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Enhancing Halal Literacy and Supply Chain Integration: Empowering the Muslim Community in Cagayan De Oro City, Philippines

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ABSTRACT: The halal industry has been widely discussed in Muslim-majority countries; however, its exploration in non-Muslim-majority countries like the Philippines remains underexplored. This issue is crucial to ensure that minority Muslim communities gain understanding and access to halal services aligned with Islamic law. This study aims to enhance halal literacy regarding halal products and supply chains, raise awareness among the Muslim community about the importance of halal products, and expand understanding of halal standards based on PNS/BAFS 101:2016 specifically and Islamic principles in general. The methodology employed in this study is qualitative descriptive, with data collection methods including observation, interviews, and documentation. Furthermore, this research provides direct education to the Muslim community and halal food business practitioners in Cagayan de Oro City, Northern Mindanao, Philippines. The results indicate that intensive education improves business practitioners' literacy on halal supply chain elements such as sourcing, manufacturing, and distribution, and assists them in integrating halal standards into operational practices. Public awareness of the importance of halal products has also increased, emphasizing that halal encompasses health benefits, ethics, and social justice. Additionally, the Muslim community and business practitioners have developed a deeper understanding of the Philippine national halal standards and Islamic principles, creating a synergy between religious values and professional business practices. This study presents significant implications by empowering the Muslim community and entrepreneurs. This strategic initiative can serve as a reference for enhancing the halal industry in other Muslim-minority countries.

KEYWORDS: halal industry, halal literacy, halal supply chain management, Muslim community, Islamic and Philippine national halal standards PNS/BAFS 101:2016

I. INTRODUCTION

In recent years, the halal industry has experienced significant global growth (Azam & Abdullah, 2020; Danjuma, 2021; Ihsan et al. 2022). This growth has drawn the attention of researchers to further explore the importance of the halal industry. For instance, the study by Fachrurazi et al. (2023) examined the development of the halal industry in Indonesia. Fachrurazi highlighted that the rapid growth of the halal industry in the country is driven by several factors, including a large Muslim population and active halal industry literacy efforts through social media. A similar trend is observed in Malaysia, where Mohamed et al. (2020) revealed that the development of the halal industry is strongly supported by halal supply chain management, particularly in the food and beverage sector. Owing to this focus, Malaysia has now become one of the countries with a significant number of halal industries.

The studies above highlight that the halal industry in Muslim-majority countries can easily thrive due to the support of a predominantly Muslim population. However, an important question and subject of discussion arise: how does the halal industry develop in non-Muslim-majority countries? Generally, the literature focuses on the development of the halal industry in Muslim-majority countries, such as the studies by Talib (2020) in Brunei Darussalam, Rajagopal et al. (2011) in the United Arab Emirates, Magsi et al. (2020) in Pakistan, and Wood & Al-Azri (2019) in Oman. In contrast, research on the halal industry in non-Muslim-majority countries, such as the Philippines, remains scarce. This is particularly concerning as non-Muslim-majority countries require more attention due to the limited availability of halal dining options and the lack of education about the halal industry. Therefore, an in-depth exploration of the development of the halal industry in non-Muslim-majority countries like the Philippines is imperative.

Furthermore, we believe that the concept of halal literacy is not limited to understanding dietary restrictions that comply with Islamic law, as explored in the studies by Khan et al. (2022) and Vizano et al. (2021). It also encompasses various lifestyle aspects guided by comprehensive Islamic principles. This education includes a deep understanding of production processes adhering to halal standards (Fathoni et al., 2024), supply chain management ensuring sustainability and product compliance (Rashid & Bojei, 2020), and ethical practices aligned with Islamic moral values (Mustapha et al., 2024). Such a comprehensive approach aims to provide a holistic understanding of the halal industry, especially in non-Muslim-majority countries like the Philippines. Consequently, this effort is expected to increase awareness, build trust, and expand the participation of Muslim communities in the growing global halal ecosystem.

Nevertheless, the researchers recognize that the development and promotion of the halal industry in the Philippines face more complex challenges than in Muslim-majority countries. The environment in the Philippines poses gaps in knowledge and the application of halal standards (Cuevas et al., 2022), particularly among the general population, including producers and consumers. Therefore, this study contributes to broader efforts to foster inclusivity and economic resilience for Muslim communities in non-Muslim-majority regions. Through targeted educational interventions focusing on specific aspects, this research aims to empower the Muslim community in Cagayan de Oro City with the knowledge and tools necessary to actively participate in the global halal economy.

