



DEVELOPMENT OF HALAL INDUSTRY IN COTABATO CITY

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Abstract

This study explores the development of the Halal Industry among the Muslim community in Cotabato City, recognizing its importance in supporting Islamic dietary practices and economic growth. The rising Muslim population and the need for religiously compliant food sources have prompted attention to this sector. The primary objective of this research is to examine the state, development, and impact of the Halal Industry in Cotabato City. Specifically, the study investigates: (a) the socio-demographic profile of the respondents in terms of gender, age, and religion; (b) the concept and local development of the Halal Industry; (c) the guidelines imposed by the National Commission on Muslim Filipinos (NCMF); (d) the requirements enforced by the Halal Commission Board for fast food establishments; and (e) the benefits the Halal Industry provides to the local Muslim community. A descriptive research design with a qualitative approach was used to collect and analyze data. The study involved thirty (30) respondents aged 18 to 40 from Cotabato City. Data were gathered through interviews and community observations to gain deeper insights into the status and perception of the Halal Industry. The findings revealed that male respondents showed more interest and awareness in Halal practices than female counterparts. The age group 35–40 appeared more engaged, while younger participants (18–25) showed less concern. Respondents agreed that the Halal Industry refers to the economic activities involving the processing and certification of food in accordance with Islamic laws. It was noted that the initiative to develop the Halal Industry came from local ulama and asatidz, ensuring compliance with Islamic principles. The study also emphasized the role of Halal-certifying bodies in monitoring practices in line with national and Muslim legal standards. The research concluded that the Halal Industry in Cotabato City plays a vital role not only in upholding religious dietary laws but also in supporting public health, cultural identity, and food security. It benefits the Muslim population by providing assurance of religious compliance in meat consumption, encouraging trust in market offerings, and reinforcing Islamic values in everyday practices. The development of this industry reflects a blend of spiritual, legal, and community-based efforts, particularly within the context of the Bangsamoro identity.

Keywords:

Halal Industry, Cotabato City, Islamic Law, Muslim Community, Halal Certification, Bangsamoro Economy

INTRODUCTION

Islam is the world's fastest growing religion, rising at more than double the rate of the world population (University Magazine 2021). Most Muslims in the Philippines live in Mindanao and Maguindanao is one of the Provinces in the Philippines where almost 100% of populations are Muslims. Due to increasing

number of Muslims, the demand of halal foods is also increasing. Halal is an Arabic word that translates to “permissible” in English. In the Quran, the word halal is contrasted with haram. In some countries like Malaysia, Indonesia, Brunei, Saudi Arabia and others are strictly securing Halal foods. Because they know this is one of main commandments of Islam. They have agencies that focus in securing halal foods, with seal and thorough procedure. Some people misunderstood the halal term and they believed it to be just “non-pork”. Chicken and beef fall under the category of non-pork but they are not always considered as Halal. Halal animals must be slaughtered by a Muslim, who says a blessing, and by hand, not by machine. Once killed, the animal’s blood must drain completely, since Muslims who eat Halal do not consume the fresh blood of animals (time.com). Halal in general are the foods that Muslims are allowed to eat or drink under Islamic law that specifies what foods are allowed and how the food must be prepared (sciencedirect.com).

Muslims are expected to consume only halal meat. The problem is not all Muslims understand what really halal meat is. They often assume that when they purchase something from a Muslim seller, it is generally assumed to be Halal. There are also many Muslims who are particular to their every purchase, making sure that there is the halal logo or halal seal. The behaviour of Muslims in consuming halal products actually depends on how they have knowledge related to what is halal. Important knowledge is used to determine whether a prospective consumer understands the goods to be bought, whether the products are truly halal, and whether the consumer understands where he can get the products (Muhamad et al., 2016).

