



## Halal practices for responsible production and consumption towards sustainable future

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### ABSTRACT

Halal practices rooted in Islamic principles are offering a framework of ethical, social, and environmental responsibilities with modern sustainability efforts. Therefore, this research aims to explore the intersection of halal practices and sustainable development, focusing on responsible production and consumption to support environmental, social, and economic well-being. A qualitative method is used to analyze existing literature on halal practices, sustainability, and green marketing strategies, with case research from various industries implementing halal principles. These principles emphasize ethical agricultural and livestock farming, humane animal treatment, mindful consumption, and waste minimization, which resonate with the pillars of sustainability. Meanwhile, green marketing in halal industry catalyzes the promotion of environmentally friendly products and ethical consumer behavior, transcending religious boundaries and appealing to diverse markets. The integration of the principles into production and marketing strategies positions the industry as a model for sustainable and ethical practices due to increased global demand for halal-certified products. The results show that halal practices significantly contribute to sustainability across various industrial sectors by prioritizing social and environmental well-being. The potential of halal practices is reported to drive global sustainability and enhance a culture of responsibility across industries and consumer segments.

### ARTICLE INFO

Keywords:  
Ethical production  
Green marketing  
Halal practices  
Responsible consumption  
Sustainability  
Sustainable development

History:  
Received 13-09-2024  
Revised 12-11-2024  
Accepted 14-11-2024

## 1 Introduction

Halal is an Arabic term associated with the Islamic faith. From the Islamic Perspective, the ideas of halal (allowed) and haram (disallowed) are based on the declaration of God as right and good. There are three core Islamic principles, namely (i) Akhlaq includes the ethical duties and responsibilities outlined by the shari'ah (Islamic law) and broader teachings, (ii) Adab refers to the manners and etiquettes essential for proper upbringing and respectful behavior, and (iii) Sunnah includes social norms and personal conduct reflecting the excellent character of Prophet Muhammad (pbuh). These principles show the responsibility and behavior of a Muslim. In this context, adherence to moral conduct and fulfillment of obligations contribute to a harmonious society. The qualities include honesty, compassion, and integrity, which guide Muslims in interactions and decision-making. (Halstead 2007).

The sustainability perspective reports three main pillars, namely (i) Social Well-being, (ii) Environmental well-being, and (iii) Economic well-being. Responsible consumption is the main driver to maintain the balance of these three sustainability pillars (Purvis *et al.* 2019). The principles of halal and sustainable food consumption practices are closely related, emphasizing respect for the environment, animal welfare, and ethical consumption. Responsible consumption plays a crucial role in balancing the three pillars. This includes making choices that respect the environment, support fair trade, and ensure the ethical treatment of animals and workers (Tayob 2021). In contrast, Muslims are taught to follow guidelines on slaughtering animals in a manner that minimizes pain and suffering. The gradual reduction in blood pressure following halal head-only stun and neck cut leads to blood splashes (ecchymosis) in different muscles and organs of slaughtered livestock (Farouk *et al.* 2014).

Entrepreneurs can be made aware of halal and sustainability principles by actively engaging in educational opportunities and leveraging community resources. Furthermore, workshops, seminars, and online courses focusing on halal certification and sustainable business practices provide foundational knowledge essential for understanding the concepts (Khan 2020; Ahmad *et al.* 2018). Additionally, networking and joining organizations dedicated to halal and sustainability help entrepreneurs learn best practices and real-world applications to connect with like-minded individuals and gain insights into successful business models (Ali *et al.* 2021).

Engaging with the relevant literature and research is critical for deepening awareness. By analyzing journals focused on halal practices and sustainable development, entrepreneurs remain informed about the latest trends and innovations. This combination of education, community engagement, and research enables the effective integration of halal and sustainability principles into business strategies to meet ethical standards while contributing to society and the environment.

