



Halal Consumer

Magazine

A Publication of the Islamic Food and Nutrition Council of America



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Assalamu Alaikum

In April 2009, representatives of the food industry and halal certification agencies met at the IFANCA 11th International Halal Food Conference, held in Chicago. The response to the 'small group' format, which allowed plenty of opportunity for one-on-one discussions and learning, was very positive. Further, staffers at IFANCA were able to meet the people behind the emails and it was a great feeling to receive kudos for our work, in person.

In "Shine with Sunrider", IFANCA celebrates its 15th anniversary as partners. In "Supplements – Which, When and Why?", we have insights on the importance of supplements, while "Birth to Three – The Golden Years in Childhood Nutrition" focuses on why childhood nutrition, especially from the ages of zero to three, is so vital. "Cranberries – Nature's Medicine" tells us why cranberries are a woman's best friend. In "Equal Service for Equal Fees", readers will learn how they can get halal kitchens to grace university campuses.

"Green Food Packaging and Why Halal Consumers Should Care" illustrates why packaging materials need to be halal-certified too, and throws some light on the opportunities associated with going green for entrepreneurs in our community. "E-numbers: What Should Muslim Consumers Know" is just as eye-opening. The Holy Month is around the corner and "Ramadan" strengthens our spirituality, while "Easy, Breezy Iftaar Recipes" provides just that for readers. "Keeping E.Coli at Bay" is as much of a "must-read".

As always our regular features, Halal Happenings, Halal-Certified Company News and IFANCA Mail Bag are packed with news and information. We've got a great update on newly certified halal companies. Yes! Ben and Jerry's Ice-cream has joined the halal tribe, amongst other noteworthy companies. It's such a proud feeling to see our needs, based on our faith and our values, being recognized by corporate America! As you can tell we have a very interesting issue within these pages. Happy Reading!

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.

Halal Consumer

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Assalamu Alaikum

IFANCA recently contributed to market research for **Packaged Facts** that was compiled as a report titled, 'MarketTrend: Kosher- and Halal-Certified Foods in the U.S.' the following are some key highlights of the report: "With sanitation, supervision, inspection, prohibitions against certain ingredients, and 'truth in labeling' there is every reason to expect the increasingly discerning U.S. food shopper to choose certified halal over their conventional counterparts."

The report also indicates that "companies should consider the marketing push and public perception of safety that comes with certification and the far broader export opportunities that come with halal certification. The potential customer base is vast... Because the sacred teachings of Islam emphasize respect for the land and living things, halal foods also address the concerns of the ethical consumerism movement."

As we at IFANCA have been saying all these years, certification in itself brings publicity. Today, with statistics indicating that the halal market is around trillion dollars, and frequent news of multi-national companies acquiring halal certification, everyone recognizes the worth of the halal financial pie. We, however, know that such awareness doesn't materialize overnight. The seeds were sown by pioneer organizations such as IFANCA and some visionary companies years ago. We nurtured those seeds by staying committed to our cause, our values and our clients. Halal food producers and halal certifiers have been working together in the service of halal consumers worldwide, and promoting the growing halal movement. As halal gathers momentum, we'd like to reiterate our commitment to serving the halal consumer, and our commitment to the food industry in helping it serve the halal consumer.

Sincerely,

Muhammad Munir Chaudry

President, IFANCA

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EQUAL-SERVICE-



FOR-EQUAL-FEES

Muslim Students Seek Halal Food Service on Campuses

By Omer Abdul Ghaffar, Guest Writer

In 1999, some 127 years after its founding, Virginia Tech – formally the Virginia Polytechnic Institute and State University – was informed by a freshman that he deserved equal service for equal fees.

Being a freshman, at that time, meant he was obliged to live in their dormitory and eat at their dining rooms,

but there were few foods that he could choose from. The first requests for halal meals and subsequent reminders were brushed aside without much ado. However, things began to change when the freshman's parents also joined in with their reminders. The first response was that the student could easily survive on salads, pasta, and bread.

Upon receiving this response, the student raised the issue of equal service for equal fees: if he was expected to pay the same price for his meals, why couldn't he get a diet that included meats? The question could snowball into a legal issue. The university administration admitted that in their 127 years they had graduated scores of Muslim students but none had ever made such a request related to dietary requirements.

Equal-service-for-equal-fees was a valid issue, and the administration assured the student there would be a halal window in one dining hall at least, the following semester. The parents and the student, however, had to help the school find a vendor who would meet the various halal rules and regulations. The wheels of change had been set in motion. Working with Al Safa Halal, the university installed a new section exclusively reserved for halal service. January 2000 saw its inauguration.

Ironically, prior to these series of events, VaTech had a thriving MSA that conducted regular Friday prayers on campus; there was even a mosque near the campus. Despite such activism, no one had sought the halal food facility.

CHANGE COMES TO SCHOOLS ACROSS USA

Change did come to other campuses as well, even if it did arrive in bits and spurts. Schools, including Harvard University and Dartmouth College, began to offer halal foods year-round. The Dartmouth campaign gained momentum in 2001 and, in the shadows of 9/11, university authorities decided to accept the Muslims' request as a means to promote cooperation and understanding. Nonetheless, in 2003, at another Virginia state school, the University of Mary, Washington, when a student raised the "Equal-service-for-equal-fees" argument, the school declined to accommodate the request stating that it was small and had to work within its foodservice contracts. This was despite the presence of a MSA chapter and several halal meat stores within an hour's driving distance from the school.

In October 2004, Yale offered a Ramadan month halal food facility but it took more than signature campaigns. According to the "Yale Daily Life" (10/18/2004), "The MSA asked the administration for rebates, since students had to eat out each night, but the administration wanted to keep the dining options within the Yale meal plan." The campaign had significant support from the Committee for Religious and Spiritual Life.

At New York University, while attempts to establish a halal food program date back to 1998, a well-planned and strategic approach was initiated anew

in May 2003. In spring 2003, the pilot program had sold out halal meals within the first two days. In Fall 2004, the Muslim community secured their right to halal meals. Since the meat was purchased at such a good price, the meals included larger quantities of meat for the same price (double Halal burgers!). The supplier and food facility officials were very pleased with the response and with the quality of food.

In September 2006, Texas A&M became the first college in Texas to offer halal food on its campus, according to "The Battalion" (9/12/06). Nadeem Siddiqui, Executive Director for Dining Services, who had experience working with and implementing halal and Kosher food programs at Cornell University and Stanford University, helped start the program after students acquired administrative support and signatures on a petition. Siddiqui dismissed fears that the program could entail additional costs associated with providing halal meat and would only benefit Muslims on campus. These concerns, he told "The Battalion" were unwarranted, because the cost wasn't much more, especially if the university aimed to have increased attendance at a particular dining hall.

In October 2006, during Ramadan, the MSA of Hofstra University secured a halal food facility at one dining hall. Even at this predominantly Jewish university, Muslim students had been cautious about eating French fries that were cooked in oil that had been used to prepare other meats, including pork.


BRINGING HALAL TO EVERY CAMPUS

The Muslim Students Association of the U.S. & Canada (MSA-National), which created a Muslims Accommodations Task Force, ran a successful campaign



with Villanova University and turned lessons learned into a step-by-step manual that students can use as a guide to create halal kitchens on campus (<http://www.msanational.org/files/matf/halalGUIDE.PDF>). MSA-National also helps connect students to individuals who have done it on their own campuses.

The MSA Handbook is a resource that should be useful on any campus setting. However, vigilance will remain the price of freedom, and MSAs will need to closely monitor the progress of their halal projects to ensure growth. For instance, Stanford has provided halal foods since 1997 and students advertise the facility to the greater Stanford community, which helps broaden the customer base.

The MSA handbook rightly warns that it takes more than just winning the halal facility. Absence of student interest, especially when the university may offer a halal menu that lacks variety, appetizing food or both, can result in closure of the facility. Reviving it may become an uphill task. Educating Muslims on campus is not just about sharing awareness as to the availability of halal meat. Underlying all these endeavors is a commitment to obeying God's will and spreading the understanding that, for Muslims, halal is the only way to go. 

Answers to "Did You Know" on page 19

1. True.
2. True.
3. False. Cow's milk, egg, wheat and soy are the most common allergens in children, while tree nuts, fish, shellfish and peanut allergies are most likely to affect adults.
4. False. Edible ice refers to products including water ice, ice cream, milk ice, dairy ice cream, fruit ice, sorbet and any similar foods such as iced smoothies and products of which edible ice is a component and that are consumed in their frozen state.
5. True.
6. True.
7. True. Baobab is an exotic new fruit ingredient, used in products like cereal bars, smoothies and other foods.
8. False. Persimmon is a tropical fruit, which is finding its way into yogurts and beverages.
9. False. Quinoa is a grain, very high in protein, with all eight essential amino acids. It can be used in gluten-free products and is easy to prepare; similar to preparing rice.

CASE STUDY—STANFORD

OVER 3 DINING HALLS SERVE HALAL MEALS!

Since 1997, several Stanford dining halls carry a variety of halal meals. The dining halls proudly display signs advertising the availability of halal food. Dining hall staff also prepare carry-out meals for Muslim students during Ramadan.

HERE'S HOW THEY DID IT:

ASSESSMENT

The Stanford MSA realized that the mandatory meal plan did not serve Muslim student's needs. In fact, many Muslim students asked for meal plan exemption on religious grounds. The MSA assessed the number of Muslim students that were not participating in or were not satisfied with prevailing meal options.

PRESENTATION

- The Stanford MSA presented their findings to Dining Hall managers.
- The managers were eager to work to find a solution to retain Muslim students.
- Later, they also were happy to provide Ramadan carry out meals.

IMPLEMENTATION

- Searched for a supplier that would meet Dining Hall standards.
- Students worked with individual dining hall managers to explain points related to handling (separate grill and utensils) and availability (in the initial stages, sometimes meals would take 30 minutes to prepare).

LONG TERM SURVIVAL

- Dining halls have fliers advertising the availability of halal food.
- Availability of halal food is publicized by the Stanford Muslim community.
- Work to maximize variety and quality of food.

ADVICE: Research dining hall restrictions in advance and work to find vendors that meet the standards. Try not to overwhelm the staff with too many details in the first presentation.



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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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Birth to Three - The Golden Years in Childhood Nutrition

By Mariam Majeed and Haider Khattak

Early care, nutrition and nurturing, especially in the first 3 years of life, have a lasting impact on brain development, mental capacity and learning ability. "Early malnutrition weakens children's physical and cognitive potential and even their non-cognitive traits such as motivation and persistence, so it is costly for their future health, and socioeconomic success," according to information compiled for the United Nations Millennium Development Goals. According to P. Glewwe and E. M. King, authors of "The Impact of Early Childhood Nutritional Status on Cognitive Development," the effects of malnutrition that persist past the second year of a child's life are difficult to reverse. And yet, we don't want to feed our children the wrong kinds of food and unwittingly set them up for childhood obesity.