There are many studies conducted in the past about the halal awareness and effect on purchasing intentions. According to Abd Rahman et al, 2015, consumer knowledge will be able to increase consumer purchase intentions on halal products if supported by positive consumer attitudes on halal products. In Yuswar Zainul Basri Fitri Kurniawati study, it was concluded that Halal Certification did not strengthen the effect of Halal Awareness toward Purchase Intention. This study will be focusing on Halal foods particularly the meat products and how the purchase of it can be affected by the halal knowledge. It is with great desire of the researcher to conduct a study regarding the Development of Halal Industry in Cotabato City. This will be another avenue for the Muslim to have enough way in selecting Halal Meat.

Statement of the Problem

Many people believed that the term Halal meat refers to “non-pork” meat. They generally assume that chicken and beef meat are halal with or without halal seal. On the other hand, some people don’t just buy meat even with the presence of the halal seal because of the mistrust and the halal issue. The study will focus on the Development of halal Industry in Cotabato City. Specifically, the study answered the following questions:

1. What are the demographic profile of the respondents in terms of:
 - a. Age
 - b. Gender
 - c. Religion
2. What is Halal Industry and How it develops in Cotabato City?

3. What are the Guidelines required by NCMF for the establishment of Halal Industry in Cotabato City?
4. What are the requirements imposed by Halal Commission Board to fast food industry in Cotabato City?
5. What are the benefit of Muslims in Cotabato City in Halal Industry?

METHOD

This study used the descriptive-qualitative method. Applied the qualitative approach as primary tools of investigation. In order to answer the objectives of this study, a survey was conducted by utilizing a structured questionnaire or interview guide questionnaire to gather necessary information on the Development of Halal Industry in Cotabato City. The study focused on the Development of Halal Industry in Cotabato City. Cotabato City served as the locale of the study. Several towns were carved off from Cotabato town since the year 1913, with Pikit being the first one founded by Cebuano Christian colonists. Dulawan (now Datu Piang, Maguindanao) and Midsayap were incorporated as regular municipalities in 1936. In 1942, at the beginning of the Pacific Front of World War II, the Japanese Imperial forces entered what is now Maguindanao province. In 1945, Maguindanao was liberated by allied Philippine Commonwealth troops and Muslim Maguindanaoan guerrilla units after defeating the Japanese Imperial forces in the Battle of Maguindanao during the Second World War. On August 18, 1947, just two years after the Second World War and a year after the official inauguration of Philippine independence, the number of towns in the gigantic Cotabato province were multiplied by Executive Order No. 82 signed by President Manuel Roxas, namely: Kidapawan, Pagalungan, Buayan, Marbel, Parang, Nuling, Dinag, Salaman, Buluan, Kiamba, and Cabacan, a total of eleven (11) towns added to the previous four towns; the newly founded towns of Kabuntalan, Pikit (conversion as regular municipality), and Glan added up on September 30, 1949. More and more newly created towns added up in the province's number of towns as the province entered the second half of the 20th century.

RESULTS AND DISCUSSION

The analysis and interpretations of the data gathered in this study were presented in (4) parts according to the statement of the problem. The first part is the Socio-demographic profile of the respondents in terms of: (a) Gender (b) Age (c) Religion; The second part is what is Halal Industry and how it develop; Third part is the Guidelines Imposed by national Commission on Muslim Filipino (NCMF) for the establishment of Halal Industry in Cotabato City; Fourth part is the Requirements imposed by Halal Commission Board to fast food industry in Cotabato City, and last part is the benefit of Muslims in Cotabato City on Halal Industry.

The Respondent's Profile

This aspect of the study includes the respondent gender; age; and religion is presented in table 1,2,3.

Table 1. Frequency and Percentage Distribution of the Respondents

Gender Category	Frequency	Percentage
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Male	24	74%
Female	6	6%
TOTAL	30	100%

according to gender

As presented in the table, it showed that 76 percent of the respondents are male and 6 percent of the respondents were female. The findings revealed that the male respondents are more interested in observing the halal industry in Cotabato rather than the female respondents.

