

15 May 2014 (Thursday)

Panel P086 'Food culture and food business'

What is halal and why it's halal?

Contemporary Indonesian Muslim consumers'
recognition of food halalness

Draft/Not to be cited without permission

東京工業大学「ぐるなび」寄附講座 特任講師 阿良田 麻里子
Arata Mariko
 Associate Professor
 "Gurunavi" Endowed Chair, Tokyo Institute of Technology
 arata.mariko@nifty.ne.jp

1

Purpose of this presentation

Bourdieu (1979) revealed that people's taste for food is one of cultural capital which shows difference of social class.

In modern world where social mobility is high, a foodway as a cultural capital may also function as an indicator of acquisition of a new identity. People are expressing their new selves by selecting proper foodways which is suitable to their present positions in a society (Watson ed.1997, etc.).

Foods selected based on religious norms and taboos also have a meaning as social capitals especially for new middle class Muslims in South-East Asia. However, studies on Muslim consumers' eating behaviors and recognition toward halal foods from cultural anthropological approach is still quite limited (e.g. Fischer 2011).

2

In this presentation, I will discuss food halalness and Indonesian Muslim consumers based on participant observations and interviews.

Securing halalness of food is one of major social challenges in contemporary Indonesia. Increasing numbers of commercial food products and restaurants are now being certified halal based on written strict standard.

It is said that new middle class Muslims are getting stricter in conformity. However, Indonesian Muslim consumers' recognition toward halalness is not always same as the written standard of certification bodies and is multifaceted. They are trying to get information by various means including smartphone and internet, and choose what they eat according to assumption based on their experience, customs, or information from family members, acquaintance, unacquainted third person, religious/non-religious authorities, etc.

3

Contents

- 1 Basic rules for Halal
2. Problems in between Halal and Haram
3. Modern food technology & Halal certification systems
4. Major issues concerning food halalness in Indonesia
5. Indonesian Muslim consumer's information strategy

4

1 Basic rules for Halal ハラールの基本原則

5

Outline of halal/haram in foods/drinks

Halal foods and drinks	Haram foods and drinks
<ul style="list-style-type: none"> Everything is halal except for prohibited things Islam permits what is wholesome (→<i>Halalan Thayibban</i>) Land animals (and poultry) must be slaughtered in special way: a sane Muslim must cut their throat with a sharp knife after saying a prayer Exceptions of flesh of "dead animals": water animals, locusts. 	<ul style="list-style-type: none"> Poisonous things, addictive things, Alcoholic (intoxicating) drink Flesh of swine (pork), carnivorous animals which have fangs, birds of prey, domesticated donkeys, frogs. Flowing blood Flesh of "dead animals": land animal bodies without proper slaughtering Offering for deities other than Allah.

Summary based on Syekh Muhammad Yusuf Qardhawi, Translated by H. Mu'ammal Hamidy to Bahasa Indonesia, 2003, "Halal dan Haram dalam Islam (edisi revisi)" Surabaya: Pt. Bina Ilmu.

6

level of impurity (najaasa/najis) 不浄の程度

- heavy impurity: pigs, dogs and their derivatives, things that have touched them.
→needs to be washed 7 times (including once with clean sand/earth).
- intermediate impurity: haram things other than pigs/dogs, what is egested from body such as semen and filth, things that have touched them.

Summary based on Syekh Muhammad Yusuf Qardhawi, Translated by H. Mu'ammal Hamidy to Bahasa Indonesia, 2003, "Halal dan Haram dalam Islam (edisi revisi)" Surabaya: Pt. Bina Ilmu.

7

Seemingly, it appears to be simple and clear, but in fact, it is not so simple.

Today, major sources of problems are;

1. Difference of opinion in halal/haram classification.
2. Modern food technology and globalization.

8

2. Between halal and haram

ハラールとハラームのはざま

9

Difference of opinion in halal/haram classification occurs because of ;

- different religious sects (e.g. Shia or Sunni)
- different religious schools(e.g. Hanafi, Shafi'i, Maliki, or Hambali),
- different fundamental food cultures and environment (inland, seaside, middle-east, south-east Asia, etc.),
- different personal backgrounds (social class, family background, religious education, modern education, access to information, etc.)

10

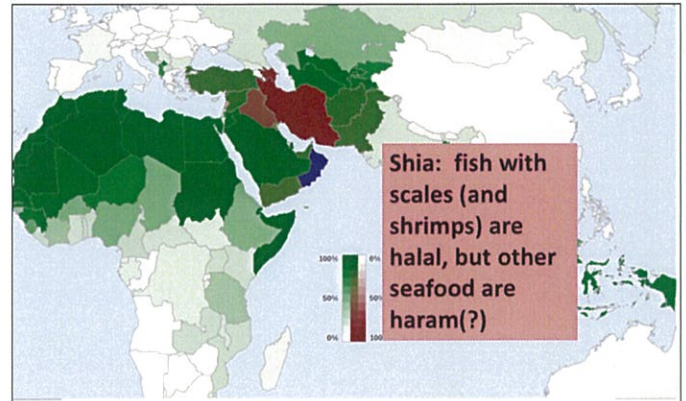
Excerpt from al-Qardhawi's writing 4

Marine animals, that is, those which live in water and cannot survive outside it, are all halal.

It does not matter in what way they are obtained: whether they are taken out of the water dead or alive, whole or in pieces, whether they are fish or marine animals, whether they are called sea dogs or sea hogs, or whether they are caught by a Muslim or a non-Muslim.

Summary based on Syekh Muhammad Yusuf Qardhawi, Translated by H. Mu'ammal Hamidy to Bahasa Indonesia, 2003, "Halal dan Haram dalam Islam (edisi revisi)" Surabaya: Pt. Bina Ilmu.