Breastfeeding: Best for Baby, Best for Mom

According to the Holy Quran:

"The Mothers shall give suck to their off-spring for two whole years..." (2:233)

Since the beginning of civilization, the best food for an infant has been breast milk. It contains all the vitamins and minerals needed by the infant and, other than infant formula, is the baby's sole source of nutrition for the first 4 to 6 months. The benefits of breast milk are many: babies may have fewer incidences of stomach viruses and diarrhea, fewer respiratory tract diseases (such as asthma), fewer instances of ear infection, reduced chances of childhood obesity, fewer allergies and breastfeeding, often, creates a special bond between mother and baby. For moms, breastfeeding may reduce the risk of type 2 diabetes, breast and ovarian cancer, and postpartum depression. During this critical period, remember that a breastfeeding mother needs an additional 500 calories a day relative

to a non-nursing mother.

If a baby takes to breast-feeding easily, nursing is perfect when traveling with your baby to the mosque or stores. You don't have to worry about fresh milk or clean water for formula. With practice, you can nurse your baby while staying covered, and it is easy to quickly console a fussy baby by offering to nurse. These health and ease advantages, combined with the fact that breast milk is free, makes nursing a prescription for a happy and healthy baby and mom.

While babies may be given infant formula during the first year of life, cow's milk is not recommended. When complimenting breast milk with formula, Muslim parents must be aware of halal and haram ingredients commonly used in formulas. Abbott Laboratories whose complete line (Isomil and Similac, among other brands) is globally halal-certified by IFANCA, and Mead Johnson Nutritionals whose products are halal-certified only for certain Asian countries, are the best examples of

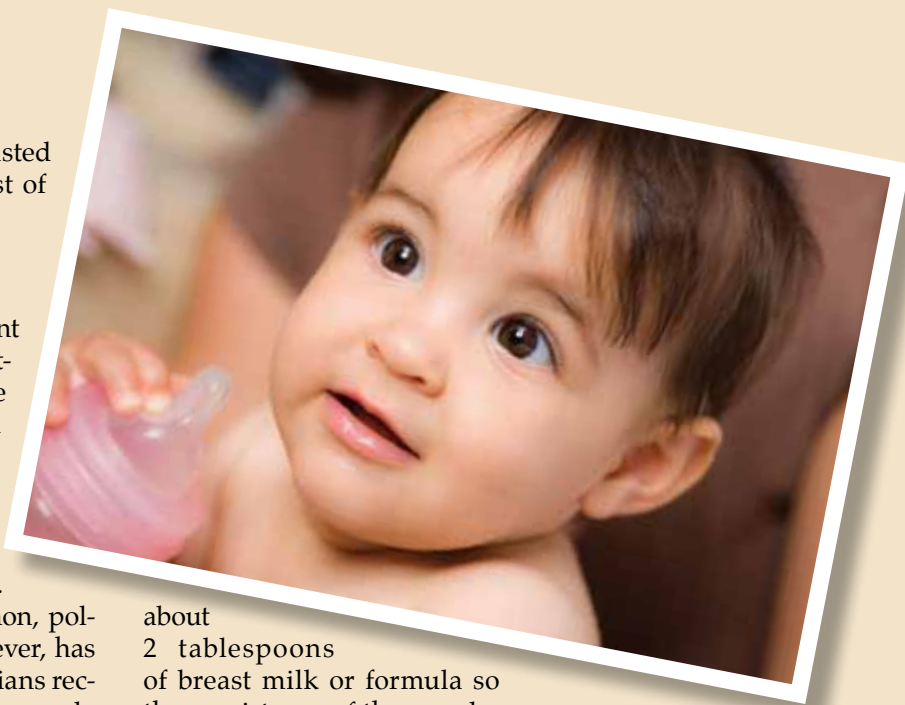
manufacturers producing the world's most trusted brand names in infant foods. The complete list of halal-certified formula is at www.ifanca.org.

Fish and Seafood Selection

Fish can be a part of a healthy diet for pregnant and breastfeeding women. Fish provides heart-healthy omega-3 fatty acids, and is a good source of lean protein. However, some types of fish may contain chemicals such as mercury, posing health risks to the unborn child or nursing infant. Lactating mothers may consume up to 12 ounces a week (2 average meals) of a variety of fish and shellfish that are lower in mercury. These include shrimp, canned light tuna, salmon, pollock, and catfish. "White" tuna (albacore), however, has more mercury than canned light tuna and dietitians recommend no more than 6 ounces of white tuna per week. Pregnant and breastfeeding women, and young children, should avoid shark, swordfish, king mackerel, and tilefish because they contain high levels of mercury.

Introducing Baby to Solid Food

At 4 - 6 months most infants are ready to try solid foods once parents have the green light from their pediatrician. Iron-fortified infant rice cereal is a good first solid food because it is easy to digest and provides an important nutrient for babies. Initially, it's best served diluted or runny by measuring a teaspoon of dry iron-fortified cereal with



about 2 tablespoons of breast milk or formula so the consistency of the cereal appears runny. Found in the baby food section of grocery stores and labeled "Cereal for Baby" these cereals are enriched with a form of iron that may be easier for infants to absorb than forms of iron found in other cereal products.

Use a spoon and put the cereal only on the tip of the spoon. If a baby has trouble swallowing, then it's advisable to wait for a few days before trying again, as your baby may not be ready for solid food. In case your infant has diarrhea, vomiting, or rashes on the skin, it may signal food allergies to that specific food.

According to the USDA, after rice cereal, oat and barley infant cereal can be added at one week intervals. Mixed-grain cereals, however, should be served only once the baby has been introduced to each grain separately, for a substantial number of days. Further, the USDA recommends that babies be served wheat cereal only after they are 8 months old as it is most likely, of all cereals, to cause an adverse reaction in babies. The risk of intolerance decreases by age 8 to 9 months. Once baby is used to runny cereals, parents can gradually thicken the cereal to integrate towards eating solid foods.

Preparing Fruits and Vegetables, and Halal Meat

The next step would be to add vegetables which are mildly flavored, then non-citrus fruits of pureed/mashed potato consistency, including apple sauce or strained bananas. Again, a waiting period between first attempts of different foods is advisable to see if your baby has any allergies and if he/she can tolerate the given food choice. In the beginning, offer only one to two teaspoons of the new food to check your baby's tolerance. Foods that are high in sugar, salt and/or fats should be avoided.



Babies require essential nutrients such as iron and protein to aid their growth and development. Specially formulated baby cereals are rich in iron. Once baby is able to eat thicker cereals, around 7-9 months, you can add pureed meat to their diet. Meat based, store-bought baby foods in the USA, unlike some UK brands, aren't halal-certified as yet. This means that many Muslim babies are on a mainly vegetable based diet unless parents prepare homemade baby food.



Homemade, pureed halal meat can easily be prepared in your kitchen. Choose extra-lean meats such as chicken and turkey breast, top round steak, and eye of round roast. Poultry can be baked, and pureed with a small amount of breast milk or water after cooled. To prepare beef, boil lean beef in a small amount of water and then scrape it with the tip of a spoon. Be sure to cook all meats to a safe internal temperature. Beef should be 170° F in the center and should have no pink. Poultry should be 180° F in the center, and juices should run clear. Luncheon and deli meats should not be consumed by young children or pregnant women unless they are reheated until steaming hot, due to the risk of Listeria.


Your Toddler

Gradually, as your infant gets older, he/she will be interested in eating finger foods such as cooked vegetables, banana slices, plain crackers or mild cheese. Check with a pediatrician before opting for juice over water. While juice can be started after 6 months, children should avoid drinking it out of a bottle as they risk developing baby bottle tooth decay. Food such as raw vegetables, hot dogs, popcorn, raisins, grapes, nuts, hard candies, and whole kernel corn should not be given to babies since they are choking hazards.

At age two, children can have the same foods as the rest of the family. However, make sure meals are moderate in fat and saturated fat, but provide the calories and nutrients toddlers need for normal growth. Children should get a variety of foods such as halal lean meat, dairy products, diced vegetables and fruits, whole grains, and healthy fats. Because young children often eat only a small amount at a time, offer them nutritious "meal foods" as snacks—milk or 100% fruit juice, soft diced fruit, well-cooked vegetable sticks, and thin strips of halal cooked meat or poultry, whole grain crackers, eggs, smoothies, dry cereal, and halal cheese. Some pediatricians do not recommend certain food items like eggs which may cause allergies.





“Eat less you will be healthier.” If we make this our habit, we will transfer it to our children. 

Resources:

- www.econ.worldbank.org ; *Investing in Early Childhood Development*, August 28, 2006, Harold Alderman and Elizabeth King
- *World Bank Economic Review*, 2001



The correct portion for a toddler's meal is one tablespoon of each food served for every year of age. For example, a two year old, should get two tablespoons of everything on his/her plate to start. According to the USDA, pre-schoolers require the equivalent of two cups of milk each day, but they can have it in several small forms—three 1/2-cup portions of milk plus a 3/4-oz piece of cheese, for example. If your child tends to want to eat the same foods every day, he or she may prefer foods with a similar temperature or texture. For example if your child likes mashed potatoes, he may also like warmed apple sauce, custard or macaroni and cheese, or rice. As a general rule, never force-feed or over-feed your child, thinking he will be healthier. Children's stomachs are small, so feed your baby smaller, more frequent meals.

Thanking Allah

Finally, make meal-time a time to remember God by teaching your

child the etiquette of eating as outlined in the Quran and Sunnah. Make it a time to remember His blessings and a time to give thanks for all that He has provided.

He has given you everything you have asked Him for. If you tried to number Allah's blessings, you could never count them. Man is indeed wrongdoing, ungrateful. (Sura Ibrahim: 34)

A religious scholar once said that eating, like any other act of a Muslim, is a matter of worship and begins in the name of God, Bismillah. Islam reminds Muslims that food and drink are a provision of God provided to them for survival and in order to maintain good health. When we feed our babies, we must make it a habit to say Bismillah or In the Name of God. Prophet Muhammad (peace and blessings be upon him) is reported to have said:



Supplements – Which, When & Why?

By Dr. Fauzia A. Khan and Dr. Mujahid Masood

We are all aware that what goes into our body plays a vital role in determining how we feel physically and mentally. What most of us don't realize is that our body's needs varies with our age - even when it comes to nutrients. Small children need nutrients for growth and energy, whereas adults need nutrients to maintain or repair body tissue and to provide energy.

Dietary supplements are intended to supply our bodies with nutrients that are insufficient in our diet. Supplements can be taken as a pill, powder, beverage, or in other forms.