Table 2. Frequency and Percentage of the respondents according to age

Age	Frequency	Percentage
18–25	0	0%
25–30	7	17%
30-35	8	33%
35-40	10	40%
TOTAL	30	100%

Table 2 showed that age bracket under 18-25 with a frequency rated 0 percent. This was followed by age bracket 25–30 with a frequency of 17% percent, followed by age bracket 30-35 with a frequency rated 33% percent and age bracket 35-40 with 40 percent, with total of 100% as a whole.

That data implies that the respondents' age 35-40 were majority of the respondents. There was a trend showing that the age of 18-25 respondents was less interested about Islamic industry in Cotabato. This indicated that the respondents reached the age assume as credible informants of the present study they were experienced and have live quite number of years as educated residents of the area. This they are very interested and observant about Halal meats in Cotabato City.

Table 3. Frequency Distribution of the respondents by Religion.

Religion	Frequency	Percentage
Muslim	30	100%
Non-Muslim	0	0%
TOTAL	30	100%

As presented in table 3, it showed that 100 percent of the respondents are Muslim and 0 percent were non-Muslims. The data revealed the respondents all of the respondents in this study are Muslims.

What is Halal Industry and how it develops.

The responses of the respondents on the second statement of the problem posted by this study which ask what is Halal Industry and how it develop with (5) sub question. (a) What is halal Industry? (b) How it was started? (c) what is the reason why halal

Industry was created? (e) Who initiated the construction of Halal Industry in Cotabato City? (f) How it was develop?

What is halal Industry

To answer this study problem, common themes were formulated after thorough interview was conducted among the respondents. Themes were with different categories emerged after the reviews of the transcriptions and audiotapes obtained from the participants during the depth interviews. The findings provided insight on the common themes on what is halal Industry. The study concluded that majority of the respondents claimed that "Halal Industry is the economic activity concerned with the processing of Halal raw materials and manufacture of foods. It provides a certain product that is in accordance with Islamic view"

On the other hand, there were respondents also claimed defined halal Industry as:" the production of raw materials and goods that are said to be "Halal" or food that is permissible according to Islamic law.

Based on the responses of the respondents, the data indicated that halal Industry concerned with the processing of raw materials for Muslim consumption in Cotabato City in accordance with what is mandated in the Holy Qur'an and Hadith of the Prophets.

How it was started

Responses of the second sub-question on how Halal Industry in Cotabato City Started. The answers of the participants of this study in a dept interview by the researcher were:

"The Construction of the Halal Industry in Cotabato City started on the year 2012 under the leadership of the late **Mayor Japal J. Guiani Jr.** This is a joint project between National Meat Inspection Service (NMIS) Region 12 and the Local Government Unit - Cotabato City. The cost of the initial construction was ₱ 40,000,000.00, it was an even split between both parties. Ribbon cutting and first day of the operation was in April 28, 2015. The list of employees has been composed of 30 employees. Ranging from the Slaughterhouse Master, Assistant Slaughterhouse Master, Operations Manager, Supervisors, Clerks, Butchers, Utility Personnel and Security Guards".

The findings provides that the halal Industry in Cotabato City started and created during the time of late Mayor Japal J. Guiani and it was officially open and operated on April 28, 2015, that seven years from now.

What is the reason why halal Industry was created.

Responses of the respondents on the third sub-question on the reason why halal Industry in Cotabato City was created. After in dept interview with the respondents, majority answer emerged that the reason why Halal Industry in Cotabato City was created was simply because of Muslims populations in Cotabato City are growing and also as respect to their religion and faith they have. On the other hand, respondents also claimed that: " As we know our religion Islam prohibits the eating of non halal foods, so halal Industry was created to make sure that the product sold in the market were halal". This data revealed that the Halal Industry in Cotabato City were created for the Muslim inhabitants only, and also because of the fast growing population of Muslim community in Cotabato city.