## 2 Methodology

The methodology is based on a qualitative method, primarily including a comprehensive literature review and document analysis. The literature review focused on existing research and scholarly articles that examined the balance between halal practices and sustainability. These include topics such as ethical production, green marketing, responsible consumption, and sustainable agriculture. Relevant sources comprise academic journals and books, as well as industry reports, analyzed to identify key themes, such as the ethical guidelines in Islamic teachings and integration into sustainable business practices. Document analysis also includes an exploration of

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Islamic texts, particularly the Qur'an and Sunnah, to understand the advocacy of halal principles for environmental stewardship, animal welfare, and resource conservation. This combined method allowed for a deep understanding of halal practices' contribution to sustainability and ethical consumer behavior.

### 3 Halal Agriculture

Good Agricultural Practices (GAP) are essential standards checked by third-party audits to ensure crops and livestock are grown safely and sustainably. By following the GAP, farmers increase productivity, improve business operations, and cut production costs while lowering environmental impact. Additionally, adhering to these practices helps in producing high-quality products that meet the needs of both retailers and consumers (Alzeer *et al.* 2020). In Islam, key elements of nature, such as earth, water, fire, forests, and light, are considered shared resources (Bsoul *et al.* 2022). God has instructed people to avoid wasting natural resources and actions that harm the environment. In this context, humans were appointed as caretakers of these resources, and given the power to use and not misuse. Faith shows the need to protect the environment and conserve natural resources (Bsoul *et al.* 2022).

The Qur'an and Prophet Sunnah are principles for promoting sustainable development in Islamic teachings. For example, In Chapter 6 (Al-An'am), Verse 141, the Qur'an says: *"God creates gardens, both cultivated and wild, with palm trees, different crops, olives, and pomegranates—similar in shape but different in taste. Humans eat the fruit cultivated and give what is due at harvest, but do not waste. God does not like those who waste."* This verse shows the importance of sustainably producing food and avoiding waste. Throughout the various chapters and verses, the importance of the environment is reported. The Qur'an outlines the essential principles for the preservation, providing general rules on the use of natural resources. Therefore, commitment to GAP in line with halal agricultural practices emphasizes ethical production methods, animal welfare, and environmental stewardship.

The integration of GAP with halal agricultural practices creates a comprehensive framework with ethical and sustainable production. Halal practices include dietary laws of Islam and broader ethical considerations, such as animal welfare and environmental stewardship. By adopting GAP within halal frameworks, farmers can ensure that practices are compliant with Islamic teachings while promoting sustainability. Research has shown that the balance of agricultural practices with Islamic principles improves environmental outcomes. For example, the adoption of GAP in halal farming enhances biodiversity, improves soil health, and reduces chemical inputs (Alzeer *et al.* 2020; Bsoul *et al.* 2022).

### 4 Halal Livestock Farming

Ethical accounting in livestock farming was developed as a valuable management tool designed to help farmers address the growing demand for responsible and transparent farming practices. This method focuses on integrating ethical considerations into every aspect of livestock management, ensuring that animal welfare, environmental sustainability, and social responsibility are prioritized with traditional economic objectives (Sørensen *et al.* 2001). Halal principles provide a comprehensive framework for ethical farming, emphasizing animal welfare, responsible resource use, and humane treatment. In halal-certified farms, strict guidelines ensure that animals are treated with care and respect. This starts by providing animals with a natural diet to avoid harmful additives or unnatural feed (Dahlan 2020).

Halal farming practices require animals to be raised in environments that support physical and psychological well-being, including access to clean water, sufficient space, and a stress-free environment. The emphasis on humane treatment extends to the slaughter method, which must be performed swiftly and with reduced pain. This process includes meeting religious requirements and ensuring that the life of the animal is honored and respected until the end (Farouk *et al.* 2014). These practices promote a more ethical and humane method of meat consumption.

The emphasis on humane treatment extends to slaughter methods, which are fundamental to both ethical and halal farming. The slaughter process must be conducted swiftly with minimal pain to honor the life of the animal. This humane method is a religious obligation and reflects a broader ethical commitment to animals and ensuring dignity until the end. By adhering to these principles, farmers contribute to a culture of more ethical and humane meat consumption.

