states rely upon the actual sighting, so the dates listed here may not coincide with the actual day the events are celebrated.

EVENT	HIJRI DATE	GREGORIAN DATE
Start of Ramadan	Ramadan 1	September 1, 2008
Laylat Al-Qadr	Ramadan 27	September 27, 2008
Eid-UI-Fitr	Shawwal 1	October 1, 2008
Beginning of Hajj	Thul Hijjah 8	December 6, 2008
Day of 'Arafa	Thul Hijjah 9	December 7, 2008
Eid-ul-Adha	Thul Hijjah 10	December 8, 2008
Islamic New Year (1430)	Muharram 1	December 29, 2008
Ashura	Muharram 1	January 7, 2009
Start of Ramadan	Ramadan 1	August, 2009
Laylat Al-Qadr	Ramadan 27	August, 2009
Eid-UI-Fitr	Shawwal 1	September, 2009



# Picture Perfect



Customers in the retail and food service industry are choosing McCain for more than just French fries. With more than 55 production facilities in 13 countries on five continents, the picture is clear; McCain is committed to providing **superior service, innovation** and consistent **quality.**



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