Who initiated the construction of Halal Industry in Cotabato City

Responses of the respondents on the fourth sub question on Who initiated the construction of Halal Industry in Cotabato City. Based on the data gathered by the researcher that there are respondents claimed that it was the leadership of certain groups of Ulama and learned person in Islam who works for its construction. It was

under the leadership of the late mayor **Japal J. Guiani Jr.** on April 28, 2015.

This indicated that the individual who initiated the construction of Halal Industry in Cotabato City were the Ulama and asatidz to make sure that Muslim in Cotabato City will consumed Halal Food.

How it was developed

The following are the responses of the respondents on the last sub question on how it was developed.

Majority of the respondent claimed that the development of Halal Industry in Cotabato City were: They work hand in hand to make strengthen the halal Industry in Cotabato City. And also because of the fast-growing population of Muslim in Cotabato City.

The data revealed that the development of Halal Industry in Cotabato City was simply by working it hand in hand and because of the overwhelming number of Muslim in Cotabato City.

Guidelines Imposed by National Commission on Muslim Filipino (NCMF) for the establishment of Halal Industry in Cotabato City

This section gives the respondent's insight about the Guidelines Imposed by National Commission on Muslim Filipino (NCMF) for the establishment of Halal Industry in Cotabato City.

After thorough interview done by the researcher, it was found out that the Guidelines Imposed by National Commission on Muslim Filipino (NCMF) for the establishment of Halal Industry in Cotabato City were the Code of Halâl Slaughtering Practices for Ruminants, this was as follows:

Code of Halâl Slaughtering Practices for Ruminants

This Philippine standard sets out requirements for Halâl slaughtering of ruminants intended for human consumption, from wild, farm produced, processing, packaging and distribution levels, to serve as official reference for Halâl food products intended for local and international food trade in compliance with Agriculture and Fisheries Modernization Act (AFMA) of 1997 or Republic Act (RA) 8435, An Act creating National Commission on Muslim Filipinos (NCMF) of 2009 or Republic Act (RA) 9997, Agriculture and Fishery Mechanization Law (AFMech) of 2013 or Republic Act (RA) 10601 and Food Safety Act of 2013 or Republic Act (RA) 10611.

Requirements imposed by Halal Commission Board to fast food industry in Cotabato City?

Respondents' insight on Rrequirements imposed by Halal Commission Board to fast food industry in Cotabato City. Based on the data gathered by the researcher, majority of the respondents claimed that the first requirements imposed by the HCB were the animals must be slaughtered in the name of Allah and properly clean. It was also revealed that Republic Act (RA) 10601 and Food Safety Act of 2013 or Republic Act (RA) 10611 were also the guidelines followed by the Halal Industry in Cotabato City.

Some of the guidelines were as follows:

Slaughtering All lawful land animals should be slaughtered in compliance with the rules laid down in the Codex Recommended Code of Hygienic Practice for Fresh Meat and the following requirements:

- 1 The person should be a Muslim who is mentally sound and knowledgeable of the Islamic slaughtering procedures.
- 2 The animal to be slaughtered should be lawful according to Islamic law.
- 3 The animal to be slaughtered should be alive or deemed to be alive at the time of slaughtering.
- 4 The phrase "Bismillah" (In the Name of Allah) should be invoked immediately before the slaughter of each animal.
- 5 The slaughtering device should be sharp and should not be lifted off the animal during the slaughter act.
- 6 The slaughter act should sever the trachea, esophagus and main arteries and veins of the neck region.

Therefore, Halal Industry in Cotabato City were fully monitored by the Halal Certifying body because they followed what is mandated in the law as well Muslim law.

Benefit of Muslims in Cotabato City on Halal Industry.

When the researcher asked the employee of that office on the benefits of the Halal Industry in Cotabato City, they answered: *it gives confidence to the Muslims and the people who are in particular as to how their products are being handled. It will be no longer difficult for them to find halal slaughtering or halal meat because Islamic Complex of halal industry can solve their problem or provide the solution for their problems*".