### 5 Halal Slaughtering

Religions often have deep traditions related to food and Islam is no exception. Islam teaches that all animals are created by God. Some were explicitly made for human use to be domesticated for tasks such as transportation and to provide food. God has provided these animals to serve as meat and other valuable products (Farouk *et al.* 2014). The Quran teaches that animals should be sacrificed in God's name, and must be healthy at the time of slaughter. In addition, the meat should be shared,

specifically with people in need. This practice is essential for low-income people who may not have the means to buy or sacrifice animals. Permission is obtained from the creator when the slaughterer acknowledges God during the act. This shows that the act of slaughter is not one of violence or cruelty but a necessary action carried out in God's name. Therefore, slaughter is performed with a clear purpose, fulfilling a need while honoring the Creator and life being taken (Al-Qaradāwī 1984).

Halal slaughtering ensures that meat is prepared according to Islamic law, emphasizing the humane treatment of animals and adherence to specific religious guidelines. The process begins with careful handling of the animals, providing a stress-free environment and a natural diet. At the moment of slaughter, the name Allah is invoked, followed by a swift cut to the throat, windpipe, and blood vessels to minimize suffering and ensure rapid loss of consciousness. The animal must be allowed to bleed completely to ensure meat purity. Implementation includes training staff in halal practices, regular audits to ensure compliance and maintenance of traceability from farm to table. This commitment to ethical treatment fulfills religious obligations as well as promotes transparency and trust among consumers, appealing to those who prioritize humane and responsible food sourcing.

### 6 Halal in Consumption Behaviours

Halal food principles are rooted in religious beliefs and promote healthy eating habits through a variety of practices. Dietary guidelines emphasize consumption of clean and wholesome foods that contribute to health and well-being. For instance, halal dietary laws advocate the avoidance of certain harmful substances such as alcohol and pork believed to negatively impact health. This prohibition helps to maintain a balanced and nutritious diet. A significant aspect of halal food practice is the encouragement of mindful eating and gratitude. Consciousness concerning the type and quantity of food leads to more thoughtful choices to prevent over consumption and wastage. This mindful method enhances healthier eating habits by promoting moderation and awareness of dietary practices (Bsoul *et al.* 2022; Khan 2023).

The impact of halal practices extends beyond individual health and influences the global food market. The demand for halal-certified products has been rising, reflecting growing interest within the Muslim community and among non-Muslims. Halal certification is increasingly viewed as a mark of quality and safety, contributing to the appeal across diverse consumer groups. Halal food principles support healthy eating habits by promoting consumption of clean and nutritious foods, mindful eating, and a balanced diet. These practices benefit individual health and significantly impact the global market to show the growing recognition of halal certification as a symbol of food quality and safety (Wilson & Liu 2010).

### 7 Halal in Food Waste and Minimalism

*"He is the One Who produces gardens both cultivated and wild, as well as palm trees, crops of different flavours, olives, and pomegranates, which are similar in shape but different in taste. Eats of the fruit they bear and pay the dues at harvest, but do not waste. Indeed, he does not like the wasteful"* (QS. Al-An'am [6]:141).

This verse shows sustainable production and consumption by encouraging humans to enjoy the fruits of labor while remaining conscious of waste. This is consistent with modern sustainability principles, stressing the importance of responsible consumption and appreciation of resources. Similarly,

*"O Children of Adam! Dress appropriately whenever you are in worship. Eats and drinks, but not waste. Indeed, he does not like waste"* (QS. Al-A'raf [7]:31).

This verse reinforces the notion of minimalism and responsible resource use, extending beyond consumption to everyday action. The Quran disfavors wastefulness, and encourages humans to balance needs concerning the resources provided. The verses reflect Quranic wisdom on waste management from halal perspective, advocating for mindful consumption and stewardship of resources in line with sustainability principles (Aung 2024).

### 8 Environmental Sustainability and Green Marketing

Environmental sustainability is a value-laden concept in which the importance of its different aspects is perceived differently. This concept has three components, namely environmental, social, and economic (Velenturf & Purnell 2021). Environmental sustainability can be defined as a balanced condition in which the needs of human society are satisfied without diminishing biological diversity or exceeding the capacity of supporting ecosystems to sustain human society (Morelli 2011). This includes achieving current development without compromising the ability of future generations to meet needs. Some view sustainable development as a "process of change in which resource exploitation, technology development, investment, and institutional change are consistent with future and present needs" (Velenturf & Purnell 2021).