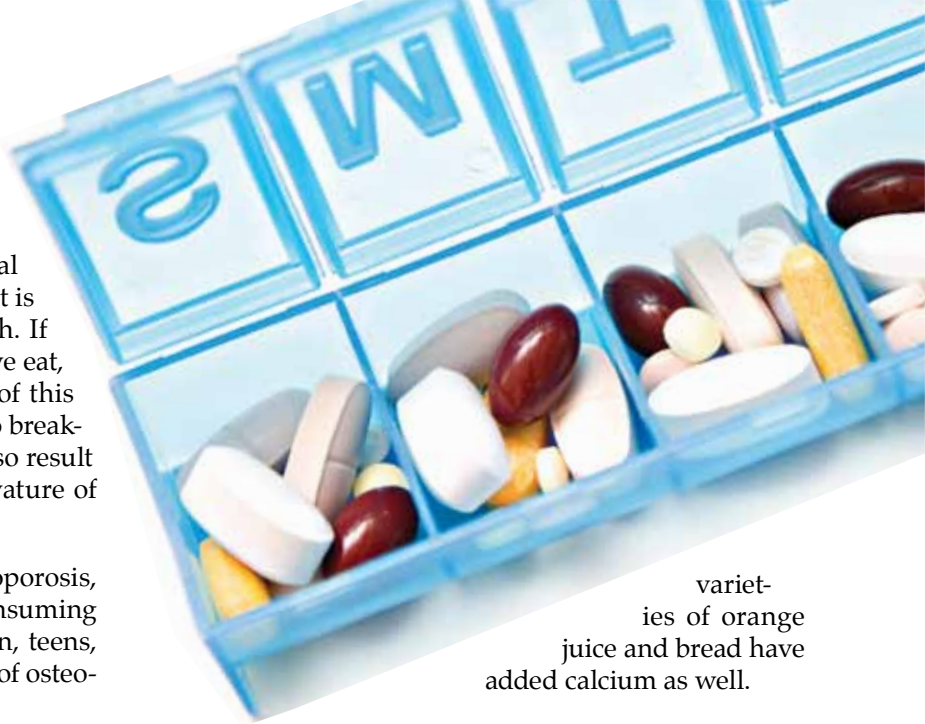
Calcium, vitamin D, folic acid, and vitamin E are each essential, but more so at different stages of life. Why are these nutrients so important to our health and wellbeing, and how do we know if we should supplement our diet?

Calcium

Calcium, an important mineral, is especially vital for children and teens, and women of all ages. It is responsible for building strong bones and teeth. If we do not get enough calcium from the foods we eat, our body leeches it out of our bones. Decades of this leaves our bones weak, brittle and susceptible to breaking - a condition is called osteoporosis. It can also result in a shrinking jaw bone, loss of teeth and curvature of the spine.

Women after 50 are especially at risk for osteoporosis, but it is a disease best fought early in life. By consuming recommended levels calcium as young children, teens, and into their 30's, women can reduce their risk of osteoporosis later in life.

Not all calcium is created equal. Calcium from dairy products can be absorbed easily by our body. Low-fat dairy products including milk, yogurt, and pudding are rich in calcium. Leafy green vegetables, tofu, and canned fish with bones (such as sardines) are other good sources. Some



varieties of orange juice and bread have added calcium as well.

To ensure calcium absorption, having sufficient vitamin D in our body is essential. People with kidney stones or cancer should not take calcium supplements. Iron and calcium should not be taken at the same time because calcium will limit iron absorption.



tion. If you need to supplement iron and calcium in your diet, take them at opposite ends of the day.

Vitamin D

Most people meet their vitamin D needs through normal daily exposure to sunlight. Very few foods in nature contain vitamin D and fortified foods provide most of the vitamin D in the American diet. For example, almost all of the U.S. milk supply is fortified with 100 IU vitamin D/cup of milk, amounting to 25% of the recommended daily value per cup for adults 19-50 years old. If you routinely do not go outdoors, and do not consume adequate amounts of vitamin D fortified foods, then you should consider supplementation.

Vitamin D is essential for promoting calcium absorption and maintaining adequate calcium and phosphate concentrations in the blood so that bone mineralization occurs normally. It is also needed for bone growth and bone remodeling.

Without sufficient vitamin D, bones can become thin, brittle, or misshapen.

Vitamin D deficiency prevents rickets in children and osteomalacia in adults.

Together with calcium, vitamin D also helps protect older adults from osteoporosis.

Folic Acid

Folic acid, also known as folate, is important for women capable of becoming pregnant. Folic acid should be taken during the weeks prior to conception, and continued through the first trimester. Folic acid is necessary for the production and maintenance of new cells in embryos, and helps protect the embryo against later premature birth, low birth weight, and neural tube defects including spinal bifida. Folate is best absorbed from foods that naturally contain the nutrient including spinach, lettuce, dried beans, peas, and

turnip greens. It is difficult for most people to consume the recommended amount folic acid needed during and before pregnancy, from just their diet. Therefore, a 400 μg folic acid supplement, alone or as a prenatal vitamin, is recommended for all women who may become pregnant, in addition to a diet rich in folate from foods.

Overconsumption of folic acid has its risks. Excessive folic acid may inhibit the consumption of vitamin B-12. Vitamin B-12 deficiency is common in individuals over 50, so consult your doctor before taking folic acid supplements.

Vitamin E



Vitamin E, also known as alpha-tocopherol, is an antioxidant and boosts the immune system. Vitamin E is found in nuts, seeds, vegetable oil, green leafy vegetables and fortified cereal.

Vitamin E may help prevent or delay coronary heart disease, and may prevent the formation of blood clots that can lead to a heart attack. For this reason, 400 IU vitamin E supplementation should be considered for those who are middle-aged and older and/or at an increased risk for coronary disease.

A Healthy Diet is Key

No pill is a substitute for a healthy diet and lifestyle. A diet rich in a variety of fruits and vegetables, whole grains, low-fat dairy, lean meat and protein, and low in saturated fat is ideal. A healthy, well-rounded diet will provide the fiber essential fatty acids and amino acids, protein, and nutrients necessary for most people. Vitamins, minerals, and other essential nutrients are more easily absorbed from natural food sources than from supplements.

At certain times in our lives, though, we may need to supplement certain vitamins and minerals. Early childhood, adolescence, pregnancy, and the later years are times when our diets should be examined and supplementation can be considered. As with any lifestyle change, consult a doctor before undergoing a major diet modification, and before taking more than the Recommended Dietary Allowance of any nutrient. Visit <http://ods.od.nih.gov> for more information on safe dietary supplement usage.

Where to Buy Halal Dietary Supplements

Consumers can be assured of the quality of IFANCA halal-certified nutritional supplements. Below are some



of the many companies that provide IFANCA halal-certified dietary supplements. Visit www.ifanca.org for a complete list of certified products for each company.

GNC Products by Nutra Manufacturing: A variety of supplements including vitamin D, vitamin E and calcium are available at GNC stores. Visit IFANCA.com to see

which ones are halal-certified.

U.S. Pharma Labs: HalVit™ multi-vitamin for adults, and HalVit™ Jr chewable multi-vitamin for kids are available online at www.halvit.com, as well as select stores nationwide. (M)



CRANBERRIES - NATURE'S MEDICINE

By Naazish YarKhan



There's more to a cranberry juice cocktail than just its taste. Some people may think it's an exaggerated home remedy, but researchers know that cranberries are the real thing: nature's medicine.

Antibiotic resistance, or immunity that bacteria can develop to commonly used antibiotics, is a major public health concern. Doctors are doing everything they can to combat antibiotic resistance, and a natural alternative and household beverage just might be the ally they're looking for. Scientists have discovered that drinking cranberry juice on a regular basis may offer

protection against certain antibiotic resistant bacteria that cause urinary tract infections (UTIs). Maintaining a healthy urinary tract with may reduce the need for antibiotics by preventing the initial infection.

IFANCA halal-certified Ocean Spray and the National Kidney Foundation teamed up in their shared goal of spreading awareness about UTIs and how to prevent them. This joint venture addresses one of the most common conditions troubling women today.

According to the National Kidney Foundation, one in five women will develop a urinary tract infection (UTI) during her lifetime, and 20% of those will have UTIs on a recurrent basis. The good news is that cranberry research supports not only the reduction of recurrent UTIs by half, but now a new study suggests cranberry compounds may help prevent recurrent UTIs for as long as two years.

The study, published in *Phytomedicine*, examined the ability of cranberry extract to ward off UTIs in women with a history of recurrent infections. The results were riveting. During the course of the study, none of the women experienced a UTI. The promise of cranberries' long lasting health benefits were strengthened when two years after the initial study, eight of the women who continued to take cranberry extract capsules, continued to be free of UTIs. Hence the conclusion that cranberries may be a useful tool for helping women maintain a healthy urinary tract, naturally.

"The results of this pilot study reinforces the idea that by including cranberries and/or dried cranberries in their diet, women can benefit tremendously by reducing the risk of urinary tract infections," said Amy Howell, research scientist at Rutgers University. "These new findings are particularly exciting in that cranberries offer a long term solution to help prevent UTIs in women."

ANTIBIOTIC
RESISTANT E. COLI
BACTERIA DON'T STAND
A CHANCE AGAINST
NATURE'S MEDICINE:
CRANBERRIES.

Cranberries ward off urinary tract infections (UTIs) by means of unique compounds in the fruit called proanthocyanidins, or PAC's. PAC's offer an anti-adhesion mechanism that prevents harmful *E. coli* bacteria from adhering to the urinary tract wall.


Another promising new study published in *The Journal of Urology* studied the potential of cranberry and its unique

PAC's against particular strains of *E. coli*. Scientists found that cranberry's PAC's can inhibit the adherence of *E. coli* to bladder cells, further strengthening previous research linking cranberry to UTI prevention. In this in-vitro study, researchers utilized a cranberry powder and a cranberry PAC extract which were applied directly to cultured bladder cells. Researchers found that this anti-adherence benefit increased with greater cranberry and PAC exposure, suggesting that a diet rich in cranberries and cranberry juice may limit the occurrence and recurrence of UTIs.

There are a variety of ways to get the cranberry's anti-adhesion benefits. One eight-ounce glass of cranberry



juice cocktail contains just as many PAC's as a 1/4 cup of fresh or frozen cranberries, a 1/3 cup of sweetened, dried cranberries, or a 1/3 cup of cranberry sauce. In addition, while cranberry packs a nutritious punch, drinking one 8-ounce serving of any of the Premium 100% Juices, or eating 1/4 cup sweetened dried cranberries counts as half your daily requirements for fruit. IFANCA halal-certified Ocean Spray products include Craisins® Brand, Original Sweetened Dried Cranberries, Cherry Flavor Sweetened Dried Cranberries and Orange Flavor Sweetened Dried Cranberries. For a full listing, visit www.ifanca.org

Ocean Spray is an agricultural cooperative owned by more than 650 cranberry growers in Massachusetts, Wisconsin, New Jersey, Oregon, Washington, British Columbia, and other parts of Canada as well as about 50 Florida grapefruit growers. Ocean Spray was formed 75 years ago by three cranberry growers from Massachusetts and New Jersey. Florida grapefruit growers joined the Cooperative in 1976. Ocean Spray is North America's leading producer of canned and bottled juices and juice drinks, and has been the best-selling brand name in the canned and bottled juice category since 1981. 



CHOCOLATE DIPPED CRANBERRY COOKIES

INGREDIENTS:

- 1 cup (vegetable halal) shortening
- 1 cup sugar
- 1 teaspoon vanilla
- 1 egg
- 2 cups flour
- 1 teaspoon baking powder
- 1/2 teaspoon salt
- 2 cups IFANCA halal-certified Ocean Spray® Fresh or Frozen Cranberries, coarsely chopped
- 1 1/3 cups semi-sweet chocolate bits, melted
- 1 1/4 cups chopped nuts

DIRECTIONS:

Preheat oven to 350°F. Grease cookie sheets. Using an electric mixer, beat shortening and sugar together in a medium mixing bowl until light and fluffy. Add vanilla and egg; mix well.

