

# What is Halal Food?

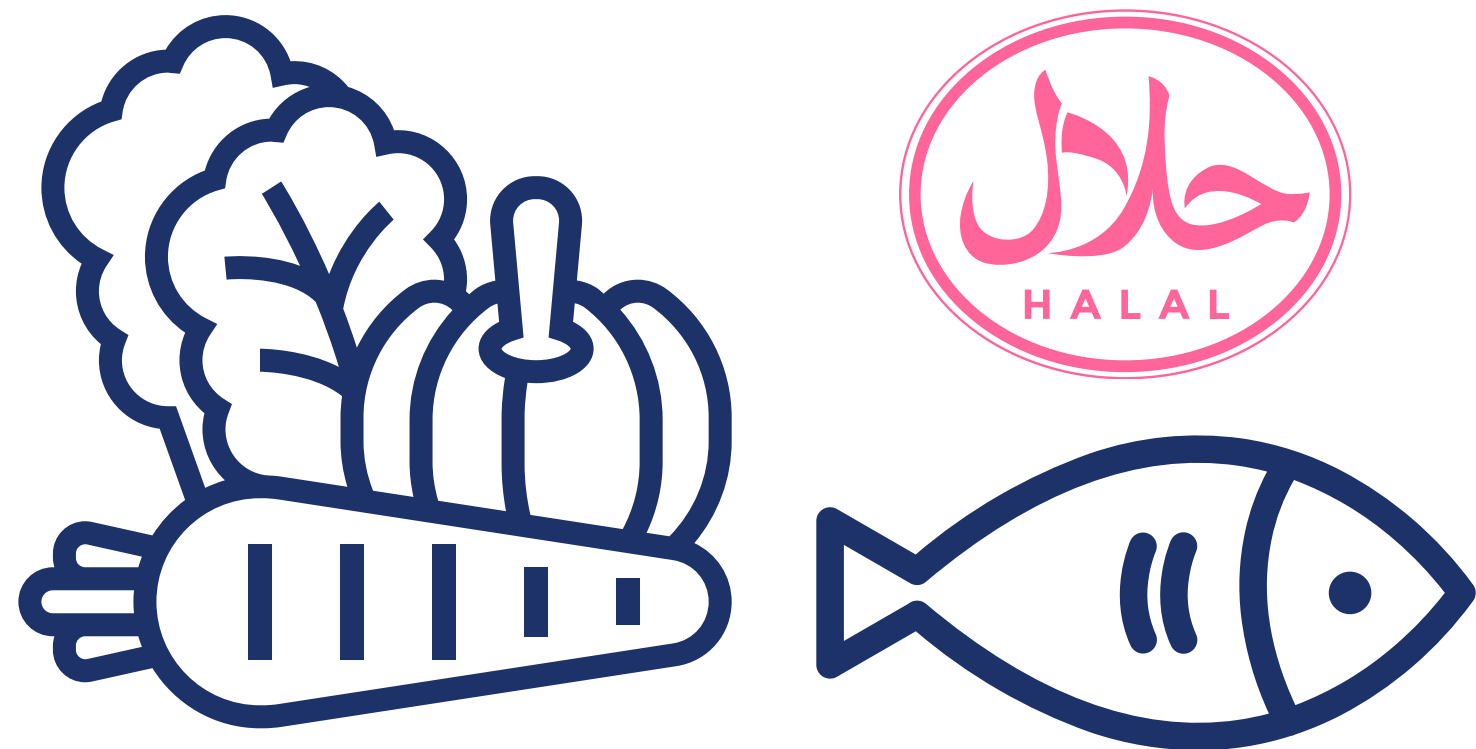
## ~To spread Halal food in Matsumoto City~

Nagano Prefectural Matsumoto Agatagaoka Senior High School

### In the first place, what is halal?

#### Halal

What God allows



#### Syubhah

Things that cannot be determined by appearances



#### Haram

Forbidden things



- What is Halal certification? → It is a system that certifies things is halal
- Do Muslims have to do it? → They are do it for their benefit
- Do all Muslims like Halal? → attitudes towards Halal very from person to person