Sustainable development is critical when the world faces the challenge of balancing the adverse impacts of high fossil fuel production with environmental depletion and achieving economic growth and development. Green marketing enhances the green industry, where priority is given to the use of resources such as non-fossil electrical energy, efficient use of water, raw materials, and environmentally friendly substitutes. A broad range of marketing activities are directed toward all consumers and show the objectives of minimizing environmental impact (Martins 2022). Green marketing shows that products are safe, compliant with environmental protection standards, and energy efficient. In this context, the packaging materials are recyclable, reusable, and decomposable. Green customers avoid products that are harmful to living organisms and are connected to immoral experiments with animals or humans (Nekmahmud & Fekete-Farkas 2020).

The environmental impact is crucial in all stages of halal goods production. Efficient use of resources, waste management, and animal non-cruelty methods in raw material processing, logistics, and distribution are necessary halal requirements and standards. This reflects Halal and Tayyib, who mainly represent green or environmentally friendly production and consumption. The green and wholesome credentials are significant catalysts for the growth of halal industry across countries and break religious barriers. Consumers worldwide perceive Halal products as pure, high-quality, and associated with environmentally sustainable practices, fair trade, and animal welfare (ISA 2021).

Achieving sustainable green marketing in halal industry has become critical. In this context, green marketing has received significant attention due to increased consumerism (Mukonza *et al.* 2021). The monumental need to keep consumers in the fold and the natural environment safe has been a challenge in the modern era of globalization (Sarkar 2012). Additionally, green awareness has created a highly competitive business environment by transforming consumers, increasing pressure on companies and other business stakeholders to be more sensitive to carbon footprints, environmental protection, and sustainability (Ali *et al.* 2021; Nekmahmud & Fekete-Farkas 2020; Siba Borah & Korankye 2022; Yusiana *et al.* 2020). Moreover, Halal businesses cannot afford to be passive or inactive in sustainable green marketing leadership because the concept constitutes core concepts, fundamental domains, and business niches. Halal sector serves as a largely untapped and fastest-growing faith-based consumer group (Izberk-Bilgin & Nakat 2016).

Based on the description above, religion is a factor that shapes decisions when adopting marketing strategies (Shah *et al.* 2020). The three variables of consumer market segmentation distinguishing the Muslim consumer market are background customer characteristics, attitudes, and behavior (Shah *et al.* 2020). Currently, the Muslim population is the second largest religious group, with an increase of 12.9% in total trade between 2019 and 2021 by the Organisation of Islamic Cooperation (OIC) countries (ICDT-OIC 2022). According to Shah *et al.* (2020), Muslims have rising visibility as a consumer segment connected to purchasing power. This is supported by the rise of middle-class Muslims, who share common interests despite diverse geographical spread (Shah *et al.* 2020). The Muslim consumer sector has become the target of foresighted and dynamic marketing strategies for multinational consumers (Izberk-Bilgin & Nakata 2016). These factors make Muslim consumer markets fulfill measurability and substantiality conditions to become economically viable (Shah *et al.* 2020). As a segmentation strategy, Halal green market should be separated from others to enable different offerings from companies (Shah *et al.* 2020).

## 9 Conclusions

In conclusion, this research reported a profound balance between halal practices and sustainable development, emphasizing the potential of halal industry to drive responsible production and consumption on a

global scale. Halal industry met religious obligations and addressed critical environmental, social, and economic challenges by integrating Islamic principles with modern sustainability efforts. Meanwhile, green marketing was positioned as a powerful tool to enhance consumer behavior towards ethical and environmentally friendly choices. Commitment to sustainability served as a model for broader efforts to promote a more sustainable future due to increased global demand for halal-certified products. Moreover, the combination of halal principles with green marketing reported the unique role of the industry in advancing global sustainability objectives.

## Conflict of Interest

The authors declare no conflict of interest.

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