

**THE DEVELOPMENT OF A CONCEPTUAL QUALITY  
ASSURANCE MANAGEMENT MODEL FOR THE  
IMPLEMENTATION OF THE NEWLY REVISED MS1500:2019  
HALAL FOOD-GENERAL REQUIREMENTS**

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**ABSTRACT**

The purpose of this study is to propose a conceptual quality assurance management model for the newly revised version of Halal food standards known as MS1500:2019 Halal Food-General Requirements. Every five years The

MS1500 need to be revised because it will ensure the general guideline in producing halal food product will be relevant to the Halal ecosystem. But, the revision of the MS1500:2009 – Production, Preparation, Handling and Storage of halal food standard was overdue in five years. Even though the standard has been revised, but media massa still reported some halal food product with halal certification sold in the market was failed to fulfil the MS1500:2009 requirements. Thus, this paper aims to propose a conceptual quality assurance management model which may assure Shariah compliance of halal food. Systematic literature review methodology has been used to identify the most commonly used variables in the literature. Findings shows that the recommended framework in this study consists of total quality management (TQM) practices which may serve as a variable to implement the MS1500:2009 Hence, there should be a continuous cooperation between the policy makers and food manufacturers on how to effectively implement such framework.

**Keywords:** MS1500:2019, Halal Food Products, Quality Assurance Management Model, Total Quality Management Practices (TQM), Shariah Compliance

## INTRODUCTION

The history of halal food in Malaysia started as early as 1970. In 1971, Malaysia was one of the few countries that introduced the halal logo for food products. Then, in 1980 Malaysia's legislation related to the halal issue was specified in Section 15A, Trade Description Act 1972. This act comprised two orders: Trade Description Order (the usage of halal) and food labelling 1975, which described that the food is legally fit from Shariah objective and safe to consume by Muslim consumers (Riaz and Chaudry, 2004).

In 2004, a comprehensive guideline for Shariah standards in producing halal food has been introduced by JAKIM known as Malaysia standard MS1500:2004 (Halal Food-Production, Preparation, Handling and Storage General Guidelines). As explained in MS1500:2004, seven basic principles that must be fulfilled by food manufacturers for the preparation of halal food such as sources of halal feed, slaughtering of animals, processing, handling and distribution, product storage, product display, product serving, safety, hygiene and sanitation practices, packaging and labelling must be in an accordance to Shariah. Another requirement under MS1500:2004 is that food premises should avoid any cross contamination with any non-halal sources during or in between the food production process (Talib, Zailani and Zainuddin, 2010).

Moreover in 2009, the standard had been reviewed for the second revision and was known as MS1500:2009. Under the new requirements of MS1500:2009, food manufacturer must recruit at least one Muslim halal executives to work at their food premises (Mohd. Janis, 2004). Further, on the 3rd of January 2019, the standard has been revised as MS1500:2019 Halal Food

– General Requirements (Third Revision). Hence, the existing certified halal food manufacturer need to abide with the revised requirements of the MS1500:2019.

The issuance of halal certification will be issued by JAKIM and the other local state government agencies that include Islamic Religious Council/ Majlis Agama Islam Negeri (MAIN) and Islamic Religious Department/ Jabatan Agama Negeri (JAIN). The Islamic authorized organization will award the certification to the food manufacturers if all the requirements of the MS1500:2009 Halal Food-General Requirements has been satisfied by food manufacturers (JAKIM, 2010). But, media massa still reported some halal food product with halal certification sold in the market was not Shariah compliance because it failed to fulfil the MS1500:2009 requirements. Hence, this study will propose a conceptual quality assurance management model for the newly revised version of the MS1500:2019 Halal Food-General Requirements.

## **LITERATURE REVIEW**

### **i. Shariah Standards for halal food products**

Halal merely means allowed and permissible for consumption in relation to Shariah law as long as they are safe and not harmful. The opposite of halal is haram/ non-halal which means forbidden and prohibited. Any food or drink which lies within the grey area and does not fall clearly under the halal or non-halal category was classified as 'Syubhah', alternatively called questionable or dubious. In this category, until the status becomes clear, Muslims should avoid consuming Syubhah food or drinks (Riaz and Chaudry, 2004). Halal does not stop at the Islamic way of slaughtering of animals. But it is more holistic concept where safe and hygienic guidelines must be adhered by manufacturers. This concept must be implemented starting from farm until it reaches to the table of consumers (Bidin, 2013).