11



The Shia majority countries are Iran, Iraq, Azerbaijan, and Bahrain; all are coloured in red. http://en.wikipedia.org/wiki/Shia_Islam#Demographics

12

Maliki: what lives in water including frog is Halal, except for eel

Hanafi: only fish with scales are Halal



Shafi'i: what lives in water is Halal. What lives in two worlds is Haram

イスラームの宗派/法学派の分布

Distribution of Sunni and Shia branches of Islam http://en.wikipedia.org/wiki/Shia_Islam#Demographics

13

3. Modern Food Technology and halal certification

14

It has become difficult to distinguish what is in a food because of modern food technology and global transportation of food stuff.

E.g. Pork derivatives: extract, flavor, lard, shortening, glycerin, emulsifier, gelatin, capsule, enzyme, fermentation media, cysteine, brush, activated carbon from born, etc.

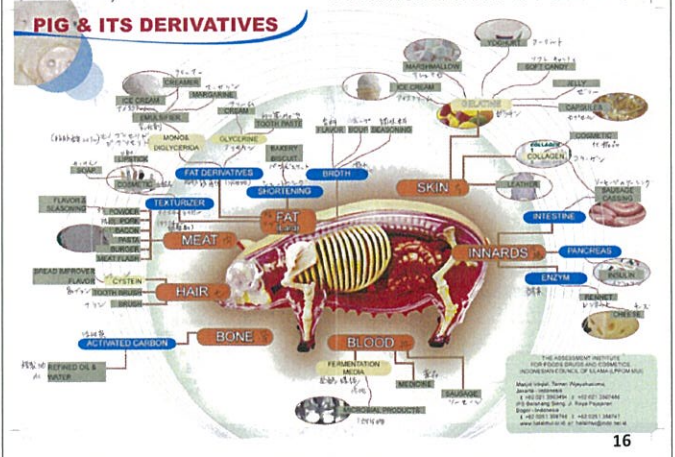


Products: ice cream, creamer, margarine, jelly, marshmallow, yoghurt, cheese, insulin, refined oil, water, microbial products etc.

15

資料1-2 動物豚 Pig's Derivatives

Documents from LPPOM-MUI



16

Both consumers and food industries want/need a trustworthy international standard in terms of religious belief.

One answer is halal certification system advocated by the World Halal Food Council.

Established halal certifying bodies recognize each other.

Clearly written standards/criteria such as HAS 23000 (Indonesia), MS1500 (Malaysia).

17

LPPOM-MUI(Indonesia)'s List of Halal Certification Bodies(as of Feb 2014), in South-east/East Asia

• Divided in 3 categories

	Slaughter-house	Food processing	Flavor
Total no.	32	33	14
Singapore	MUIS	MUIS	MUIS
Malaysia	JAKIM	JAKIM	JAKIM
Thailand	CICOT	CICOT	
Brunei	Halal MUIB		
Philippines	OMA		
Taiwan	THIDA	THIDA	
Japan	ICCKyu	JMA	JMA



18

4 Major Issues concerning food halalness in Indonesia インドネシアにおける食のハラール性の諸問題

19

In Indonesia, once occurred an issue of adulteration of milk products in 1988.

After that, MUI (*Majelis Ulama Indonesia*, Indonesian Ulama Council) established LPPOM (The Assessment Institute for Foods, Drugs and Cosmetics) in January 1989 in order to 'protect tranquility of Muslim consumers.

(http://www.e-lppommui.org/other/about_us.php)¹.

20

Ajinomoto-Indonesia case in 2000

Contamination was caused by imported culture media used for keeping fermenting bacteria.

This media was made using a kind of pork-derived enzyme as a catalyzer.

MUI concluded that it is haram.

Seven Japanese and Indonesian executives were temporarily detained by the local police.

After laboratory examination, then president Abdurrahman Wahid who was also a *ulama* (Islamic scholar) declared that end product is Halal because it does not contain any pork derivatives, and executives were freed (Kobayashi 2001, etc.).

However, tons of Ajinomoto products were withdrawn from market.

21

Table1: Numbers of registered companies and products of B-POM and LPPOM as of 30 April 2014

	B-POM		LPPOM MUI	
	Facillities	Products	Companies	Products
Total	33815	176179	1100	19320
Foods	17983	58002		
Cosmetics	9062	86745		
Food Supplements	5321	2652		
Traditional Medicine		8535		
Medicine	1449	20245		

B-POM (*Badan Pengawas Obat dan Makanan, National Agency of Drug and Food Control*)

Source: Made by Arata based on information from B-POM database (<http://www.pom.go.id/webreg/>) and LPPOM database (http://www.e-lppommui.org/product_customer/, http://www.e-lppommui.org/our_customer/) as of 30 April 2014.

22

Fatwa (legal opinion that qualified jurist give on issues pertaining to Syaria)concerning food and drinks by MUI Fatwa committee

- 1976.10.18 about mechanical slaughtering
- 1980.6.1 about food and drink product adulterated by impure material
- 1983.3.2 about consumption of rabbit meat
- 1984.11.12 about consumption and farming of frog
- 2000.4.18 about consumption of earthworm and cricket
- 2002.6.15 about consumption of crab
- 2009.12.30 about production of Halal food
- 2009. 11.18 about alcohol
- 2009.12.2 about standard of Halal slaughtering certification
- 2009.12.30 about Halal product certification
- 2010. 1.19 about microorganism and food production using them
- 2010.7.20 about kopi luak (coffee from animal feces)
- 2010.1.27 about recycled water
- 2011.3.3 about purification of tools with materials other than water

http://www.halalmui.org/newMUI/index.php/main/go_to_section/6/35/page
LPPOM –MUI Website, as of 2013. 6. 7. The order is sorted by dates.