Based on the explanation above, this study offers three main contributions. First, it provides education about halal products and halal supply chain management. Second, it raises awareness among the public and the Muslim community in Cagayan de Oro about the importance of halal products. Third, it expands understanding of halal standards by referencing the halal guidelines applicable in the Philippines specifically, and Islamic principles more broadly

II. LITERATURE REVIEW

A. Concept of The Halal Industry

To fully understand the concept of the halal industry, it is essential first to define the term "halal." Halal is a term from the Qur'an that means permitted, allowed, legitimate, or lawful (Bergeaud, 2004; Muhammad et al., 2009). The fundamental principle is that everything is inherently permissible (Kamali, 2013). Declaring something halal or haram (prohibited) is solely the prerogative of Allah. Prohibiting what is halal and permitting what is haram contradicts the fundamental and universal principles of the religion. Prohibitions are based on impurity or harm; what is halal is sufficient, whereas what is haram is excessive. Anything that leads to haram becomes haram itself. Misrepresenting haram as halal is forbidden. Good intentions do not render haram acceptable. Doubtful matters should be avoided. Haram applies universally, regardless of sect. In cases of necessity, exceptions may be granted (Tieman, 2020).

Furthermore, the halal industry revolves around the concept that halal is not merely a religious aspect but also an economic and industrial system encompassing production, distribution, and consumption aligned with Sharia principles (Mohamed et al., 2016). Given the complexity of the halal industry, this framework proposes halal literacy as the foundational pillar supporting the sustainability and growth of the halal industry (Bhutto et al., 2023; Rahmi, 2022). Halal literacy ensures that all actors within the supply chain, from producers to consumers, possess sufficient understanding to fulfill their roles in maintaining the halal integrity of products and services.

The scope of halal products and services has experienced significant growth both globally and locally. This growth is evident as nearly all sectors have adopted halal industry practices, including food, cosmetics, pharmaceuticals, tourism, and (Azam & Abdullah, 2020; Dalir et al., 2020; Utomo et al., 2020). Consequently, halal literacy serves as a critical foundation for consumers, producers, and other stakeholders to ensure the sustainability, trustworthiness, and competitiveness of the halal industry in both global and local markets.

Based on the explanation above, the halal industry theory used in this study emphasizes the importance of halal literacy as a strategic approach to educating minority Muslim communities, such as those in the Philippines. A lack of understanding of halal principles and standards poses challenges for local producers in meeting the needs of Muslim consumers. This condition also limits the Muslim community's access to halal products and services. Therefore, halal literacy is regarded as a crucial instrument to bridge this gap. It plays a vital role in empowering local communities to produce, distribute, and consume halal products more effectively (Krisna et al., 2023). Moreover, halal literacy is expected to enhance public knowledge and understanding of the concept of halal (Kurniawati & Savitri, 2020; Usman et al., 2023). This, in turn, enables Muslim communities in non-Muslim-majority countries to become more self-reliant in fulfilling their halal needs. On the other hand, local producers who have a solid understanding of halal literacy hold the potential to access the rapidly growing global halal market, thereby providing not only economic benefits but also strengthening the resilience and empowerment of their communities.

B. Halal Supply Chain Management

Halal Supply Chain (HSC) refers to the management of the flow of raw materials, semi-finished products, and finished goods to ensure the halal integrity of products throughout the entire process, in accordance with Sharia law and principles (Tieman et al., 2012). This concept encompasses procurement, production, storage, transportation, and distribution that adhere to halal standards to maintain product integrity until it reaches the end consumer. Therefore, Neio et al. (2016) emphasize that halal products must be segregated from non-halal products to avoid contamination, prevent errors, and ensure consistency with Sharia requirements and the expectations of Muslim customers.

Tieman et al. (2012) outlined that the Halal Supply Chain (HSC) consists of three main integrated elements to ensure the sustainability and integrity of product halalness. The first element is sourcing, or the procurement of halal raw materials. This process includes identifying, selecting, and managing suppliers who adhere to Sharia principles, ensuring that all raw materials used are certified halal and free from contamination with non-halal or impure substances. The second element is manufacturing, or halal production processes, which emphasize implementing halal standards at every stage of production. This involves separating facilities, equipment, and production lines for halal and non-halal products, maintaining quality control in accordance with halal regulations, and documenting processes transparently to facilitate halal audits. The final element is distribution, or the delivery of halal products, ensuring that the halal integrity of products is maintained until they reach the consumer. This process involves logistics systems designed to prevent contamination risks during storage, transportation, and handling. In practice, the halal distribution chain integrates physical and/or temporal segregation between halal and non-halal products, halal logistics certification, and accurate labeling to provide clear information to consumers.

The three elements of the Halal Supply Chain (HSC) work synergistically to ensure that the halal integrity of products is maintained throughout the supply chain, from the procurement of raw materials to the final product reaching the consumer, in accordance with Sharia principles. This integration of elements not only serves as a technical guideline for managing the halal supply chain but also forms a critical foundation for building public awareness and understanding of the halal concept comprehensively. Several studies share the view that the synergy of these Halal Supply Chain elements significantly impacts the growth of the halal industry (see Rashid & Bojei, 2020; Ali et al., 2022; Mohamed et al., 2020).

