



INTERNATIONAL CONFERENCE ON
“GLOBALISING THE TRUST IN
HALAL CERTIFICATON”

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Winning the hearts and minds: how to build consumers' trust in halal certification

Javier Albarracín
Barcelona Halal Services

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WE LIVE IN A WORLD....



- Immediacy
 - Fake news and conflicting information
 - Health uncertainties & food insecurity
 - Fragile and weakened value & logistic chains
 - Overwhelming digital impacts
 - Opportunistic businesspeople....
- **TRUST** (RE)emerges as a **KEY VALUE**

And Muslim population is evolving



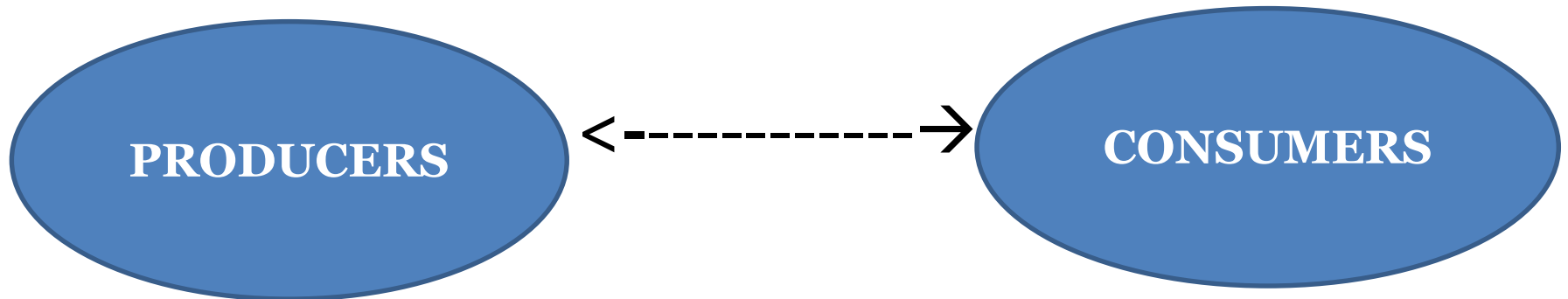
- More global and diverse
- Younger
- More digitally connected & impacted
- More cosmopolitan
- More Urban
- More concerned about global values (environment respect....)
- More assertive in their identity & demands

Thus, more challenging and complex to reach and to build trust

2021 and beyond

A context of growing need & demand for **TRUST in food products and the food system** as a whole

- TRUST requires **both** extremes of the relations:





BUT it is not the same building TRUST...

- Muslim consumers living in Muslim majority society.
- Muslim consumers being social minorities.

The **halal certification** has *different* connotations:
**belonging, collective self-identity, care, security,
confidence and adds value to the product.**



With globalization of trade and consumption of halal products...

- It is an urgent need to have a **recognized halal certificate** that generates trust among the consumers.
 - And this certificate generates **loyalty** towards that brand.
- **This is specially true among the Muslim Millennial:**
Modernity + access to massive global info + M. identity

Building trust is a comprehensive and complex process

- **TRUST** is a total factor, a comprehensive perception.
- BUILDING TRUST:
 - Objective
 - Subjective



Winning the minds



- **Objective (producers side):**
 - **Clear & honest halal production process** (ingredients, production, values...)
 - **Laboratories:** key factor of reliability
 - **Well skilled professionals** (professionalism, rigour...)
 - Updated tailor-made training of the professionals

Winning the minds



- **Objective (producers side):**
 - Reputed **high common standards: SMIIC** since August 2010.
 - **Reliable, verifiable and simplified certificate.**
 - **Rigorous and consistent commercialization.**



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Winning the minds

- **Objective (producers side):**
 - Promoting TRANSPARENCY & ACCESSIBILITY to all the sources of information, to the production processes...
 - Involve **ALL THE STAKEHOLDERS OF THE VALUE CHAIN** in this transparency
 - This generates CREDIBILITY, INTEGRITY & TRACEABILITY.....**Brand reputation**

Winning the hearts

- **Subjective (addressed to the Muslim consumer side):**
 - The brand has to **be *near* the Muslim consumer**, to respond, clarify, verify and update their concerns & demands, and in a quick time.

In a **DIGITAL world**, technology enables this as never before: digital identities, blockchain, apps, big data...

Winning the hearts

- **Subjective (addressed to the Muslim consumer side):**
 - Creating a **brand identity** embedded in Muslim values
 - **BUT listening to these Muslim consumers**, because they are changing and becoming more complex
 - Do not create a *second type* product, adapt **THE ORIGINAL ONE to the Muslim consumers: BE HONEST**

Winning the hearts

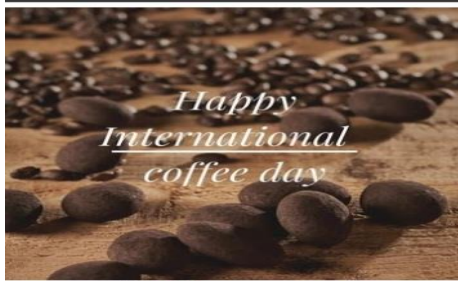
- **Subjective (addressed to the Muslim consumer side):**
 - Specially relevant is the **DIGITAL IDENTITY** of the brand. **MUST** be sincere and adapting to the needs & narrative
 - Fluent and **active** interaction '*brand – consumer*'
 - **BUT** without being simplistic and naïf in the approach (*specially brands from none-Muslim countries*): they are prone to question details of what they buy, not following blindly because '*it is halal*'

AN ADAPTED DIGITAL IDENTITY

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Winning the hearts



- In the framework of the global consciousness of the Muslim consumers, brands must have a **COMMITMENT TO SUSTAINABILITY & SIMPLICITY** (*ethical values embedded in Islam*):
 - Environmental (respect, awareness...)
 - Social (commitment, inclusion...)
 - Economic (honest, fair, balanced...)
 - Responsible (with all around you...)

ESSENTIAL: Consistency between the narrative and the real facts is critical.



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un Halal
CERTIFIÉ



un Halal
QUALITATIF



un Halal
DIVERSIFIÉ



un Halal
RESPONSABLE



un Halal
ACCESSIBLE



un Halal
CONNECTÉ



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a point of honor & pride since 1985



QUALITY

Isla Mondial ensures its production in its own factory located in Brittany to guarantee the manufacture of its products from selected meats and poultry.



COMMUNITY

The entire Isla Mondial team is at your disposal and supports you daily in the consumption of products in order to best meet your needs.



TRACEABILITY

All the products offered by Isla Mondial are **halal certified by AVS** in order to guarantee respect for the religious rites necessary for slaughter.



RESPECT

Isla Mondial is committed to respecting the values shared with its consumers by constantly pursuing the improvement of its products.



‘Associations of Muslim consumers’: **part of a strong M ecosystem**

- In non-Muslim societies, it also helps to build trust in all the system: as *external critical supervisors*
- They have to be inclusive, really representative, open and accountable.
- They **bring light to the whole ecosystem**, questioning the system to improve it, and opening the halal concept to a broader part of the societies (*something always needed*).



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Thanks
Çok teşekkür ederim
Gracias
Gràcies

Javier Albarracín
Barcelona Halal Services

Javier.albarracin@barcelonahalalservices.com