23

MUI's attitude toward alcohol

- *Khamr*: everything that cause intoxication . (whatever material is, either heated or not)
- Drinking a beverage which contains alcohol is **Haram**.
- Khamr is **najis** (impure).
- Alcohol of khamr origin is **najis**
- Alcohol of non-khamr origin (chemical synthetic/non khamr fermentation) is **not najis** (pure).
- Beverage which contains alcohol: If its alcohol is khamr, the drink is **najis**. If its alcohol is non-khamr, the drink is **not najis**.
- Using alcohol of khamr origin to foods/drinks/medicine /cosmetics is **Haram**.
- Using non-khamr alcohol/ethanol when producing foods/drinks/medicine/cosmetics is **permissible**.

24

LPPOM-MUI's attitude toward alcohol

- Small amount of alcohol included in traditional foods by natural fermentation (e.g. *tape*) : **Halal**
- Foods that are added small amount of alcohol as flavor or seasoning : **Haram**
- Adding alcohol as additive: **Haram**
- Using synthetic alcohol for sterilization of production line in factory: **Halal**
- Flavor extracted with synthetic alcohol → If no alcohol is detected from product which use such flavor: **Halal**
- Palm sap: **Halal** → Wine: **Haram** → Vinegar: **Halal**
- Alcoholic drink such as wine, beer : **Haram**
- Beer yeast (cells washed until they lose color, taste and aroma of beer: **Halal**

25

What's on a line?

e.g. sweet fermented foods

- *Tape singkong* (Fermented cassava)
- *Tape ketan* (Fermented glutinous rice)
Contains alcohol of 2.80~3.43%(Lindajati 1972)
- *Air tape* (Fermented glutinous rice water)



26

What is on a line?

e.g. What lives in two world (water and land)

- Frogs are haram.
- Crab: A rajungan is halal. Is a kepiting halal?

kepiting bakau/ketam

rajungan



<http://www.jakarta.com/kuaf/astam/kepingan.htm>

27

5 Indonesian Muslim consumer's information strategy

28

Interview (August- September 2012)

- What do you give attention:
 - concerning halal food?
 - when you buy food material? (vegetable, fish, meat etc.)
 - when you eat out or buy cooked food?
 - when you visit non-Muslim country/area?
- How do you feel about alcohol?
 - drinking,
 - eating in a place where others are drinking,
 - sweet stuff made using alcohol as flavor,
 - traditional food with natural fermentation, etc.

29

A. Female, age 30's, an office worker

- When in restaurant, firstly I check if it's halal or not.
- When I went to Thailand, I asked waitresses if they use pork or not. When uncertain, I ate cup noodles from Indonesia.
- I did not take care so much before. After started using jilbab (scarf), I started being careful.
- Some chocolates from abroad are non-halal. I heard from one of my friend that we must be careful for what is printed E-numbers in the list of ingredients. I noted the numbers, but I don't remember well, so I just avoid what is written E. Wait, wait, (look for a note), ah, it's E155 and E158.
- I accept souvenirs from Japan if somebody read the list of ingredients and say no problem.
- In Indonesia, we have not so many halal certified sweet stuff compared to Malaysia or Singapore. I wish we had more certified sweet stuff.

30

A. Female, age 30's, an office worker

- You know, XXXX (a friend's name) is a Christian, but she never tries strange foods. But I love trying various foods. When I went to Vietnam I wanted to try authentic Pho (a kind of rice noodle, she often eat at a chain halal pho restaurant in Jakarta), but too bad, it seemed to have pork in it. In Indonesia we have many halal foreign foods. I love both pho and ramen.
- (How about sea food?) Whatever from sea is alright. Crab too. My mother used to cook crab soup. My mother is a good Muslimah, and she can do no wrong. A frog is haram, but I'd love to try escargot.
- I love bulkogi (Korean food) and teriyaki (Japanese food), too, but I ask if they do not use alcohol before eating.

31

B. Male, age 30's, a teacher at Islamic school (pesantren)

- I watch if the way of obtaining foods or money is Halal or not.
- For foods and materials, we just use assumption. What are sold in stores are basically halal.
- What in the sea is all Halal. (Q: How about crab?) Ah, that's a problem. I never eat crabs. But once when I ate in seafood restaurant, one of my friends ordered crab.
- I don't mind even if a restaurant is serving alcoholic drinks, as long as the place are separated, and waiters wash their hands after carrying alcoholic drinks.
- I don't mind if they serve pork, as long as kitchen and place to eat are separated. We can't eat anything if we are being too careful.

32

B. Male, age 30's, a teacher at Islamic school (pesantren)

- The reason why pork is haram is not because it is unhygienic, but because of pig's nature. They are not jealous, so they are not honest. Even if pigs are raised hygienically, they are Haram, because Allah had prohibited them.
- A cake with rum is haram. No matter how much rum is used.
- I almost always check packed foods if it is halal certified or not. I am being careful because I heard that some foreign chocolates used lecithin of pork origin. I trust if it has a MUI certification (halal logo). If it is only written "100 % halal", I check ingredients list and ask others' opinions.

33

C. Female, age 40's, a housewife

- (Q: What do you give attention concerning halal food?) If our job is halal or not, if it was bought with halal money. If it is religiously right food.
- When buying cooked food, I trust if it is written 'halal', even if it is not certified by MUI. It is vendors' matter. If they tell a lie, it is their sin, not my sin.
- Padang restaurants are assuredly halal.

34

A Padang restaurant serves Minangkabau dishes. Minangkabaus are known as pious Muslims



35

C. Female, age 40's, a housewife

- Alcoholic drink is prohibited, and I have never drunk for life. But I don't mind if a cake was used rum.
- (How about perfume which contains alcohol?) No problem.
- (Sterilization with alcohol?) When we get injection, no problem.
- Even if a shop or restaurant serves haram things, I don't mind as long as kitchen is separated. If halal food and non-halal food were served in a party, I accept only if they are separated.