Combine flour, baking powder and salt in a separate mixing bowl. Add to shortening mixture, mixing until a soft dough forms. Stir in cranberries.

IMMEDIATELY drop dough by rounded teaspoons onto cookie sheets. Bake for 10 minutes or until golden brown. Transfer cookies to a wire rack; cool completely.

Dip half of each cookie into melted chocolate and then in nuts. Allow chocolate to dry completely. Makes about 3 dozen.

PER SERVING: Calories 155, Fat Cal. 90, Protein 2g, Carb. 16g, Fat 10g, Chol. 6mg, Sodium 48mg

*Adapted from www.oceanspray.com

Mail Bag

Note: All letters have been edited for clarity and brevity. Answers by Haider Khattak, Director, IFANCA Canada

Question: Salam, I know that halal food can be contaminated with pork, but can it also be contaminated with non-halal meat, i.e. non-halal chicken, beef etc? - Nur Shahid, Singapore

IFANCA Response: Dear Nur Shahid, Wa alaikum assalaamu wa rahmatullah. The answer is yes, halal food can be contaminated with non-halal meat. Halal food and/or Zabiha halal meat must always be separated to avoid cross contamination.

Question: Is there a fish oil product that is halal? I'd appreciate your help in trying to locate it. - Suyam, USA

IFANCA Response: Dear Suyam, Fish oil is halal. However, if fish oil is encapsulated as a softgel nutritional supplement then you need to check other critical ingredients as well, for instance gelatin. Gelatin is doubtful (Mashbooh) as it can be derived from pork, bovine and fish.

Question: Salam, Is resveratrol halal or haram? Thank you for helping me. - Hafrul, Malaysia

IFANCA Response: Dear Hafrul, Wa alaikum assalaamu wa rahmatullah. Resveratrol refers to a phytochemical produced naturally by several plants when under attack by pathogens such as bacteria or fungi. Resveratrol is also produced by chemical synthesis and is sold as a nutritional supplement derived from Japanese Knotweed (*Fallopia japonica*). The Islamic status of resveratrol is Halal. (M)

Did You Know? True or False

1. Additives may be natural or artificial. Natural additives are manufactured from natural sources. Examples of natural additives are lecithin derived from soybeans or corn.
2. Food allergies are less of a problem than food intolerance. In the latter, consumption of some foods by certain individuals, could trigger stomach cramps, fatigue, diarrhea without affecting the body's immune system.
3. Chocolate is the most common allergen amongst children and adults.
4. Edible Ice is another name for ice chips made from water for dehydrated patients to chew.
5. Chimichurri is a sauce from Latin America that is used on grilled meats.
6. Peri-Peri is an African hot sauce.
7. Baobab is a new food ingredient.
8. Persimmon is an exotic spice used in Thai cooking.
9. Quinoa is the newest low calorie sweetener.

Answers on page 6

IFANCA Halal-Certified Company News

IFANCA Client, Firmenich, Partnering for Sustainable Vanilla in Uganda



Firmenich, an IFANCA client for a decade, has embarked on a project with approximately 6,200 small farmers in Uganda who are partners in the Firmenich Ugandan Sustainable Vanilla Project. The project involves commercial, social, and environmental objectives. According to the Sustainability Report published by Firmenich last year, about 65% of the world's vanilla is from Madagascar where climatic, political, and market instabilities have caused variations in supply and price. Uganda, which produces about 9% of the world's supply, is a

good alternative source. But many Ugandan farmers are extremely poor and lack essential skills to produce high-quality vanilla. With support from the Danish government, Firmenich has partnered with the largest vanilla processor in Uganda to improve the quality and quantity of vanilla beans. This will boost the viability of vanilla production, lead to a more dependable supply and create greater security for the farmers.

The project included upgrading the curing stations to ensure that quality and food hygiene standards were met. Farmers were trained on all aspects of vanilla production and crop handling. Better quality products, in turn, allow Firmenich to pay better prices to the farmers. Part of the project is to help farmers diversify so that they are not entirely dependent on a single crop. Farmers were trained to raise chickens and grow sweet potatoes, so they would have other sources of income as well.

Fresh, Halal-Certified Mariposa Chèvre

With the increasing popularity of the healthy Mediterranean diet, the demand for goat cheese is on the rise. In the U.S., cheese consumption has been growing for more than 30 years. Halal consumers are now able to purchase IFANCA halal-certified goat cheese.

Mariposa Dairy in Canada provides a range of appetizing varieties including Feta Goat's Cheese, Plain Goat's Milk

Cheese, Garlic and Fine Herbs Goat's Milk Cheese and Black Pepper Goat's Milk Cheese. Finica Food Specialties, another IFANCA halal-certified brand, provides consumers with a festive assortment of goat cheeses. Halal-certified flavors include Plain, Honey, Cranberry and Cinnamon, Garlic and Fine Herbs, Dill and Fig. Finica goat cheese is sold under the Celebrity International label. Select varieties can be purchased at gourmet and grocery stores in the U.S. and Canada. Look in the gourmet cheese section of your grocery store for delicious, halal-certified goat cheese.

Chèvre 101

Chèvre, goat cheese, is pure white and has a sharp flavor. Goat cheese can be found in many forms, but it is typically sold as a cylinder shape, and is soft and creamy, making it perfect to spread a serving on bread or crack-



ers. From Italy to North Africa and the Middle East, goat cheese is a traditional breakfast delight. Mediterranean's savor the smooth, acidic flavor with fresh pita bread and marinated olives. Add fresh chopped parsley for a refreshing summer snack.

Health Benefits of Goat Cheese

Goat cheese is rich in minerals, including calcium, niacin, and riboflavin, and lower in fat and cholesterol than cream cheese. One ounce of goat cheese contains 13 mg of cholesterol and 6 g fat, as compared to the 31 mg cholesterol and 10 g fat in 1 oz cream cheese. If you avoid milk due to lactose intolerance, then give goat cheese a try. The fats in goat's milk are different than those found in cow's milk, making goat cheese generally more digest-

ible. If you have milk protein allergy, you may digest goat cheese better than other cheeses.

Fresh, halal-certified Mariposa chèvre is waiting to be discovered. Be the first to introduce it to your friends.

Fruity Goat Cheese Pizza

Ingredients:

- 1 cup green or red seedless grapes, halved
- 1/2 tablespoon finely chopped rosemary
- 1 1/2 tablespoons extra-virgin olive oil
- 6 – 8 oz fresh pizza dough
- 4 ounces soft goat cheese

Preparation

1. Preheat oven to 450°F.
2. Toss grapes, goat cheese and rosemary in olive oil; set aside.
3. Roll the dough into a 10 - 12 inch round.

4. Place the dough round, in the oven until cooked through; it takes about 6 minutes.
5. Spread the grapes, goat cheese and olive oil mix on the dough round.
6. Heat until the cheese begins to melt; about 5 minutes.
7. Remove from the oven, let it cool a bit and serve.

IFANCA Halal-certified Ben & Jerry's Ice-Cream Offers Cure for a Case of the Mondays

Yes! All flavors in pint-size from Ben & Jerry's Ice-cream are now IFANCA halal-certified and this summer, the company made Mondays sweeter by giving Americans an affordable reason to celebrate the first day of the traditional work week. In Scoop Shops nationwide, customers could purchase one of the company's amazing sundaes and earn a second delicious sundae absolutely free. The promotion was for every Monday through August 2009.

"Going out for summer ice cream sundaes has been an American tradition for decades," said Walt Freese, Chief Euphoria Officer of Ben & Jerry's. "During these tough



Halal Maraschino Cherries for Every Dessert!

Diana Fruit Co., Inc. came into existence on July 18, 1990, making Maraschino Cherries a delicious addition to candies, desserts and cocktails. Its roots as a producer of Maraschino Cherries date back over 85 years. Now IFANCA halal-certified, Diana Fruit Company's Maraschino

Cherries come with stems, without stems and/or halves. Products are made from mature, well-formed, clean, U.S. No. 1 sweet cherries (*Prunus avium*). Processing includes some or all these steps: inspecting, cleaning, sorting by size, bleaching, pitting, slicing, coloring, sweetening and flavoring. Finished products are packed in flavored (filtered) syrup in wide mouth jars. IFANCA ensures that every stage in the process meets strict halal standards.

Cherry Pecan Drops

(Adapted from a Diana Fruit Company Recipe)

Ingredients:

- 1 cup granulated sugar
- 3/4 cup (vegetable) shortening
- 2 tablespoons milk
- 1 teaspoon vanilla
- 2 large eggs
- 2 1/4 cups all-purpose flour
- 1 teaspoons baking powder
- 1/2 teaspoon baking soda
- 1/2 teaspoon salt
- 1 cup chopped pecans
- 1 cup chopped dates
- 1/3 cup chopped Diana Fruit maraschino cherries, well drained
- 1 1/2 cup coarsely crushed cornflakes cereal
- 15 Diana Fruit maraschino cherries, quartered, drained

Heat oven to 375 degrees. Grease cookies sheets. In large bowl, combine sugar, shortening, milk, vanilla, and eggs; beat well.

Stir in flour, baking powder, baking soda, salt, pecans, dates, and 1/3 cup chopped cherries; mix well. Cover dough with plastic wrap and refrigerate for easier handling.

Drop dough by rounded teaspoonfuls into cereal; thoroughly coat. Form into balls; place 2-inches apart on greased cookie sheets. Press maraschino cherry piece into top of each ball. Bake for 10-15 minutes until light golden brown.

afford simple indulgences as we continue our mission to spread joy for the belly and soul."

Why Mondays? "Look, we can all make it through the weekend in the summer – there are parties, barbecues and beaches. This sounded like the perfect way to kick-start the party all over again at the beginning of each week, virtually eliminating blue Mondays," said Sean Greenwood, Spokes-Poobah for Ben & Jerry's. "Around here, we've even started saying 'TGIM' – thank goodness it's Monday."

IFANCA Halal-Certified ZonePerfect Nutrition Bars Support Public Schools



Underway right now, and continuing through the end of 2009, consumers of IFANCA halal-certified ZonePerfect Nutrition Bars can support a campaign to give more children access to creativity in public schools. Consumers enter their UPC codes from their ZonePerfect Nutrition Bars online at www.ZonePerfect.com. With every UPC code entered from a single bar, Abbott, the makers of ZonePerfect will donate \$0.05 and for every multi-pack carton UPC code, \$0.50 will be donated to The VH1 Save The Music Foundation, for a total donation of \$120,000. Each code serves as an automatic sweepstakes entry to ZonePerfect's Win a Trip for Two to The 2009 VH1 SaveThe Music Foundation Gala in New York City. The ZonePerfect brand is also a returning sponsor of the

2009 South by Southwest Festivals and Conferences – a 23-year-old event highlighting the latest in interactive media technology, independent filmmaking and more than 1,800 musical acts of all genres from around the globe on more than 80 stages throughout downtown Austin. It will also launch its inaugural sponsorship of Film Independent's 2009 Los Angeles Film Festival in June. Now in its 15th year, the Los Angeles Film Festival is recognized as a world-class event, providing the movie-loving public with access to filmmakers, scholars, critics, film industry professionals and emerging talent from around the world.