This implies that most of the Muslim Bangsamoro really benefited the said Halal Industry in Cotabato City. Their problem on their difficulty in looking halal slaughtering and halal meat has been solved.

Data about consumers

The data revealed when they are asked about their consumers, they admitted that: *"To be clear we are a slaughterhouse not a meat shop. A slaughterhouse will slaughters an animal. A meat shop sells dressed meat. Our customers are the cattle owners. Our consumers are the meat shops in the market or cattle owners outside the city"*. This data implies that the costumers of the slaughterhouse are the cattle owners who bring their own cattle for slaughter in Islamic way. As for the consumers, they admitted that all meats in Cotabato City were their customers.

Summary of Findings

The findings revealed that the male respondents are more interested in observing the halal industry in Cotabato rather than the female respondents. That the data implies that the respondents' age 35-40 were majority of the respondents. There was a trend showing that the age of 18-25 respondents were less interested about Islamic industry in Cotabato. This indicated that the respondents reached the age assume as credible informants of the present study they were experienced and have live quite number of years as educated residents of the area. This they are very interested and observant about Halal meats in Cotabato City. The study concluded that majority of the respondents claimed that "Halal Industry is the economic activity concerned with the processing of Halal raw materials and manufacture of foods. It provides a certain product that is in accordance with Islamic view".

It was revealed that the Halal Industry in Cotabato City were created for the Muslim inhabitants only, and also because of the fast growing population of Muslim community in Cotabato city. It was found out that the individual who initiated the construction of Halal Industry in Cotabato City were the Ulama and asatidz to make sure that Muslim in Cotabato City will consumed Halal Food. The development of Halal Industry in Cotabato City was simply by working it hand in hand and because of the overwhelming number of Muslim in Cotabato City. Halal Industry in Cotabato City were fully monitored by the Halal Certifying body because they followed what is mandated in the law as well Muslim law. Muslim Bangsamoro really benefited the said Halal Industry in Cotabato City. costumers of the slaughterhouse are the cattle owners who bring their own cattle for slaughter in Islamic way. As for the consumers, they admitted that all meats in Cotabato City were their customers.

Conclusion

Based on the summary and findings of this study, the researcher exposed this conclusion. The Development of Halal Industry in Cotabato City serves as the avenue of Muslim inhabitants of Cotabato City and other neighboring places a way of killing animals under Islamic Law before they produce it to the market for human consumption. As a Muslim living in a Muslim area, Halal Industry is one of the very important office they should have. Most of the Muslim Bangsamoro really benefited the said Halal Industry in Cotabato City. Their problem on their difficulty in looking halal slaughtering and halal meat has been solved. Some of the advantages are; First, they can preserve and still follow what is part of their faith (consuming halal meat). Second, they will not hesitate to buy or eat meat from the market because they know that they have a Halal slaughtering in their area. Third, the people will get the health benefits of halal meat.

In general, Halal Industry in Cotabato City plays an important role to a Muslim area and its people not just because of having easy accessing meat but it is also a part of Muslim faith as a whole.

Recommendations

Consuming Halal is an order of Allah and an essential part of the Islamic faith. And after careful examination and exploration Development of Halal Industry in Cotabato City, the researcher open-minded the following recommendations.

1. There must be halal Industry in every Municipality to make the Muslim Community easy access on halal meat.
2. Halal Industry must be enhanced to avoid purchasing meat from non-Muslim sellers to make sure the meat were slaughtered in Islamic way.
3. The BARMM will conduct a seminar of forum on the importance of consuming Halal meat.
4. The Halal Industry in Cotabato City will invite students in different university to conduct On job Training(OJT) so that they will be more aware on the how to slaughter animals in Islamic way.
5. The halal Industry Office will conduct extension program from different municipalities to disseminate how important halal is in Islamic faith.

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