36

D. Female, age 40's, an office worker at Japanese company

- When buying packed food or cooked food, I choose the one written 'halal' as possible. Otherwise I read list of ingredients carefully, and choose the ones of vegetable origin or seafood.
- (Q: When eating out?) Padang or Sunda restaurants are no problem. I usually buy what Muslims sell.
- As for foreign foods, pizza hut, fried chickens, sushi are alright.
- I feel safe if I can be sure that the food does not use pork. If it is written 'halal' in restaurant it is alright. If not, I ask if it is halal. Or I check menu, and if it contained 'pork' it is no good.

37

Rumor from internet

<http://infotekkom.wordpress.com/2010/09/03/awas-inilah-kode-internasional-pada-makanan-berkemas-mengandung-babi/>

(AWAS) INILAH KODE INTERNASIONAL PADA MAKANAN BERKEMAS MENGANDUNG BABI

Posted on 3 September 2010 by Abdul Ghofur
★★★★★ 10 Votes

Astaghfirullah barusan saya dapat email yang tolong disebarakan, untuk diketahui...!!
KODE BABI PADA MAKANAN BERKEMAS, lain!!!!!!

Kode-kode di bawah ini, positif mengandung lemak babi: E100, E110, E120, E-140, E141, E153, E210, E213, E214, E216, E234, E252, E270, E280, E325, E326, E327, E337, E422, E430, E431, E432, E433, E434, E435, E436, E440, E470, E471, E472, E473, E474, E475, E476, E477, E478, E481, E482, E483, E491, E492, E493, E494, E495, E542, E570, E572, E631, E635, E904.

E numbers : classification numbers for food additives used in EU, Australia etc.

(Attention): These are international code for packed food that contains pork...

Oh my, I've just got email like this. Please spread this for information...!!
Code of pork for packed food, please forward to other family members!!!!!!

38

<http://wahw33d.blogspot.jp/2012/03/es-krim-magnum-ternyata-mengandung.html>

Rumor from internet

3 Sept 2010



Es Krim Magnum Ternyata Mengandung Lemak Babi

Magnum's ice cream turns out to include pork fat



I've got an answer from MUI. "Code E472 is emulsifier. Emulsifier of animal origin used by Magnum is studied and confirmed non pork, so we gave halal label." they said.

selidik demi selidik ternyata dapat jawaban dari MUI berikut ini:
"Pada kode E472 itu pengemulsi berupa nabati maupun hewani. Hewani bisa berupa babi dan juga non-babi. Pada Magnum ini kami teliti pengemulsi hewannya bukan dari babi. Itu sebabnya kami beri label halal," terangnya.

sumber : <http://www.kaskus.us/showthread.php?t=7566225>

39

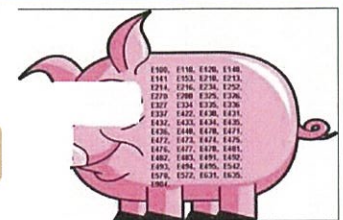
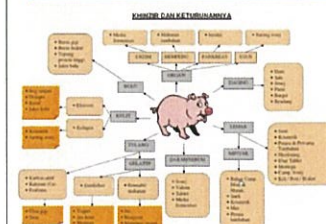
<https://www.facebook.com/photo.php?pid=502291&fbid=148671345153219&op=1&view=all&subi=429994048669&id=1&user=0&id=429994048669&id=100000310625670>

Facebook

Date unknown

KODE BABI PADA MAKANAN BERKEMAS, Tolong diForward ke saudara2 Muslim yang lain!!!!!!

Code of pork on packed food, Please forward to the other Muslims!!!!!!



40

HALAL CONSUMERISM
LIVING BY THE GOLDEN STANDARDS OF ISLAM

November 2008?,
Original post 4 Jan. 2008?

Here is the most pertinent part in case you are in a hurry:

So, I request all MUSLIMS or non pork [meat] eaters to check the ingredients of the ITEMS of daily use and match it with the following list of E-CODES. If any of the ingredients listed below is found, try to avoid it, as it has got PIG FAT:

E100, E110, E120, E 140, E141, E153, E210, E213, E214, E216, E234, E252, E270, E280, E325, E326, E327, E334, E335, E336, E337, E422, E430, E431, E432, E433, E434, E435, E436, E440, E470, E471, E472, E473, E474, E475, E476, E477, E478, E481, E482, E483, E491, E492, E493, E494, E495, E542, E570, E572, E631, E635, E904.

The full email is below:

FW: Why Pig Fat is not mentioned but code(s) are printed?? read

Posted by: 'hisirone' hisirone
Fri Jan 4, 2008 11:37 am (PST)
PIG FAT By Dr. M. Amjad Khan

In nearly all the western countries including Europe, the PRIMARY choice for meat is PIG. There are a lot of farms in these countries to breed this animal. In France

English site.
Info "PIG FAT" by "Dr. M. Amjad Khan".
(This post is actually criticized by many comments)

<http://halalist.wordpress.com/2008/05/12/why-pig-fat-is-not-mentioned-but-codes-are-printed/>

<http://wahw33d.blogspot.jp/2012/03/es-krim-magnum-ternyata-mengandung.html>
(download date: 10 Jan 2013)

29 Mar. 2012

Ice Cream Magnum turns out to contain Pig Fat

Es Krim Magnum Ternyata Mengandung Lemak Babi

weloh yang bener aja es krim kesukaan wahw33d Magnum Ternyata Mengandung Lemak Babi.

Duhhh..., kaget banget soale saya termasuk orang suka es krim (Iho emang ada orang yang ga' suka ya?...LOL). Untunglah blog yang disembah kanan menentramkan hati dengan bukti tandingan yang kayaknya lebih masuk di akal (xixixixi.... bukannya pro karena ada yg ngebelaan Iho), tapi lebih baik ngebandingin ndiri dengan ngebaca bukti keduanya aja deh

Oooo, no kidding, ice cream Magnum; wahw33d's favorite, Turns Out to Contain Pig Fat.