An Ounce Of (Halal) Prevention Is Worth A Pound Of Cure!

One of the most important ways to keep disease at bay is by getting vaccinated early in life. Once common in the U.S., cases of mumps, tetanus, Haemophilus influenza type b (Hib), measles, polio, diphtheria, rubella (German measles) and pertussis (whooping cough), have decreased considerably thanks to vaccinations received in childhood.

A few years ago, rumors spread that the vaccines being given to Muslim children were spiked with ingredients that were harmful. As a result, Muslim parents grew alarmed and many even decided not to have their children vaccinated. For companies it is important to assure Muslims that vaccines used are in fact safe and halal.

With Malaysia's demand for halal certificated vaccines, Merck and Co. obtained Halal Certification



in 2006, for their product GARDASIL® Quadrivalent Human Papillomavirus (Types 6, 11, 16, 18) Recombinant Vaccine. This particular vaccine is for women for protection against cervical cancer and it does so by addressing against 4 types of human papillomavirus. The best way to know if you qualify for such a vaccine is to consult your doctor.

In 2008, Wyeth Biotech whose products include the best selling Adult Vitamin: Centrum®, the leading calcium supplement: Caltrate®, and the number one Antidepressant: Efexor XR®, received halal certification for their leading vaccine Prevenar® Pneumococcal 7-valent conjugate vaccine. However, the other products mentioned above are not halal-certified.

Enjoy Life Natural Brands Now IFANCA Halal-Certified

Scott Mandell was named to Crain's Chicago Business '40 Under 40' for his venture Enjoy Life Foods Company. Their Enjoy Life Natural Brands range of products are IFANCA halal-certified. In September 2008, Enjoy Life Foods was named to the Inc. 500 list of fastest-growing privately held businesses in the U.S. for the second consecutive year.

The company's growth rate and its success as a leading manufacturer of allergy-friendly, halal and gluten-free foods drives Mandell's recognition as one of Chicago's most promising business leaders. According to Mandell, more than 12 million Americans have food allergies, and diagnoses are on rise. Approximately 3.3 million Americans are allergic to peanuts or tree nuts; 30 to 50 million are lactose intolerant and 3 million people have Celiac Disease, an auto-immune disease that requires a strict gluten-free diet for life.

According to Crain's story on the company, "the market for foods free of gluten and other common allergens is rising fast. U.S. sales of gluten-free products are expected to jump to \$1.7 billion in 2010 from about \$700 million in 2006, according to New York research firm Packaged Facts."

For a complete list of IFANCA halal-certified Enjoy Life Natural Brands go to www.ifeanca.org.

Pfizer Serving Halal Consumers' Needs

Many Muslims prefer tablets to capsules for nutritional supplements because capsules are usually made from gelatin. (However, many may be unaware that tablets too contain gelatin.) This aversion to gelatin comes from the fact that gelatin is derived from animal hides and bones, and generally comes from pigs or cattle.


However, Capsugel, a division of Pfizer, produces two-piece empty capsules that are halal-certified by IFANCA. Pfizer produces two types of capsules; one from halal-certified gelatin and the other from vegetable ingredients. These capsules are purchased by companies that make nutritional supplements and vitamins. The IFANCA Crescent M logo on these products is an indication that all the ingredients used are halal, healthy and wholesome. Look for nutritional supplements and vitamins that carry the halal logo.

Clean Air Champion, Paramount Farms

IFANCA halal-certified Paramount Farms, the world's largest vertically integrated supplier of pistachios and almonds, was selected as a 2008 Clean Air Champion by the San Joaquin Valley Air Pollution Control District. Paramount Farms was chosen because of its significant contributions to achieving cleaner air in the Valley through its solar installations and employee trip reduction measures such as telecommuting, and teleconference meetings between offices, onsite food service and employee vanpools.

"Paramount Farms is proud to be recognized by the San Joaquin Valley Air Pollution Control District for our sustainability values," said Dave Szefflin, Paramount Farms Vice President. "An environmentally-friendly approach is at the core of our company values, and we're pleased to be part of the effort to bring cleaner air to the Valley."

Paramount Farms employs a range of environmentally responsible efforts to conserve water and preserve natural resources including solar power; energy-efficient lighting programs; non-toxic pest control; material recycling; automated, underground micro-irrigation system and ranch-wide weather monitoring for efficient water usage; and soil conservation. In 2007 the company installed a 1.1 mega-watt, \$7.5 million solar plant to reduce greenhouse gas emissions and fuel consumption, as well as supply electrical power to the grid. The eight-acre solar plant is one of the largest single-site, privately-owned, operating solar plants in the United States.

Paramount Farms' 30,000 acres of pistachio orchards are the largest in the Western Hemisphere; and in a state famous for its almonds, Paramount Farms is California's largest almond grower, with more than 40,000 acres of permanent almond orchards. Paramount Farm's halal-certified nuts can be found in grocery stores or in bulk under the Paramount Farms, Golden Orchards, Cal Pure, West Hills and Sunkist® brand names. 

E-Numbers: What Should Muslim Consumers Know?

By Suzanne Audi & Mariam Majeed



If you live in or travel to the United Kingdom, Bulgaria, or another country in the European Union (EU), you will see that food label ingredient lists contain numbers beginning with the capital letter 'E'. You can also find them in the U.S. on labels of international foods. These are known as 'E-numbers.' In the 1980s, the EU devised a numbering system to standardize food additive labeling. Each food additive, or a group of similar additives, is assigned its own number and is classified in a certain number grouping based on its function.

Functional Groupings:

Function	E- Number Range
Colorings.....	E100-E181
Preservatives	E200-E285 & E1105
Antioxidants.....	E300-E340
Acidity Regulators.....	Various No.s
Thickeners/Emulsifiers	E322, E400-499 and E1400-E1451
Anti-caking Agents.....	E550-E572
Flavor Enhancers	E600-E650
Glazing Agents	E900-E910
Sweeteners	E420, E421, E950-970

What is a Food Additive?

Food additives are present in very small amounts in manufactured foods and ingredients. European legislation explains that a food additive is "any substance not normally consumed as a food in itself and not normally used as a characteristic ingredient of food." Food additives are used for technological purposes, such as to form gels or to sweeten foods. Examples of food additives include the preservative BHT, the thickener carrageenan, and the emulsifier lecithin, and the sweetener aspartame.

Why E-numbers?

The E-numbering system fosters unity within the EU by facilitating the free movement of goods

throughout the member countries. As there are many languages used throughout the EU, E-numbers make listing food additives simple. It also allows manufacturers a short-cut method rather than listing long chemical names. The E-numbering system is useful not only as a regulatory tool, but also to consumers. Those with known allergies can easily screen products that may cause allergic reactions.

E-numbers are not used to disguise questionable or haram ingredients. The food additives that E-numbers represent are used in a safe and conscientious manner by food companies. All food ingredients should be consumed at safe levels, though. It is not wise to eat a pound of sugar in sitting because you would likely get a stomachache, headache, and have trouble sleeping. Over time, a daily diet consisting of one pound of sugar will most likely result in obesity or worse. Similarly, food additives are designed for specific uses, and are typically included at very minute, safe amounts.

For a complete list of E-numbers and the corresponding food additives visit <http://www.food.gov.uk/safer-eating/chemsafe/additivesbranch/enumberlist>.


What should U.S. Muslim Consumers know?

In Islam, the word halal is used to designate what is permissible. As a result, pork, or pork derived ingredients, such as gelatin, cannot be consumed, Nor can animal or animal by-products from those animals which have not been slaughtered in the proper way. Food labels on products bought in the US will include actual ingredient names, so it is not necessary for US consumers to look for E numbers. Some international foods that are sold in the US, however, will also include

an EU approved ingredient list with E-numbers. Some E-numbers that are questionable for Muslims are E471 (mono-and diglycerides), E491 (sorbitan monostearate), and E570 (fatty acids). The E470's consist mostly of fatty acid derivatives and fatty acids which are questionable as they may be derived from vegetable or animal sources.

From the Holy Quran:

"O you who believe! forbid not the good things which Allah has made 'lawful' for you, and transgress not. Lo! Allah loves not transgressors. Eat of that which Allah has bestowed on you as food 'lawful' and good, and keep your duty to Allah in whom you are believers." (5:87-88)

As with any food or food additive, when dealing with E-numbers, Muslims need to pay attention to food labels and look for questionable ingredients on the ingredient list. In order to safeguard ourselves from eating what is doubtful or haram, be conscientious of the food you may eat, so that Your actions and attitudes become a way to please God. The IFANCA halal logo takes out the doubt. Consumers can rely on the safety and quality of IFANCA halal products. 



Keeping E.Coli at Bay



“June 24, 2009 - Colorado Firm Recalls Beef Products Due To Possible Contamination,” read headlines. A few days earlier, the U.S. Department of Agriculture’s Food Safety and Inspection Service (FSIS) announced that International Meat Co., Inc., a Chicago, IL, establishment had recalled approximately 6,152 pounds of ground beef products that may have been contaminated with E. coli O157:H7.

E. coli, salmonella and listeria may be present in cattle and can contaminate meat when slaughtered. All three organisms, however, can be destroyed by thorough cooking though meat may be contaminated again by poor handling practices or poor sanitation. An educated consumer and meat producer can be the best shield against outbreaks of E. coli contamination.

Did You Know:

- If beef has not been exposed to oxygen, such as when it is vacuum packed, it will have a burgundy color. Upon exposure to air for about 15 minutes, it should turn bright red. After 5 days of refrigeration, it may turn brown. Brown beef that has been stored for a long period of time may be spoiled.
- Fresh beef cannot include additives. Processed beef may include additives such as MSG, salt or other additives, but these must be listed on the label.
- In the store, raw beef should be selected as close to checking out as possible to minimize the time it is not refrigerated.
- Raw meat and poultry should be refrigerated immediately after purchase, especially if temperatures exceed 90°F. Use within 3-5 days or freeze. When freezing for an extended time, it is best to overwrap the store package with aluminum foil or freezer wrap to avoid freezer

burn. If freezer burn does occur, remove those sections before or after cooking.

Defrosting:

Frozen beef should never be defrosted on the counter. Beef should be defrosted in the refrigerator, in cold water or in a microwave oven. When defrosting in the refrigerator, it may take a day or two, so plan ahead. Remember, beef will be safe in the refrigerator for 3-5 days after it defrosts and you can refreeze it without cooking it if you decide not to use it. If defrosting in cold water, make sure the beef is in airtight packaging or place it in a leak proof bag and submerge in cold water. Change the water every 30 minutes until the beef is thawed. This may take 1-3 hours, depending on the cut and size. If defrosting in a microwave, it should be cooked immediately after defrosting. You should cook beef that has been defrosted by cold water or in the microwave before refreezing.

Preparation:

You can cook frozen beef in the oven or on a grill, but don’t cook it in a slow cooker. You should not refrigerate partially cooked beef. Finish cooking it before refrigerating it.

