

Your Guide to the Global Halal Market™



Islamic Services of America The North American Halal Services Pioneer

Established in 1975, in Cedar Rapids, Iowa ISA is globally recognized as the American pioneer in Islamic Services. This is historic, as Cedar Rapids, Iowa is also the home of the first and oldest continuous Mosque in North America. ISA's founders envisioned the establishment of an organization dedicated to promoting educational understanding of Islam. Decades of this vision and commitment to this mission has made ISA unique. ISA is world renowned as a Halal certification and supervising organization.

For decades, ISA trademarks have become some of the most recognized Halal symbols for quality and integrity by consumers, government agencies, producers, and food service providers. ISA offers Halal standards for food processing, production and coordination of Halal Islamic slaughter for the U.S.A. industry.

Over the years, businesses have witnessed the growing demand for Halal products and services. To meet this demand, companies have sought certification by ISA.

ISA is a leading North American certifier approved for the export of all Halal product categories.

Halal certification categories include:

- Meat and Poultry
- Further Processed Foods
- Bakery and Food Processing
- Health and Beauty Products
- Dairy, Cheese, Ice Cream
- Pharmaceuticals, Vaccines
- Flavors and Ingredients
- Non Consumables



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What is Halal?

Halal is an Arabic word meaning "lawful or permissible" and in Islam Halal encompasses food, drink, and all aspects of social and daily life.

What is Halal Certification?

The ISA symbol on products and services indicates that a company, facility, and/or products have qualified for Halal verification. The certification process is conducted by the highly trained and knowledgeable ISA staff. The Halal symbols of ISA are recognized by consumers domestically and globally as validation that your products are compliant with Islamic dietary requirements.

Why Halal Certify Your Products?

The growing Islamic global population of nearly 2 billion consumers seeks certified Halal products. Muslims prefer consumable products that are Halal compliant. Companies that make the effort to certify their products gain access to this growing global market, but only when certification is obtained from a reputable internationally known certifier.

How Long Does Certification Take?

Completion of the certification process depends on the type and complexity of the operation and how compatible the facility and ingredients are with Halal requirements. ISA has developed efficient methods that will meet Halal compliance with Islamic laws and requirements in a timely and affordable manner.

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Benefits of ISA Certification

- Research has shown, as confirmed by Islamic Services of America, there is a growing worldwide demand for Halal certified U.S.A. products. ISA is approved and meets international Halal compliance standards that domestic and overseas consumers seek for Halal certified U.S.A. products.
- By meeting Halal certification requirements, there is access to a market of over 10 million U.S.A. consumers and a global market of nearly 2 billion consumers.
- There are opportunities to access growing and emerging Halal markets that are open and welcome quality U.S.A. products.
- ISA understands and values the importance of both science and religious compliance when applying international Halal standards to the certification process.
- ISA is the pioneer of Halal certification with a reputation for upholding Islamic values and principles. ISA's methods and processes are streamlined and integrated, making certification practical and efficient from an implementation standpoint.
- ISA has qualified auditors, quality assurance experts, and customer account & project coordinators who leverage decades of experience and expertise to ensure excellent turnaround times and unsurpassed customer service.

I – Integrity S – Service A – Authenticity

ISA services include the following:

- Halal Product Certification
- Halal Facility Certification
- Halal Production Supervision
- Halal Education & Consultation
- International Seminar Participation
- Muslim Slaughtermen Services
- Qualification, Certification, and Training of Muslim Slaughtermen

ISA also provides community services such as:

- Information Resources
- Educational Contributions
- Seminar Participation
- Student Intern Training Programs
- Volunteer Services

Global Halal Recognition

If your company is interested in exporting to the extended global Halal market of nearly 2 billion consumers or selling your products domestically to a rapidly growing Halal market of nearly 10 million consumers, having Halal certification from an internationally recognized organization like ISA can be a great benefit.

ISA is among a select group of internationally recognized U.S.A. Halal certifiers. This important distinction makes ISA one of only a limited number of qualified organizations who specialize in certifying products across the global realm of Halal goods and services.

ISA is a founding member of the WHFC (World Halal Food Council) and a full service Halal provider that certifies products in all consumable and non-consumable categories.

There are many reasons why companies, consultants and organizations choose ISA for their Halal compliance needs.

- ISA is the oldest Halal Certifier in North America
- ISA is Internationally Accredited and Recognized
- ISA Halal Certification assists in increasing global awareness and market share
- ISA Halal Certification means Halal recognition
- ISA logos communicate Quality, Integrity, and Global Halal Assurance

To access the global Halal market and promote your Halal products, certify with the recognition of ISA, the certifier dedicated to quality and timely customer service.



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