Uhhh, astonished coz I love ice cream (Is there anyone who doesn't?... LOL). Luckily, another blog made my heart relieved by what seems to be a contrary evidence which make sense more. (hihihi.... Not that I'm pro for justification!) You'd better read two evidences (left and right) for yourself and compare them.

<http://wahw33d.blogspot.jp/2012/03/es-krim-magnum-ternyata-mengandung.html>
(ダウンロード日 2013/01/10)

29 Mar. 2012

Ice Cream Magnum turns out to contain Pig Fat

Pig code on packed Food (including Magnum Ice Cream)

(snip) Children wanted me to buy Magnum ice cream. After I went home, I checked ingredients and found that it is printed E472. It means it contains pig fat. But strangely, it has got MUI's halal logo. So, watch out, everyone. When eating something, always read and ask, especially if it's HALAL or HARAM.... Pork code on packed food (by Dr. M. Amjad Khan) One of my friend whose name is Shaikh Sahib work as an officer at the Food and Medicine Supervisor Agency in Pegal, France. (snip) so he knows various food materials in market. Therefore, I ask all umat Islam for check product's materials with the following E-code list before consuming any packed food.

43

<http://wahw33d.blogspot.jp/2012/03/es-krim-magnum-ternyata-mengandung.html>
(ダウンロード日 2013/01/10)

29 Mar. 2012

Ice Cream Magnum turns out to contain Pig Fat

mencatat semua merek barang, makanan dan obat-obatan. Produk apapun yang akan disajikan suatu perusahaan ke pasaran, bahan-bahan produk tersebut harus terlebih dahulu mendapat tjin dari Badan pengawas Obat dan Makanan Prancis dan Shaikh Sahib bekerja di Badan tersebut bagian QC, oleh sebab itu dia mengetahui berbagai macam bahan makanan yang dipasarkan. Oleh karenanya, saya mohon kepada semua umat islam untuk memeriksa terlebih dahulu bahan-bahan produk yang akan kita konsumsi dan mencocokkannya dengan daftar kode E-CODES berikut ini. Jika ditemukan kode-kode berikut ini dalam kemasan produk yang akan kita beli, maka hendaknya dapat dihindari karena produk dengan kode-kode tersebut di bawah ini mengandung lemak babi : E100, E110, E120, E 140, E141,

If you find the following E-codes on the food your want to buy, you'd better stop buying it, since they contain pig fat : E216, E234, E252, E270, E280, E325, E326, E327, E334, E335, E336, E337, E422, E430, E431, E432, E433, E434, E435, E436, E440, E470, E471, E472, E473, E474, E475, E476, E477, E478, E481, E482, E483, E491, E492, E493, E494, E495, E542, E570, E572, E631, E635, E904.

44

<http://wahw33d.blogspot.jp/2012/03/es-krim-magnum-ternyata-mengandung.html>
(download date: 10 Jan 2013)

29 Mar. 2012

Ice Cream Magnum turns out to contain Pig Fat







45

<http://wahw33d.blogspot.jp/2012/03/es-krim-magnum-ternyata-mengandung.html>
(ダウンロード日 2013/01/10)

29 Mar. 2012

Ice Cream Magnum turns out to contain Pig Fat

"Pada kode E472 itu pengemulsi berupa nabati maupun hewani. Hewani bisa berupa babi dan juga non-babi. Pada Magnum ini kami teliti pengemulsi hewannya bukan dari babi. Itu sebabnya kami beri label halal," terangnya.

sumber : <http://www.kaskus.us/showthread.php?t=7566225>

I investigated and investigated, then it turned out there is an answer from MUI as follows:

" Code E472 is an emulsifier whose form is either vegetable or animal. Animal can be pig or non-pig. We have studies this Magnum, and its animal emulsifier is not from pig. That is why we gave them halal label", they explained.

46

<http://metro.sindonews.com/read/2013/04/17/31739284/beredar-bbm-luwak-white-koffie-mengandung-babi> (2013年6月)

18 April 2013

BBM(Blackberry Messenger) circulated that Luwak White Coffee contains pork (Source: Metro SINDO News.com)

Beredar BBM Luwak White Koffie mengandung babi

Hasan Kurniawan
Sabtu, 18 April 2013 - 20:18 WIB

Simfonews.com - Warga Jakarta kembali digemparkan dengan pesan berantai Blackberry Messenger (BBM). Kali ini, pesan berantai itu menyatakan informasi tentang kandungan lemak babi pada kopi Luwak White Koffie.

"Luwak white koffie ternyata mengandung babi", demikian tulis pesan berantai itu. Pesan itu juga memuat tautan link jejaring sosial Facebook milik Laila Haq yang di posting pada 3 April 2013.

Dalam laman Facebooknya, Laila Haq mengulas tentang kandungan lemak babi yang ada dalam semua minuman Luwak white koffie merupakan informasi yang benar. Berikut adalah kode-kode makanan yang positif mengandung lemak babi:

E100, E110, E120, E-140, E141, E153, E210, E213, E214, E216, E234, E252, E270, E280, E325, E326, E327, E334, E335, E336, E337, E422, E430, E431, E432, E433, E434, E435, E436, E440, E470, E471, E472, E473, E474, E475, E476, E477, E478, E481, E482, E483, E491, E492, E493, E494, E495, E542, E570, E572, E631, E635, E904.

Ternyata, Luwak White Koffie mengandung kode E471, E471 merupakan etilasi dari lulaung babi. Berikutnya E472. Kedua additive ini merupakan turunan dari asam lemak (fatty acid).