### Purpose • Background

### Hypothesis • Processes

#### ● Purpose

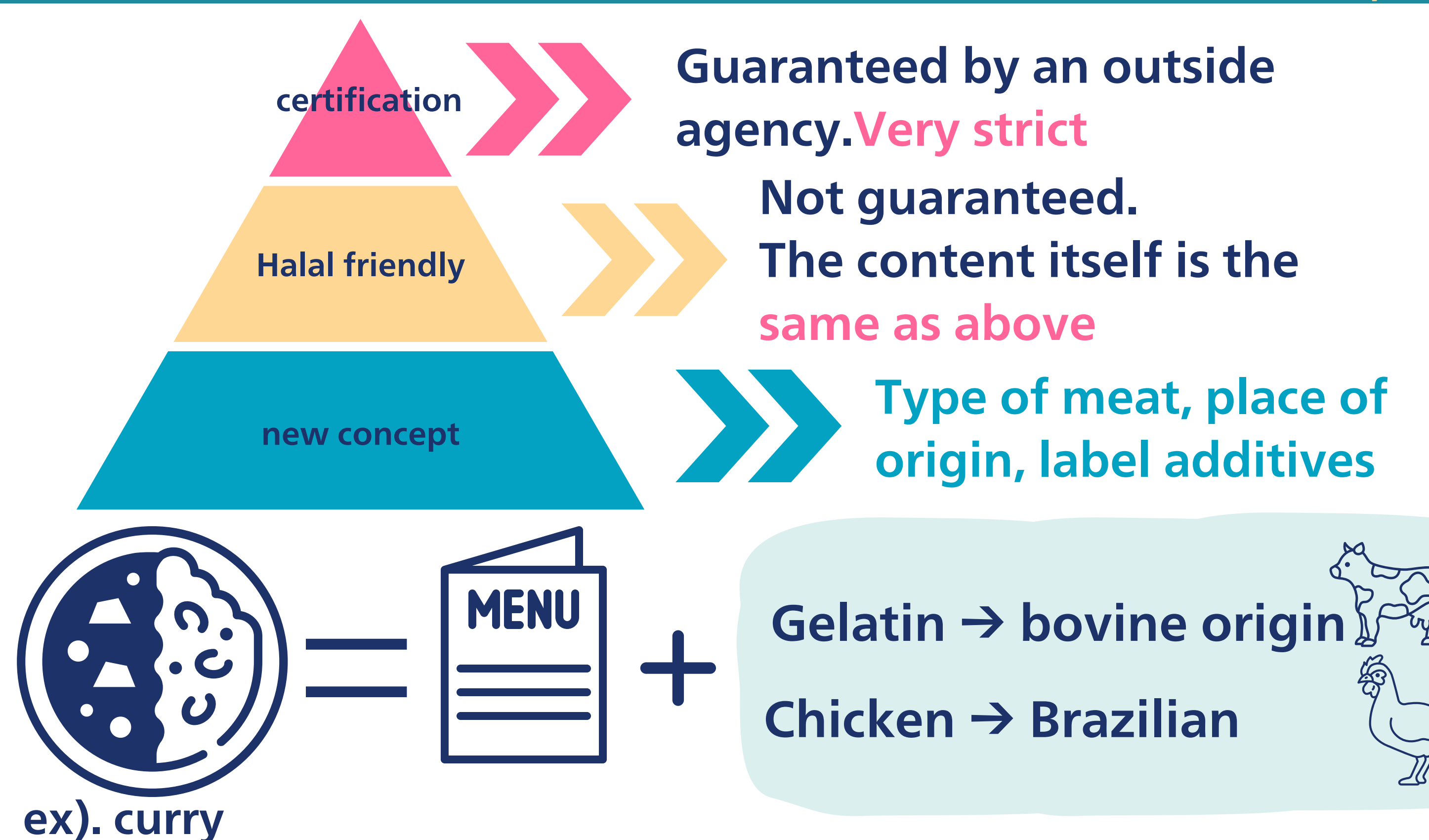
To make Matsumoto City a safe and comfortable place for Muslims to live and visit

#### ● Background

About 25% of the world's population is now Muslim

Only 2 Halal restaurants in Matsumoto despite on increasing demand for Halal

→ I want more tourists and foreigners living in Japan to enjoy meals, and make as many people as possible aware of Halal



### Hypothesis • Processes

#### <Hypothesis1>

There is a need to share a model for getting Halal Certification

#### <process1> Participated in Halal workshop

- Available Materials
- What is Islam
- Halal friendly food
- Flow of Applying for Halal Certification

Halal security is very important

ex) Kitchens and utensils in which pork is cooked may not be used, the meat is slaughtered using Islamic methods

→ This standard is too strict to be widely used in Japan

#### <Hypothesis2>

A new concept that is easier than the existing Halal friendly concept is needed

#### <Process 1> Interview

Target: Muslim chefs of Indian restaurants in the city, Malaysian Muslims (n=20)

Q. What are you careful about when eating out in non-halal areas?

If you are not sure if it is Halal, ask the staff. The most important things are pork and alcohol. It is very difficult to know if there are additives in the food.

#### <Process2>: Interviews with local hot spring hotel

Q. What do you think about this concept?

Realization is possible. Some details of additives are difficult to write. We would like to do this kind of activity if it would increase the number of customers.

### Considerations • Future Prospects

- ★ To lower the barriers to Halal compliance by creating a new concept that is easier than the existing Halal-friendly concept
- I want to convey that both the local community and Muslim tourists can have a win-win relationship through the inbound effect of enjoying food in Japan
- We will interview the parties concerned at a later date to propose and validate the new concept

### References • Thanks

• "prayer time". ImlslamicFinder. 2024.

<https://timesprayer.com/en/muslimpopulation/#:~:text=As%20of%202024%2C%20it%20is,in%20the%20Asia%2DPacific%20region.>

• Japan Halal Business Association All Right Association. "About Halal • Certification" Japan Halal Business Association. All Rights Reserved, <https://jhba.jp/halal>

I would like to thank everyone who contributed to this exploration!

Halal Manager and Muslim Hospitality Chief  
Otafuku Sauce Malaysia Factory and Nihkko Factory  
Tobitate Japan! , NPO Japan Halal Association