Wash hands with soap and warm water for at least 20 seconds before and after handling raw meat and poultry. Wash cutting boards, dishes and utensils with hot soapy water. Immediately clean spills.

Keep raw meat, fish and poultry away from other food that will not be cooked. Use separate cutting boards for raw meat, poultry and egg products and cooked foods.

Consumers should only eat ground beef or ground beef patties that have been cooked to a safe internal temperature of 160°F. Prepared beef should be hot when picked up and should be eaten within 2 hours. The sooner the better (but don’t get burned eating it while it is too hot). If it is not going to be eaten soon, it should be refrigerated and eaten within 3-4 days. It should be eaten cold or heated to 165°F.

Color is *not* a reliable indicator that ground beef or ground beef patties have been cooked to a temperature high enough to kill harmful bacteria such as E. coli O157:H7. The only way to be sure ground beef is cooked to a high enough temperature to kill harmful bacteria is to use a thermometer to measure the internal temperature. **(M)**

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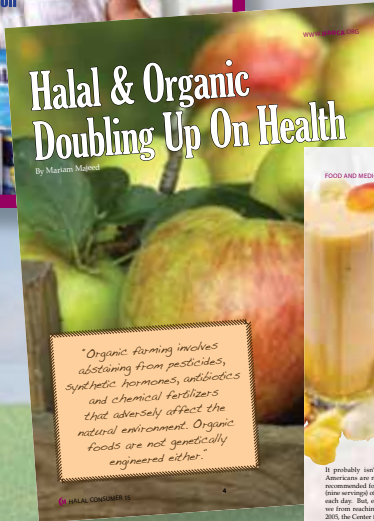
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Halal Happenings

Welcome to IFANCA

Mujahed Khan, who has an MBA with a concentration in Healthcare Administration, joined us earlier this year as a Food Technologist. He has a B.Sc. degree in Nutrition with a minor in Biology. His prior experience includes working as a R&D Scientist at Kerry Bio-Science, and at Walgreen's Pharmacy. His certifications include Food Service Sanitation Manager by Illinois Department of Public Health, ServSafe Manager by National Restaurant Association, licensed pharmacy technician by the State of Illinois and certification as a pharmacy technician by National Pharmacy Technician Board. He is also a member of the American Dietetic Association, Illinois Dietetic Association and West-Suburban Dietetics Association.

11th International Halal Food Conference

"Using Halal Certification to Your Marketing Advantage" was the theme of the 11th International Halal Food Conference, held in Chicago on April 19 & 20, 2009. The two day conference was attended by representatives of halal certifying agencies, IFANCA halal-certified companies, as well as universities, support agencies, and others interested in the halal industry.

The keynote address was given by Tan Sri Prof. Dr. Syed Jalaludin, Chairman, Halal Industry Development Corporation, Malaysia. Dr. Jalaludin discussed the need to come together and think globally in order to take the halal industry forward. He suggested creating an international organization open to any one engaged in the halal industry, with the aim of exchanging ideas and information and, providing a networking environment for business development, and to promote research and education. The

organization would play a catalytic role in growing new companies and supporting halal consumers around the world.

Presentations at the conference were of varied topics, with the main theme being the need for cooperation, globalization, and collaboration to encourage the industry to bring more halal products to Muslim consumers, in a more cooperative environment. To this end, the participants supported a declaration to establish a World Halal Industry Federation, as suggested by Dr. Jalaludin.

Speakers represented the following IFANCA halal-certified companies, universities, support organizations and halal certifying agencies: Access Business Group, Firmenich Inc., Lallemand, Abbott Nutrition, Cargill, Wyeth Biotech, University of Agriculture, Faisalabad, Pakistan, Texas A&M University, U.S. Dairy Export Council (USDEC), Halal Industry Development Corporation, Malaysia, Majlis Ugama Islam Singapura (MUIS) also known as the Islamic Religious Council of Singapore, Halal Industry Development Corporation (HDC), Malaysia, Halal Certification Process in the Republic of Trinidad and Tobago, IFANCA and IFANCA Asia Pacific

The conference was concluded with a banquet sponsored by Coca Cola Company; Nutrilite, (part of Access Business Group); Cargill Inc. (one of the major producers of ingredients) Golden State Foods (a major supplier to McDonald's) and Sunrider International.

Keynote Speaker Mary Anne Jackson addressed the banquet attendees. Ms. Jackson is president and founder of My Own Meals, Inc. and J&M Food Products Co. In her charismatic style, Ms. Jackson emphasized the importance of independent

certifying organizations in the evolving halal industry. The banquet was concluded with an awards ceremony.

IFANCA would like to thank all the speakers and attendees who made the 11th International Halal Food Conference a success, as well as all IFANCA halal-certified companies for their continued support.

"Halal Eateries Grow In Number, Popularity," Reports The Tennessean/Associated Press

Nashville, Tennessee, home to Graceland, the Dixie Chicks and all things Country, now has 29 halal food restaurants and it's not just Muslims who frequent them, says a report in The Tennessean (4/29/2009). Seven years was all it took for Nashville to go from a one-halal restaurant city to one that boasts an entire corridor that begins just south of Interstate 440. For the nation's estimated 2.3 million to 6.4 million [IFANCA estimate 6-8 million] Muslims, who are concerned about the content of their diet and the impact of food production on the environment, the pursuit of halal food is a matter of health and faith, said one expert.

Consider Halal For Wider Appeal, Says Packaged Foods Market Research

Packaged Foods released a first-ever market research report analyzing Halal foods in depth. IFANCA lent their expertise towards the compilation of the report. Titled "Market Trend: Kosher- and Halal-Certified Foods in the U.S.", it stated that, "Certification enhances the desirability of a company's products to a broader customer base in the U.S. – provided marketers ensure consumers are made aware of the third-party endorsement." Halal certification also expands opportunities

for export to Muslim countries and, although the Muslim population in the US is tiny, at 0.6 percent according to the report [IFANCA estimates 2.5%], Muslims account for better than one in five people in the world, expected to increase to 30 percent by 2025, meaning “extraordinarily promising export opportunities”.

Further, “Canada presents broadening market opportunities for halal foods, with the number of Canadian Muslims set to double from 600,000 in 2000 to 1,200,000 in 2010, and a lack of convenient outlets for halal foods.”

The report also stated that ethical consumerism is on the rise and consumers seem to be increasingly conscientious when it comes to the health and well-being of animals. With this rise, says the Packaged Foods report, there will be an increase in sales of halal meats, as well. This is because halal implies that the animal has been treated respectfully in life and in death.

Not Just Muslims Asking for Halal

Ethnic food sales are leaping, but it's not just immigrants who are buying. 75% of ethnic foods in the U.S. are purchased by the average non-immigrant American. Consumers are demanding exotic, authentic flavors. This, in combination with the call for natural products, has created the perfect grounds for halal to turn mainstream.

Agriculture and Agri-Food Canada (AAFC) reports that it's not just Muslims who are purchasing halal. In the past, in North America, store owners didn't know what halal meat was let alone stock it. Today, in sharp contrast, according to AAFC, there are a growing number of non-Muslim consumers purchasing halal food products due to the awareness that halal is safer, healthier, and more socially responsible. Whether it be due to humane animal treatment concerns or the desire for healthier and safer foods, halal has begun to appeal to a growing number of

consumers outside of the Muslim community. There is a growing perception of halal as a mark of quality, amongst the general public.

It's a development that North American food manufacturers are taking notice of. After all, the AAFC estimates that 1.2 million Muslims are expected to call Canada home by 2010, a 50% increase from the current 600,000. “The Canadian market for halal meat products is valued at more than \$214 million, with Muslim households spending an average \$31 per week on such goods.” Canada's neighbor has long since surpassed the 1.2 million mark. America's six to eight million Muslims contribute to an estimated \$12 billion industry. The rise in North America's ethnic and religious diversity will result in an increased scope and demand for mainstream halal food.

The Future of Halal

By 2015, the AAFC predicts the global halal industry to become the fastest growing segment in international trade, with figures projected to reach \$2.1 trillion. Furthermore, according to Middle East Food, with the Muslim population projected to account for 30% of the world's population by 2025, halal food could easily account for 20% of world trade in food products in the future.

Halal, Sky High

Emirates Airlines has always provided a full halal menu, and pamper their passengers with multi-course meals.


Now, Thai Airways has joined the halal airwaves. Thai Airways consistently ranks among the top airlines for high quality, unique cuisine. They are taking it one step further by responding to requests for halal meals on flights. A separate kitchen at Thailand's international airport is now fully certified by the Thai Institute for Halal Food Standards* to conform to halal regulations. At this time, halal-certified meals are only served on international flights. Thai Airways also provides meals

for 10 customer airlines, all of which are national carriers of Islamic-majority countries. While the current demand is 5000 halal meals per day, further growth is expected.

When flying with other airlines, be sure to check the halal regulations before requesting your meal of choice. Some halal meals are not zabiha, rather only pork-free. Specifications for halal meals, as well as other dietary options are usually available on the airline website, or by calling customer service.

* IFANCA recognizes the Thai Institute for Halal Food Standards as an accredited halal certifier.

May 2009 TIME Magazine Features Article on Halal, Buying Power of Muslims

Khalifan Mohammed, writes Carla Powers in TIME Magazine, has traded holidays in hotels with loud discos, drunken guests and women in bikini's for a stay at a Dubai-based hotel catering to Muslim travelers, where Islamic customs are respected and mini-bars are stocked only with non-alcoholic beverages. It is all part of a larger trend that is bolstered by, “the world's 1.6 billion Muslims (who) are younger and, in some places at least, richer than ever.” An excerpt: “...The halal food market has exploded in the past decade and is now worth an estimated \$632 billion annually... That's about 16% of the entire global food industry. Throw in the fast-growing Islam-friendly finance sector and the myriad other products and services — cosmetics, real estate, hotels, fashion, insurance — that comply with Islamic law and the teachings of the Quran, and the sector is worth well over \$1 trillion a year.” 



رمضان كريم

RAMADAN

Ramadan is the 10th month of the Islamic calendar, known as the Hijra calendar. The calendar derives its name from the Hijra (migration) of Prophet Muhammad*, from Mecca to Madina. The Muslim calendar consists of 12 months and each month commences with the sighting of the new moon. This means the Hijra year is shorter than the Gregorian year. The actual fixing of the years according to the Hijra calendar was not set until the Caliphate of Umar bin Al-Khattab. During Ramadan, all able Muslims, male and female, are required to fast from Fajr, dawn, to Maghrib, sunset. Fasting consists of refraining from eating, drinking and marital relations during the fasting hours. Women who are pregnant or menstruating are excused, as are all travelers. After sunset until

dawn, Muslims may partake of these activities. The fasting continues for the entire month.