Kode makanan tersebut babi tembus juga banyak ditemukan dalam produk makanan seperti coklat bat, ice cream, coffee cream, marshmallow, dan jelly.

Tentang kebenaran informasi tersebut, Sindonews obse menghubungi Badan Pengawas Obat dan Makanan (BPOM). Namun, setelah dua kali menghubungi, humas BPOM Fauzi tidak juga menjawab (sah).

Milki senpi, perajhat lebih nehat & hejam 47

<http://metro.sindonews.com/read/2013/04/17/31739284/beredar-bbm-luwak-white-koffie-mengandung-babi>

18 April 2013

BBM(Blackberry Messenger) circulated that Luwak White Coffee contains pork (Source: Metro SINDO News.com)

(partly translated by Arata)

BBM(Blackberry Messenger) circulated a news that Luwak White Coffee contains pig fat, which is disturbing citizens in Jakarta. It has a link to Mr. Laska Haq's facebook posed on 3rd April 2013, which review food that contain pig fat. Following is alleged E-numbers which contain pig fat.

E100, E110, E120, E-140, E141, E153, E210, E213, E214, E216, E234, E252, E270, E280, E325, E326, E327, E334, E335, E336, E337, E422, E430, E431, E432, E433, E434, E435, E436, E440, E470, E471, E472, E473, E474, E475, E476, E477, E478, E481, E482, E483, E491, E492, E493, E494, E495, E542, E570, E572, E631, E635, E904.

Luwak White Coffee contains E471 and E472. These are derivatives from fatty acid extracted from pig bones. These codes are seen on products such as chocolate bar, coffee creamer, marshmallows, jelly etc..

Sindonews has asked twice to publication department of Food and Medicine Supervisor Agency if this information is true or not, but has not got answer yet.



Luwak White Koffie (Luwak White Coffee) Website's information

17 April 2013

<http://blog.kopiawak.org/perjorisan-ippom-mui-tentang-kode-e471-dalam-produk-luwak-white-koffie>

LPPOM MUI's explanation about code E471 in Luwak White Koffie's product.

Related with the fact that rumors about E471 contained in Luwak White Coffee is more and more flaming, in order to avoid people's confusion about the matter, LPPOM MUI deliver explanation as follows:

1. Luwak White Coffee already has halal certificate of LPPOM MUI in Middle Java Province valid until 29th December 2013 on certificate number 1512005281211.
2. As for ingredient that was doubted to be originated from pig by people i.e. emulsifier E471. (snip). E471 is mono and di-glyceride from fatty acid which can be originated from animal or vegetable.
3. Emulsifier E471 used in Luwak White Coffee is material in creamer as one of materials (snip) which already has halal certificate of Central LPPOM MUI. Said material has already been studied deeply and is originated from vegetable material which is halal.

49

What are E471 and E472 ?

- E471 Mono- and diglycerides of fatty acids
- E472
 - a Acetic acid esters of mono- and diglycerides of fatty acids
 - b Lactic acid esters of (same as above)
 - c Citric acid esters of (same as above)
 - d Tartaric acid esters of (same as above)
 - e Mono- and diacetyltartaric acid esters of (same as above)
 - f Mixed acetic and tartaric acid esters of (same as above)

Source: Food Standards Agency (England)

http://www.food.gov.uk/policy-advice/additivesbranch/enumberlist#h_6

Used as emulsifiers for food. Some are pig origin, some are halal animal origin, some are vegetable origin.

50

Comparison of list by M Amjad Khan to list by Riaz & Chaudry(2004)

M. Amjad Khan	Riaz&Chaudry	Made by Arata	M. Amjad Khan	Riaz&Chaudry
E120 Pig Fat	E-120 Doubtful	E100 Pig Fat	E-100 Halal	Not stated
E422 Pig Fat	E-422 Doubtful	E110 Pig Fat	E-110 Halal	Not stated
E430 Pig Fat	E-430 Doubtful	E140 Pig Fat	E-140 Halal	Not stated
E431 Pig Fat	E-431 Doubtful	E141 Pig Fat	E-141 Halal	Not stated
E432 Pig Fat	E-432 Doubtful	E153 Pig Fat	E-153 Halal	Not stated
E433 Pig Fat	E-433 Doubtful	E210 Pig Fat	E-210 Halal	Not stated
E434 Pig Fat	E-434 Doubtful	E213 Pig Fat	E-213 Halal	Not stated
E435 Pig Fat	E-435 Doubtful	E214 Pig Fat	E-214 Halal	Not stated
E436 Pig Fat	E-436 Doubtful	E216 Pig Fat	E-216 Halal	Not stated
E470 Pig Fat	E-470a-f Doubtful	E234 Pig Fat	E-234 Halal	Not stated
E471 Pig Fat	E-471 Doubtful	E252 Pig Fat	E-252 Halal	Not stated
E472 Pig Fat	E-472a-f Doubtful	E270 Pig Fat	E-270 Halal	Not stated
E473 Pig Fat	E-473 Doubtful	E280 Pig Fat	E-280 Halal	Not stated
E474 Pig Fat	E-474 Doubtful	E325 Pig Fat	E-325 Halal	Not stated
E475 Pig Fat	E-475 Doubtful	E326 Pig Fat	E-326 Halal	Not stated
E476 Pig Fat	E-476 Doubtful	E327 Pig Fat	E-327 Halal	Not stated
E477 Pig Fat	E-477 Doubtful	E337 Pig Fat	E-337 Halal	Not stated
E478 Pig Fat	E-478 Doubtful	E440 Pig Fat	E-440 Halal	Not stated
E481 Pig Fat	E-481 Doubtful	E631 Pig Fat	E-631 Halal	Not stated
E482 Pig Fat	E-482 Doubtful	E635 Pig Fat	E-635 Halal	Not stated
E483 Pig Fat	E-483 Doubtful			
E491 Pig Fat	E-491 Doubtful			
E492 Pig Fat	E-492 Doubtful			
E493 Pig Fat	E-493 Doubtful			
E494 Pig Fat	E-494 Doubtful			
E495 Pig Fat	E-495 Doubtful			
E542 Pig Fat	E-542 Doubtful			
E570 Pig Fat	E-570 Doubtful			
E572 Pig Fat	E-572 Doubtful			
E904 Pig Fat	E-904 Doubtful			

Riaz, M. N. and Chaudry, M. M. 2004. "Halal Food Production". Pub. CRC Press, Boca Raton, FL.