Currently, the implementation of Shariah standards for halal food products by food manufacturers was related to the standard of MS1500:2009 (Mohd Janis, 2004). In relation to the issues of non-Shariah compliance as reported by media massa, Che Din and Daud (2014) urged halal food manufacturers to implement quality assurance management model which consists of total quality management (TQM) practices. Furthermore, Abdul Talib, Mohd. Ali and Idris (2013) recommended that TQM practices and Shariah knowledge in the halal food production process should be implemented together if food manufacturers want to continuously produce safe and Shariah compliance of the halal food products. The following section will explain the development of quality assurance management model for food products.

## **ii. Quality Assurance Management Model for Food Products**

The evolution of food quality inspection in food company has shifted from the traditional method to the total quality management method. Previously, during the Middle Ages in Europe, the quality of food products will be determined based on the output of final food products. Certain desired characteristics will be measured, examined and compared to assess the conformity of the final food products. For example, bread was tested based on grain quality, weight and amount of the butter.

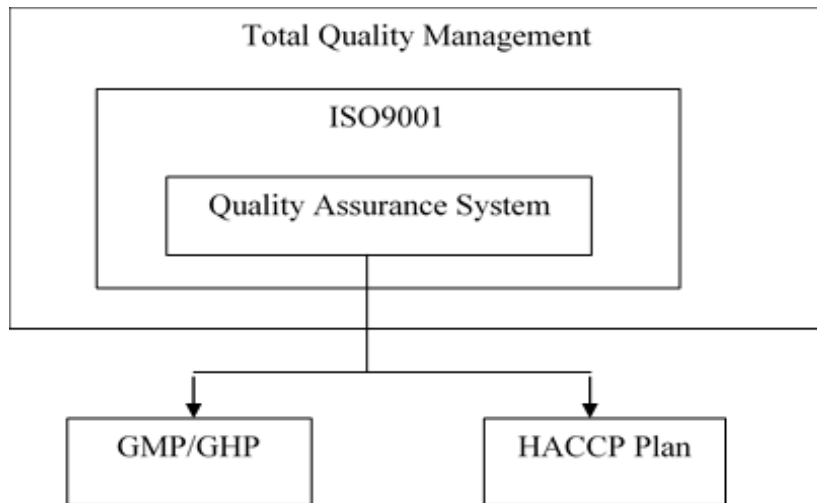
Then, in the middle of the eighteenth century, responsibility to determine the quality of the final food product was assigned to the quality department. The quality inspector is responsible to handle and monitor the quality of food products in the production plant. To any non-conforming product, the quality inspector will remove it from the production line and the quality of food products was achieved through removing defect products by inspection. So, the objective of the food production process was based on quantity and not on quality because the manufacturing process was driven by technology and not based on customer's needs and wants (Evans and Lindsay, 2004).

Due to the complexity of the agri-food supply chain and consumers desire for safety and quality of food products have increased as well, quality control and quality improvement was used at the beginning of the 20th century. Quality control forms the basis of several quality assurance systems. Meanwhile quality improvement encompasses basic principles of TQM and ISO9001 standard. The implementation of quality control and quality improvement method is to assure quality of food products by reduction of uncertainty and variability in the design and manufacturing process. So, the focus of food production process was changed from quantity orientation to customer orientation (Luning, Marcellis and Van Der Spiegel, 2006).

Nowadays, the scenario of food safety incidence such as food borne diseases and illnesses that result from the intake of contaminated food by consumers have a great impact on consumer awareness towards safety and quality of food they consumed. As a result, food safety becomes a serious public health issue among consumers. Thus, to convince consumers about the safety of food products they consumed, food manufacturers are required to be more transparent in sharing their food safety practices. This can be done by implementing the quality assurance model by food manufacturers which was developed by Holt and Henson (1999).

Holt and Henson (1999) conducted a study to analyze linkages between food safety system, ISO 9001 and total quality management (TQM) practices towards assuring safety of fresh meat products. Based on semi structured interview with nine food technical managers of small food companies, the results indicated that HACCP should be jointly implemented with ISO 9001 to ensure the safety of fresh meat products.