Fasting was prescribed for a specific reason, which has been stated in Sura (chapter) Al-Baqara as follows:

"O you who believe! Fasting is prescribed for you as it was prescribed to those before you, that you may attain Taqwa (God-Consciousness, self-restraint, piety)." (2: 183)

This verse clearly states that the purpose of fasting is to increase Taqwa. Taqwa is a difficult word to translate and has been translated as self-restraint and God-consciousness. It is a state whereby human beings are aware of God's existence, their purpose in life and are

focused on fulfilling that purpose as best they can. The purpose of humanity is stated in Sura At-Thariyat as follows:

“And I (God) created the Jinn and mankind, that they should worship Me (Alone). I do not seek sustenance from them (i.e., provision for themselves or for My creatures) nor do I require that they should feed Me (i.e., feed themselves or My creatures). For God is the All-Provider (source of all sustenance), Owner of Power, the Most Strong.” (51: 56-58)

God has created humanity for the sole purpose of worshipping Him. This means we should not become misguided, forgetting the purpose of life and becoming immersed in worldly and material endeavors to the exclusion of our spiritual well-being. Those have their place, but must not become the purpose of our existence. Fasting is a means of helping us refocus on our purpose. It removes indulgence in food and other pleasures for a period of time, freeing us to concentrate on our purpose in life. Along with fasting, we are also recommended to increase our recitation of the Noble Quran, increase our voluntary prayers, increase our remembrance of God, increase our supplications and make an extra effort to avoid speaking ill of others or gossiping.

Ramadan is an opportunity to examine our lives and implement the laws and ideals prescribed to make our today's better and to help secure a peaceful place in the eternal life to come.

As with all Islamic practices, there is a balance between dedicated acts of worship and other activities that don't appear to be related to worship. (For a Muslim, all activities can be made into acts of worship, if they are moral, beneficial and performed with the intention of pleasing God). God speaks of this balance in Surat Al-Baqara, stating:

“It is permitted for you to enjoy your wives during the night of the fasts. They are Libas (garments, screens, body covers) for you and you are Libas for them. Allah knows that you used to deceive yourselves but He accepted your repentance and forgave you; so now associate with them, and seek what Allah has ordained for you (offspring), and eat and drink until the white thread (light) of dawn appears to you distinct from its black thread (darkness of night); then complete your fast till the night appears; but do not associate with your wives while you are in retreat in the mosques. Those are limits (set by) Allah so do not approach them. Thus does Allah make clear His Signs to mankind: that they may attain Taqwa.” (Al-Baqara: 187)

Thus we are allowed to eat and enjoy our family life, even during Ramadan, but at the proper time and in the

proper way. This gives us more time for contemplation and remembrance of God (Dhikr) and other activities in the pursuit of Taqwa. In other verses of the Quran, God teaches us that when one attains Taqwa, God will provide a way out of all difficulties and sustenance from sources he could not even imagine. Attaining Taqwa is a marvelous state, for with a guaranteed way out of all difficulties and assurance of sustenance, one will feel peace and security. Reaping this reward requires effort and sacrifice and Ramadan and fasting have been granted as an aid to help us on the path to Taqwa.

At the same time, we have been permitted to eat at night, since we must eat to maintain our strength for worship. Also, we are permitted to enjoy our spouses since this is a normal human urge, which must be satisfied in a moral manner.

We can learn other lessons which Ramadan brings for each of us. Some of us may identify with the poor and needy and be more generous in charitable contributions during this time. Others take time off of work to spend more time reciting and memorizing the Quran. Still others may make a greater effort to be tolerant, even when their rights are violated. We can all certainly use the 'shot in the arm' that Ramadan provides. As the Prophet said: The losers are the ones who complete Ramadan without having gained anything but the deprivation of the fast.

Not everyone is able to fast and those who are exempted from fasting, either temporarily or permanently are mentioned in the Quran, along with any compensation they must make.

As has been the case for many years now, we continue to witness famine, suffering and war in many places of the world, both among Muslims and non-Muslims. We ask God to help guide us to the path He has chosen for us and to give all of mankind the gift of peace and security. Ramadan Mubarak to all our friends, readers and the entire Muslim Ummah. (M)

*Editor's Note:

1) The Arabic words 'Subhanahu wa ta'ala, (Glory be to Him)' are recited by Muslims at every mention of the word Allah, the Arabic name for God.

2) Muslims pronounce the words 'May Peace and Blessings be Upon him' after every mention of the Prophet Muhammad.

Easy, Breezy Iftaar Recipes

Compiled by Tayyaba Syed

Here is a selection of non-traditional easy, breezy Ramadan recipes to end the long days of fasting. During the year, and especially during the holy month, instead of simply concerning ourselves with perfecting the flavor of our culinary masterpieces, we need to add blessings to our food as well. We need to remember to always begin with the name of God and continue to remember Him while preparing our meals. It is also highly beneficial to be in a state of purity while we cook. Surely then, our cooking will be both an easy and rewarding form of worship for us and those around us!

Raspberry Guacamole & Tortilla Chips

by Aisha Kureishy

Prep time: 5 minutes

Total time: 5 minutes

Servings: 4

Ingredients:

1 cold avocado

1 1/2 cups cold raspberries

1 tsp. honey

1/4 tsp. salt (optional)

Tortilla chips

Directions:

1. Slice avocado in half & spoon out insides and press into mixing bowl until smooth.
2. Add clean raspberries and mix until mashed.
3. Add honey and/or salt if desired.
4. Serve immediately with tortilla chips or use as a filling for tacos.

8-Layer Taco Dip & Tortilla Chips

by Nadia Chisti

Prep time: 10 minutes

Total time: 3-4 hours

Servings: 8

Ingredients:

- 1 16 oz. can vegetarian refried beans
- 1 16 oz. tub sour cream
- 1 tsp. taco seasoning mix
- 1 16 oz. jar salsa
- 2 cups shredded cheese
- 2 cups shredded lettuce
- 1 cup diced tomatoes

- 3/4 cup chopped green onions
- 1 2.25 oz can sliced black olives
- Tortilla Chips

1. In a bowl, mix 1/4 cup sour cream and refried beans.
2. Add taco seasoning into mixture.
3. In a large, deep serving dish, spread mixture as bottom layer of dip.
4. Spread remaining sour cream evenly over mixture.
5. Pour salsa as 3rd layer and spread.
6. Sprinkle shredded cheese evenly.
7. Next, cover with lettuce.
8. Spread tomatoes over the lettuce.
9. Add green onions as 7th layer.
10. Top off and decorate with desired amount of olives (drained).
11. Refrigerate for 3-4 hours.
12. Serve with tortilla chips or use as a filling inside a taco.

Creamy Casserole

by Tayyaba Syed

Prep time: 20 minutes

Cook time: 30 minutes

Servings: 8



Ingredients:

- 1 packet wide egg noodles
- 1/2 lb. cooked halal ground beef OR boiled small halal boneless chicken pieces
- 1 26 oz. can cream of mushroom soup
- 1 cup frozen peas & carrots
- 1/3 cup chopped green onions
- 2 Tbsp. butter
- 1 cup shredded cheese
- 1/2 cup milk
- 2 Tbsp. soy sauce
- 1 Tbsp. chili sauce
- 1 tsp. salt
- 1/2 tsp. crushed black pepper

Directions:

1. Preheat oven to 350° F.
2. Cook halal ground beef or chicken as desired and remove from stove.
3. Boil egg noodles in a separate pot until andante and drain.
4. In a fresh pot, sauté green onions in butter until tender.
5. Add frozen veggies, salt and pepper and cook for about 4 minutes.
6. Add meat and mix for 3 minutes
7. Pour mushroom soup into mixture and stir.
8. Pour milk and stir repeatedly until everything combines and looks creamy. For more creaminess, add 1/4 cup water.
9. Stir in soy sauce and chili sauce.
10. Add noodles and mix everything together until noodles are coated with meat and sauce.
11. Pour contents from pot into a large casserole dish and spread evenly.
12. Sprinkle cheese on top and bake in oven until cheese completely melts and/or sauce thickens and bubbles.
13. Serve hot.

Halal Barbeque Chicken

by Aisha Kureishy



Prep time: 1 hour
Total time: 1.5 hours
Servings: 6

Ingredients:

- 1 lb. skinless halal chicken legs & thighs pre-cut pieces
- 1 16 oz. bottle all-natural barbecue sauce

- 1 cut lemon
- 1/2 tsp. garlic powder
- 1 tsp. crushed black pepper
- 1 tsp. vinegar
- 1/2 tsp. salt
- 1/4 cup cooking oil

Directions:

1. In a large bowl, pour barbeque sauce and mix garlic, pepper, vinegar, and salt.
2. Dip washed chicken pieces into bowl and mix until soaked.
3. Squeeze lemon juice over marinated chicken.
4. Mix thoroughly.
5. Refrigerate for at least 1 hour.
6. Preheat oven to 350° and then bake chicken for 10 minutes on flat baking sheets or foil.
7. Then remove chicken from oven, place pieces onto heated grill and baste with oil.
8. Cook to desired amount on grill.
9. Serve hot.

Knock-Out Ramadan Punch

by Haleema Siddiqui

Prep time: 10 minutes
Total time: 10 minutes
Servings: 2 large punch bowls

Ingredients:

- 1 2L bottle lemon-lime soda
- 1 2L bottle orange soda
- 1 2L bottle cranberry gingerale
- 1 2L bottle lemonade
- 1 2L bottle Hawaiian Punch
- 1.5 qt. rainbow sherbet ice cream
- 6-8 thin, round lemon slices

Directions:

1. Pour 1/2 of each drink in large punch bowl and stir.
2. Slowly add large scoops of ice cream until it foams, but do not let it overflow.
3. Throw in sliced lemon to garnish.
4. Pour and serve.



Green Food Packaging & Why Halal Consumers Should Care

By Haider Khattak

Sustainable, cost-efficient, reusable and eco-friendly are buzz words these days. They're on the radar in the packaging and food industry, as much as anywhere else. Coca-Cola, in its quest for new sustainable forms of packaging, has provided \$400,000 to Michigan State University and its School of Packaging. In the UK the grocery store giant, Tesco, is collaborating with a veterinary university in England to "encourage greater academic collaboration over supply chain challenges." Packager Sealed Air has teamed up with Clemson University in South Carolina to create a teaching, research and service facility.

Packaging can transform the food industry through halal eco-friendly innovations, and Muslim entrepreneurs could very well lead the transformation. The design and development of packaging is a multi-million dollar industry, especially given that packaging impacts the presentation of food products, attracts the consumer's eye, and facilitates sales. The convenience of superior packaging assists in the safe distribution of a product, its handling, stacking, shelf-life, opening, re-sealing, use, and reuse.

Halal Concerns

What goes into food packaging is of concern to halal consumers. Manufacturers try to gain the largest market share, so they do aim to select packaging that does not violate religious beliefs. However, this is not possible all the time. The halal status of packaging materials must always be verified. Though a plastic container may appear acceptable, the source of some of the ingredients used to create the plastic may be of concern. Often, stearates from animal sources are used in the production of plastic containers. The formation and cutting of metal cans may require the use of oils, which may be derived from animals (Chaudry, 1997). Steel drums could have been used to carry foods containing pork or pork fat, and despite rigorous cleaning, these could retain small amounts and contaminate otherwise halal products. Animal fats can be in the glue used in packaging, and pig hair bristles can be used in production equipment, amongst other concerns. At IFANCA, all aspects of food production and packaging are taken into consideration before a product can be considered halal.