51

Comparison of list by M Amjad Khan to list by Riaz & Chaudry(2004)

M. Amjad Khan	Riaz&Chaudry	Made by Arata	Food Standards Agency
E120 Pig Fat	E-120 Doubtful		Cochineal; Carmine acid; Carmines
E422 Pig Fat	E-422 Doubtful		Glycerol
E430 Pig Fat	E-430 Doubtful		
E431 Pig Fat	E-431 Doubtful		Polyoxyethylene (40) stearate
E432 Pig Fat	E-432 Doubtful		Polyoxyethylene sorbitan monolaurate; Polysorbate
E433 Pig Fat	E-433 Doubtful		Polyoxyethylene sorbitan mono-oleate; Polysorbate
E434 Pig Fat	E-434 Doubtful		Polyoxyethylene sorbitan monopalmitate;
E435 Pig Fat	E-435 Doubtful		Polyoxyethylene sorbitan monostearate;
E436 Pig Fat	E-436 Doubtful		Polyoxyethylene sorbitan tristearate; Polysorbate
E470 Pig Fat	E-470 Doubtful		a)Sodium, potassium and calcium salts of fatty acids, b)Magnesium salts of fatty acids
E471 Pig Fat	E-471 Doubtful		Mono- and diglycerides of fatty acids
			a) Acetic acid esters of mono- and diglycerides of fatty acids
			b) Lactic acid esters of --
			c) Citric acid esters of --
			d) Tartaric acid esters of --
			e) Mono- and diacetyltartaric acid esters of --
			f) Mixed acetic and tartaric acid esters of --
E472 Pig Fat	E-472 Doubtful		

<http://www.food.gov.uk/science/additives/enumberlist>
date of download: 9 May 2014

52

Comparison of list by M Amjad Khan to list by Riaz & Chaudry(2004)

M. Amjad Khan	Riaz&Chaudry	Made by Arata	Food Standards Agency
E473 Pig Fat	E-473 Doubtful		Sucrose esters of fatty acids
E474 Pig Fat	E-474 Doubtful		Sucroglycerides
E475 Pig Fat	E-475 Doubtful		Polyglycerol esters of fatty acids
E476 Pig Fat	E-476 Doubtful		Polyglycerol polyricinoleate
E477 Pig Fat	E-477 Doubtful		Propane-1,2-diol esters of fatty acids
E478 Pig Fat	E-478 Doubtful		
E481 Pig Fat	E-481 Doubtful		Sodium stearoyl-2-lactylate
E482 Pig Fat	E-482 Doubtful		Calcium stearoyl-2-lactylate
E483 Pig Fat	E-483 Doubtful		Stearyl tartrate
E491 Pig Fat	E-491 Doubtful		Sorbitan monostearate
E492 Pig Fat	E-492 Doubtful		Sorbitan tristearate
E493 Pig Fat	E-493 Doubtful		Sorbitan monolaurate
E494 Pig Fat	E-494 Doubtful		Sorbitan monooleate
E495 Pig Fat	E-495 Doubtful		Sorbitan monopalmitate
E542 Pig Fat	E-542 Doubtful		
E570 Pig Fat	E-570 Doubtful		Fatty acids
E572 Pig Fat	E-572 Doubtful		
E904 Pig Fat	E-904 Doubtful		Shellac

53

Comparison of list by M Amjad Khan to list by Riaz & Chaudry(2004)

M. Amjad Khan	Riaz&Chaudry	Made by Arata	Food Standards Agency
E100 Pig Fat	E-100 Halal		Curcumin
E110 Pig Fat	E-110 Halal		Sunset Yellow FCF; Orange Yellow S
E140 Pig Fat	E-140 Halal		Chlorophylls and chlorophyllins
E141 Pig Fat	E-141 Halal		Copper complexes of chlorophyll and chlorophyllins
E153 Pig Fat	E-153 Halal		Vegetable carbon
E210 Pig Fat	E-210 Halal		Benzoic acid
E213 Pig Fat	E-213 Halal		Calcium benzoate
E214 Pig Fat	E-214 Halal		Ethyl p-hydroxybenzoate
E216 Pig Fat	E-216 Halal		
E234 Pig Fat	E-234 Halal		Nisin
E252 Pig Fat	E-252 Halal		Potassium nitrate
E270 Pig Fat	E-270 Halal		Lactic acid
E280 Pig Fat	E-280 Halal		Propionic acid
E325 Pig Fat	E-325 Halal		Sodium lactate
E326 Pig Fat	E-326 Halal		Potassium lactate
E327 Pig Fat	E-327 Halal		Calcium lactate
E337 Pig Fat	E-337 Halal		Sodium potassium tartrate
E440 Pig Fat	E-440 Halal		Pectins
E631 Pig Fat	E-631 Halal		Disodium inosinate
E635 Pig Fat	E-635 Halal		Disodium 5'-ribonucleotides

54

Comparison of list by M Amjad Khan to list by Riaz & Chaudry(2004)