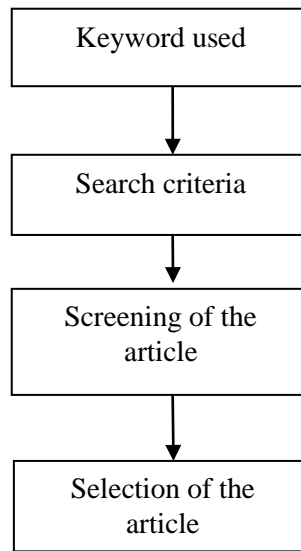
The results of this study also indicated that the successful implementation of combined HACCP and ISO9001 depend on TQM practices. Hence the study by Holt and Henson (1999) revealed that TQM, ISO 9001 and food safety system are an instructive framework to form quality assurance management model for food products. Figure 2.1 shows linkages between TQM and safety of food products.



**Figure 1:** Quality Assurance Management Model in Food Company  
Source: Holt and Henson, 1999

## RESEARCH METHODOLOGY

Systematic literature review (SLR) method has been used in this study to establish a conceptual framework which focusing on the quality assurance management model for halal food products. The SLR was conducted through Google Scholar and University e-resources such as EBSCO, Science Direct, ProQuest and Emerald. Quality assurance management model, total quality management (TQM) practices, and halal food was the keywords used for this study. Figure 2 shows methods to search for literature.



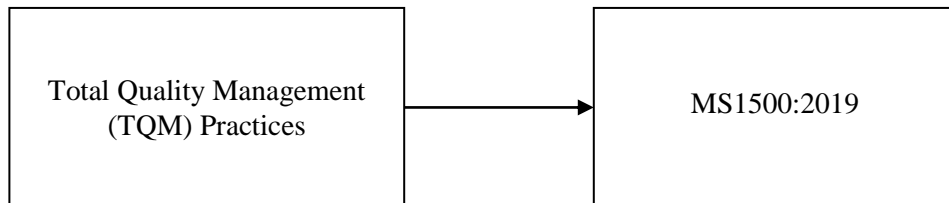
**Figure 2:** Methods to search for literature

## FINDINGS

This paper analyzed other research findings related quality assurance management model and halal food products. Based on the systematic literature review (SLR), most of the related study did not focus on quality assurance management model for the implementation of the MS1500:2009. For instance study conducted by Ratanamaneichata and Rakkarnbent (2013) focused on quality assurance development of halal food products for export to Indonesia. Another study was conducted by Abdul Talib et al (2013) determined on quality assurance in halal food manufacturing in Malaysia: a preliminary study.

Besides, in contributing to the literature on the total quality management practices (TQM) and halal food products, this paper also undertakes an analysis to review other research findings related to TQM practices and halal food products. Finding shows that, majority of the study did not focus specifically on the implementation of the MS1500:2009. Such as, study conducted by Che Din and Daud (2014) stated that top management commitment, company policy and procedures, employee commitment, training and education, customer relations and communication, process management, sincerity, supplier commitment, technology, competent certifying body, supportive infrastructure are critical success factors of MS1500:2009 implementation. Furthermore, Talib et al. (2010) proposed TQM practices as an element for quality management framework for the SMEs food processing in Malaysia. Meanwhile, there were other studies that integrated TQM practices as variables that will influence Shariah compliance of halal food products. For instance research by Abu Karim and Nawi (2016), as well as Abu Karim, Mahmud, Marmaya and Hassan (2020) claimed that TQM practices can ensure Shariah compliance of halal food

products. Hence, based on recommendation by Che Din and Daud (2014) as well as Abdul Talib et al. (2013), conceptual framework in this study consists of TQM practices and MS1500:2009 (refer Figure 3)



**Figure 3:** Conceptual Framework for the Implementation of The MS1500:2019 Halal Food-General Requirements

Source: Adapted from Brah et al., 2002; Prajogo, 2005; Kafetzopoulos and Gotzamani, 2014

## CONCLUSION

This paper demonstrate the elements of total quality management practices (TQM) which can be implement by food manufacturers in the MS1500:2019 Halal Food-General Requirements. For future research, the conceptual framework proposed in this paper can be a basis to other researchers in the same discipline to explore on the issues of halal food and beverages.

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