Islamically speaking, wastage isn't in accordance with the teachings of the faith. A new survey in the UK, for

instance, has found that as much as 40% of supermarket food packaging cannot be easily recycled. According to the Local Government Association, "If we had less unnecessary packaging it would cut costs and lead to lower prices at the tills (cash registers). When packaging is sent to landfills, it's expensive for taxpayers and damaging for the environment. Supermarkets need to up their game so it's easier for people to do their bit to help the environment."

The U.S. based Bulk is Green Council intends to increase awareness as to how eco-friendly bulk foods can be. Bulk is Green believes that the availability of more foods in large, in-store containers, from which consumers serve the precise quantities they desire, will help reduce the amount of packaging and food waste as well as keep grocery bills relatively smaller.

Types of Food Packaging

Packaging is mainly categorized into three types; primary, secondary and tertiary. Examples of primary packaging include aseptic packaging, plastic trays, bags, cans, cartons, and flexible packaging. Secondary packaging includes boxes while tertiary packaging could be pallets and wrappers. Primary packaging is the main package that holds the food that is being processed. Secondary packaging combines the primary packages into one box. Tertiary packaging combines all of the secondary packages into one pallet.

Twentieth-century inventions such as glass bottles, cellophane wrap, aluminum foil, and plastics shepherded greater utility and flexibility in food packaging (Lord, 2008). Other 20th century packaging developments, such as packages incorporating anti-microbial and oxygen scavengers, established new precedents for prolonging shelf life and protecting food from environmental influences. Some of the most exciting developments in food packaging involve nanotechnology, the science related to very small materials, which is poised to have a big impact in food packaging materials. With the help of this technology, pathogens, chemicals and toxins can be detected easily. Hence new packaging solutions focus more on food safety (controlling microbial growth, delaying oxidation), product quality (managing volatile flavors and aromas), convenience, and sustainability.

Preserving Food Quality

There are many technologies that utilize packaging to maintain food quality. Top priority is given to the safety of a food product. Oxygen in packages aids the growth of aerobic microbes and molds. Oxidative reactions in packaging also results in unintended odors and flavors and changes in color or nutritional quality. Similarly, moisture in food packages may cause powdered products to form lumps or crisp products to soften, encouraging the growth of microbes. Conversely, too little moisture can result in dehydrated foods.

Oxygen scavengers remove oxygen from food packages, thereby impeding the growth of microbes and preserving the intended flavor and odor of foods. Carbon dioxide emitters suppress microbial growth in products such as meat, poultry, and cheese (Lopez-Rubio et al., 2004). Moisture-control agents suppress water activity, serving to remove fluids from meat products, prevent condensation from fresh produce, and curb the rate of lipid oxidation (Vermeiren et al., 1999).

Many retailers and packaged goods companies request HACCP compliance. Hazard Analysis Critical Control Point (HACCP) is an internationally recognized, systematic and preventative approach to food safety that addresses biological, chemical and physical hazards through anticipatory and preventative action rather than by finished product inspection. Several major food manufacturers do request HACCP compliance from their packaging suppliers.

Packaging Goes Green


What new, eco-friendly innovations are looming on the horizon? Polystyrene remains a popular packaging material and is used as sheets to line boxes for added protection on fragile and temperature sensitive shipments, and is commonly used for hot beverages. Manufacturers opt for clear, energy-efficient and lightweight containers for everything from deli material to fresh fruit and vegetables. There are two reasons for polystyrene's popularity: it offers a range of environmental benefits such as an increased capacity for recycling, and it is cost effective. Polystyrene packaging is based upon styrene, a naturally occurring substance present in many foods, such as strawberries, nuts and cinnamon. Polystyrene food service foam packaging, in most cases, has an environmental footprint over the lifecycle of the package that is lower than or comparable to alternative packages. A polystyrene foam 16-oz. cup for hot beverages, for example, uses a third less energy, produces a third fewer greenhouse gas emissions, and produces less solid waste than

comparable cups. Clear polystyrene containers enable shoppers to see the food being purchased and the condition of the contents (Cirko, 2008). While the term styrofoam is often used to refer to expanded polystyrene, the two materials are completely different.

Novel Biodegradable Developments

Inroads being made towards "greening" packaging include biodegradable and compostable packaging materials. Whey could soon be a prime ingredient in the next wave of biodegradable packaging, according to new research. Pectin and fish skin too were once considered for the same. However experts warn that, "some so-called bio-degradable or compostable plastics are not actually biodegradable in the soil and require specialist treatment that is not widely available. If these materials are not being treated correctly, it makes little sense to use them in the first place."

A brand new product on the market, EnPlus Rock paper, can be used for packaging needs varying from butter wraps, to packaging board replacement, to thermo-formable trays and blister packaging. Derived from limestone instead of trees, it contains neither acid, alkali or bleach, making it very eco-friendly. It uses no water during its manufacture and also involves low consumption of energy per ton produced. Once disposed, it turns to dust within three years of sitting in a landfill.

Innovations such as "the vacuum packaging of meat to cut out conventional one-size-fits-all thermoformed tray pack usage is one possible step change towards lowering the carbon footprint of processors as it not only cuts down on material but also lowers distribution costs by enabling more units per truck per journey," according to UK's Waste and Resources Action Programme. There are also proposals to reconsider formulas to enable the doubling of concentration of juice so that bottle size can be reduced or offering refillable packaging solutions for milk and coffee. 



Shine with Sunrider®

By Naazish YarKhan

2009 marks the 15th anniversary of Sunrider® International's venture into the world of halal. As a direct marketing company, Sunrider offers an array of superior halal products, from skin care to color cosmetics, herbal foods and beverages.

Sunrider manufactures its products in state-of-the-art facilities with stringent quality control and unique, effective, and safe formulations. These factors contribute to achieving and maintaining halal certification and the uncompromised quality of all Sunrider products. Many of Sunrider's 415 unique products are halal-certified by IFANCA and are available around the globe. Visit www.ifanca.org to see the selection of halal-certified products, and browse the company product catalog at www.sunrider.com.

We spoke with Dr. Tei-Fu Chen, Chairman of the Board, and Founder of Sunrider International. A world-renowned herbalist, Dr. Chen has devoted his expertise to formulating products that are unique, of the highest-quality, and enhance overall health and well-being.

IFANCA: Why did Sunrider choose to get its products halal-certified?

Dr. Tei-Fu Chen: Sunrider has witnessed dramatic growth since its inception in 1982. It has always pursued ways to excel and to satisfy con-

sumers who use its products. Obtaining third party, halal certification was another important benefit for our consumers, and we proudly display the halal-certified logo on our packaging. Sunrider products are of the highest quality, and we wish to share them with anyone who is looking to lead a healthy life.

IFANCA: How did Sunrider choose IFANCA?

Chen: We first learned of IFANCA when customers using our unique herbal products wanted to share



them with Muslim friends and family. We wanted a reputable organization, with international recognition, to certify our products as halal. We contacted IFANCA to determine what we would have to do to spread our philosophy of health to the Muslim world, and they have been extremely helpful in ensuring that our products meet IFANCA's high standards. We have had a positive and wonderful relationship with IFANCA.

IFANCA: What impact has the certification had on sales and customer satisfaction?

Chen: People who see the IFANCA certification know that Sunrider is dedicated to not only providing the highest degree of quality in our products but also customer satisfaction. Some of our consumers feel that halal certification gives them more confidence in our products and our company, and it lets them know that we care about them because we care about what goes into our products.

IFANCA: Sunrider has a gamut of products from nutritionals to

personal care products and cosmetics that are certified as halal. How easy is it to manufacture a halal certifiable product? How expensive or inexpensive is it compared to a product that can't be certified as halal?



Chen: Since halal-certified products must follow strict regulations in regards to sourcing, manufacturing, and purifying, there can be added costs associated with having a product certified. However, we feel that this is a small price to pay to be able to share our products with all those interested in them.

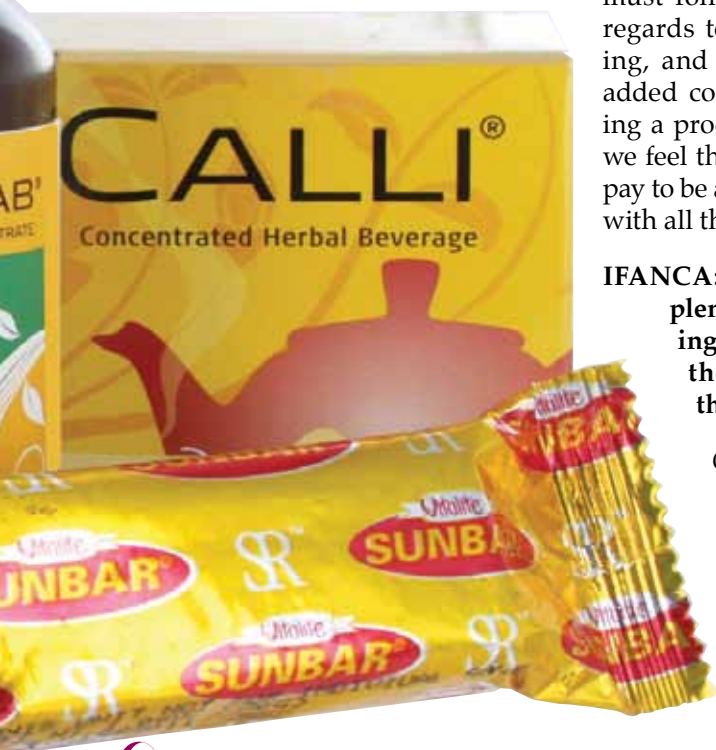
IFANCA: The nutritionals/supplements industry is booming. Are there products out there that promise more than they deliver?

Chen: Sunrider products are based on the Philosophy of Regeneration™. While some other companies may claim that one ingredient, one

product, or one juice can be the miracle cure for everything, at Sunrider, we don't just create formulas that focus on a single ingredient, ailment, or area of the body. Instead, our philosophy (the Philosophy of Regeneration™) is to provide nutrition to the entire body and to bring it into balance. Nature has created a wide variety of foods to nourish our body. It requires skill to combine the foods together to create a harmonious, beneficial product for people's health and well being. It's knowledge of this that makes Sunrider products special.

We research, formulate, and self-manufacture nearly 415 products, which is very unusual in the nutritional supplement industry. We decided to invest hundreds of millions of dollars in our R&D and manufacturing to guarantee products that are unique, effective, and of high quality. Our formulas and manufacturing process are trade-secrets, so no one else has our products.

Sunrider sells products to nearly every region of the world, and conducts business in over 42 countries, with China being its largest market. Asia alone has 7,000 retail stores. One of Sunrider's hallmarks is its state-of-the-art manufacturing facilities. The company recently doubled its capacity with a 1 million square foot manufacturing plant in Los Angeles, with an eye on advancing its manufacturing processes and accommodating future demand. With nutritionals being such an integral part in the quest for a healthier life, and given the ever increasing demand for halal supplements, Sunrider promises to be a leading manufacturer in the industry for decades to come. (M)



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