M. Amjad Khan	Riaz&Chaudry	Made by Arata	Food Standards Agency
Not stated	E-124 Doubtful		Poncaeu 4R, Cochineal Red A
Not stated	E-304 Doubtful		Fatty acid esters of ascorbic acid
Not stated	E-312 Doubtful		Dodecyl gallate
Not stated	E-322 Doubtful		Lecithins
Not stated	E-442 Doubtful		Ammonium phosphatides
Not stated	E-444 Doubtful		Sucrose acetate isobutyrate
Not stated	E-445 Doubtful		Glycerol esters of wood rosins
Not stated	E-479b Doubtful		Thermally oxidised soya bean oil interacted with mono- and diglycerides of fatty acids
Not stated	E-620 Doubtful		Glutamic acid
Not stated	E-621 Doubtful		Monosodium glutamate
Not stated	E-622 Doubtful		Monopotassium glutamate
Not stated	E-623 Doubtful		Calcium diglutamate
Not stated	E-624 Doubtful		Monoammonium glutamate
Not stated	E-625 Doubtful		Magnesium diglutamate
Not stated	E-640 Doubtful		Glycine and its sodium salt
Not stated	E-912 Doubtful		Montan acid esters
Not stated	E-920 Doubtful		L-Cysteine
Not stated	E-951 Doubtful		Aspartame
Not stated	E-1105 Doubtful		Lysozyme
Not stated	E-1518 Doubtful		Benzyl alcohol

55

- In middle of 2013, a very popular restaurant chain Solaria was questioned if they were halal certified yet. After that, several other popular restaurant chains started to process halal certification.

56

Civil Activity 'Halal Watch'

- Self audit in restaurants
Enter the kitchen, ask how they get halal meat, and check if they don't use alcoholic drink for cooking. →upload information in their website.
e.g. wine, rum
ang ciu (Chinese shaoxingliu)
sake, mirin (Japanese alcoholic drink)

- *Wisata kuliner halal* (Halal 'culinary sightseeing')

57

Consumer's strategies to collect halal information (1)

- Act up to religious authority such as fatwa MUI or close Islamic teachers.
- Ask directly to MUI if any question.
- Trust halal certification mark by third party authority such as MUI, JAKIM etc.
- ~~Guess from restaurant's name, restaurant's owner's religious/ethnic identity, kinds of dish etc.~~
- Judge by oneself based on ingredients printed on package.
- Self-audit based on one's knowledge, and upload on a website.

58

Consumer's strategies to collect halal information (2)

- Ask working staff who would know kitchen's state.
- Believe the words of those who know well about foreign countries, if you can't read/speak the language.
- Get information by Facebook, twitter, website, blog etc.
- Judge from daily behavior of one's family or friends, or ask their opinions
- Trust if it is written 'halal', even if it is not by authority.

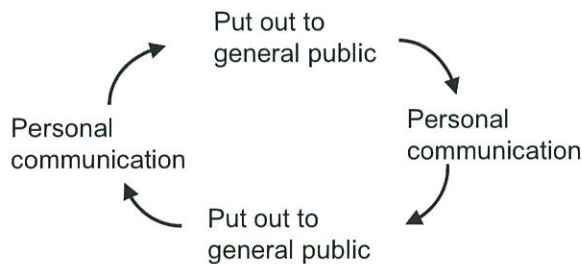
59

Rout of informal information

- Word-of-mouth communication (from Islam teachers/friends/family members).
- Ask/hear from "authorities" such as professor/professional of food processing/LPPOM-MUI/B-POM/civil activity leaders
- Putting out / putting in /forwarding information by internet /smartphone etc. (blog, Facebook, Twitter, BBM).

60

Rout of informal information



61

Reference

- ARATA, Mariko 2013, 'Kani ya kaeru wa haraaru ka: futatsu no sekai ni ikiru mono (Are crabs and frogs halal? : what live in two worlds)', "Gekkan Minpaku 37(6): 4-5.
- 2014 'Indonesia ni okeru shoku no haraaru no genjou (Current situation of food Halalness in Indonesia)', "Shokuhin Kougyou" 57(5), 30-37.
- Bourdieu, Pierre, translated by Richard Nice, 1984 (1979), "Distinction : a Social Critique of the Judgment of Taste", Cambridge: Harvard University Press.
- Fischer, Johan. 2011. "The Halal Frontier: Muslim Consumers in a Globalized Market", Palgrave Macmillan.
- KOBAYASHI, Yasuko 2001, 'Indonesia no ajinomoto soudou no tenmatsu (Details of Ajinomoto Indonesia affair', "Islam sekai" (57):63-75.
- MIICHI, Ken 2001, 'Ajinomoto jiken no haikai (Background or Ajinomoto case)', "Sekai" 2001 Mar:178-179.
- RIAZ, Mian N.; CHAUDRY, Muhammad N.2004 "Halal Food Production" Boca Raton; London; New york; Wachington, D.C.: CRC Press.
- Watson, James L. (ed.) 1997, "Golden arches East : McDonald's in East Asia", Stanford University Press.

62

Reference

- AL-QARADAWI, Yusuf, Translated by Kamal El-Helbawy; M. Moinuddin Siddiqui; Syed Shukry, 1994 "The Lawful and the Prohibited in Islam Al-Halal Wal-Haram Fil Islam", Indiana: American Trust Publications.
- QARADAWI, Syekh Muhammad Yusuf, H., Translated by Mu'ammal Hamidy to Bahasa Indonesia, 2003, "Halal dan Haram dalam Islam (revised edition)" Surabaya: Pt. Bina Ilmu.
- LPPOM-MUI HAS training material for auditors (Dec. 2012).
- LPPOM-MUI 2012a, HAS 23000"Requirements of halal certification" — 2012a, HAS 23103"Guidelines of Halal Assurance System Criteria on Slaughterhouses"
- LPPOM-MUI 2012b, •HAS 23201"Requirements of Halal Food Material" Statistical Yearbook of Indonesia 2008.

63

Thank you for your kind attention.

64