

# Your Product to Halal Markets

- SATTE
  - Delhi January 2013
  - B2B event with Indian travel agents



# Your Product to Halal Markets

- MATTA
  - Kuala Lumpur February 2013

# Your Product to Halal Markets

- Kiwi Link South/South East Asia
  - Bangkok March 2013



# Your Product to Halal Markets

- Frontline Training Mission
  - Jakarta March 2013

# Your Product to Halal Markets

- Ongoing product/itinerary development



# Halal Guide Launch & Distribution

- Press release
  - Singapore, Malaysia, India, Indonesia
- Printed and soft copy distribution to:
  - Travel trade
  - NZ Inc Agencies
  - Airline partners
  - NZ Industry
  - [www.newzealand.com/travel/trade](http://www.newzealand.com/travel/trade)



HALAL CERTIFICATION  
in New Zealand

The production of halal and tayyib food makes up a significant proportion of New Zealand's current primary exports, with meat and dairy products providing the greatest contribution to the economy. "Halal" is an Arabic word meaning lawful or permissible under Shar'iah (Islamic law) and "tayyib" refers to the need for food to be nutritious and safe. In New Zealand, the concept of tayyib is well understood with food safety and truth of labelling being central elements in the production of all food especially food for export.

The integrity of the halal system for meat then becomes all important to enhance consumer confidence and can only be achieved by having independent oversight at the highest level and a robust system of delivery. In this regard, New Zealand has established legislation to control the process and promoting this to its Muslim trading partners.

A key aspect of the New Zealand halal system for meat is the involvement of the government i.e. NZ Ministry for Primary Industries (NZ MPI), previously the NZ Ministry of Agriculture and Forestry (NZ MAF). The Animal Products Act 1999 is the legislation that covers this crucial area and under this, the Animal Products (Overseas Market Access Requirements for Halal Assurances) Notice 2010 outlines specific requirements for the halal system for meat.



NZ MPI has a proven track record and is well respected in world trade negotiations and in international human health agreements. It has long been engaged in dialogue with Muslim countries on other matters of compliance, so it is logical that these existing relationships be used to agree on halal certification matters as well.

Independent auditing of the halal system for meat is a key element of the regulatory environment. NZ MPI has a well developed internal audit function, which ensures that all areas under its jurisdiction are operating consistently and with competency, which extends to the halal system for meat where certifiers accredited by NZ MPI will be audited as a condition of that accreditation. Accredited Halal Organisations (AHOs) i.e. accredited halal certifying organisations, do not directly enter into agreements with international governments, and their certification activities are closely supervised and monitored by NZ MPI using the mechanisms described previously.