In the context of research in Cagayan de Oro City, Philippines, the concept of HSC is highly relevant in supporting halal literacy among the minority Muslim community. This city, with a relatively small Muslim population, faces significant challenges related to limited access to certified halal products and a lack of local producers' understanding of international halal standards. By enhancing literacy on HSC elements such as the importance of sourcing halal raw materials, implementing Sharia-compliant manufacturing, and ensuring contamination-free distribution the Muslim community can better understand the critical role of the supply chain in meeting their halal needs.

C. Halal Industry Regulations: Islamic Sharia Principles and the Philippine Government

C.A.1 Concept of Halal Industry Theory Based on Islamic Sharia Law

The halal industry, according to Islamic Sharia law, is founded on the principles of the Qur'an and Sunnah, which mandate that all products and services must comply with halal criteria (Ambali & Bakar, 2014; Shahabuddin et al., 2020). In this context, the halal industry aims to:

a. Ensure purity and cleanliness (*Thayyib*): Products must not only be halal (permissible) but also thayyib (good, clean, and wholesome) for consumption or use.
b. Guarantee freedom from contamination: The halal integrity of products must be maintained throughout the production process, from raw materials and processing to distribution. Each stage must avoid mixing or contamination with non-halal substances.
c. Promote justice and sustainability: Sharia principles emphasize fairness in all transactions, including fair wages and environmental protection, giving the halal industry a broad ethical dimension.

These three principles further establish the operational framework of the halal industry, including: (a) Procurement of certified halal raw materials, all raw materials used must come from sources certified halal by recognized institutions. This aims to ensure not only the halal status but also consumer trust in the final product (Mohamed et al., 2013). This process involves verifying the origin of raw materials, auditing the supply chain, and monitoring supplier practices; (b) manufacturing processes that separate halal and non-halal production lines, production facilities must be designed to prevent cross-contamination between halal and non-halal products. This can be achieved through the segregation of equipment, production spaces, and operational schedules. The use of monitoring technology is also essential to maintain quality and halal standards throughout the production process (Bahrudin et al., 2011). (c) A distribution system that ensures the halal integrity of products until they reach

consumers, the halal logistics system must ensure that products remain halal-compliant during storage, transportation, and distribution (Tieman & Ghazali, 2014). This involves physical or temporal separation of halal and non-halal products, the use of dedicated containers, and clear, accurate labeling to provide sufficient information to consumers.

C.A.2 Halal Industry Law in the Philippines

The Philippines has emerging halal industry regulations developed in response to the growing demand for the global halal market and the needs of the local Muslim community. These regulations are based on a combination of national laws and Sharia guidelines, focusing on:

a. National Halal Standards: The Philippines has adopted the Phillppine National Standard for Halal PNS/BAFS 101: 2016, developed by the Bureau of Agriculture and Fisheries Standards (BAFS). This standard governs all aspects of halal production, including raw materials, production processes, handling, storage, and distribution.
b. Application of Sharia Principles: The standards were formulated in consultation with the local Muslim community and Islamic scholars, ensuring that the implemented rules align with Islamic law.
c. Halal Certification: Halal certification in the Philippines is issued by recognized institutions such as the Islamic Da'wah Council of the Philippines (IDCP) and the Halal International Chamber of Commerce and Industries of the Philippines (HICCIP). This certification is essential to build consumer trust in the halal integrity of products.

Islamic Sharia law and halal industry regulations in the Philippines have a synergistic relationship in developing the halal industry. Sharia provides the fundamental principles that serve as core values, while the Philippines' national regulations offer a technical framework for implementing halal standards in a non-Muslim-majority country. Additionally, Philippine regulations function as a monitoring tool to ensure that Sharia principles are consistently applied within the industrial context.

This study focuses on Cagayan de Oro City, aiming to integrate Sharia principles and national regulations through halal education. This includes teaching the importance of compliance with Islamic Sharia in halal production, as well as understanding the national standards applicable in the Philippines. Through this approach, the Muslim community in the Philippines can be empowered to produce, distribute, and consume halal products that align with both Sharia law and national regulations.

III. METHODOLOGY

This study employs a descriptive qualitative approach to provide an in-depth depiction of the phenomenon of halal literacy and the implementation of Halal Supply Chain Management (HSC) in Cagayan de Oro City. The research was conducted in two primary locations: halal restaurants such as Pataraga Pater House and Warung Makan Halal Meat, and the local Muslim community targeted for education. These locations were chosen to gain a holistic understanding of the application of halal principles in the processes of production, distribution, and consumption within the city.

Data were collected through in-depth interviews with halal food business owners, the local Muslim community, and representatives from halal certification bodies in the Philippines to identify the challenges and opportunities in managing halal businesses. Participatory observation techniques were also employed to directly document the operational processes of halal food businesses, focusing on the application of HSC elements: sourcing, manufacturing, and distribution.

The researchers also conducted direct educational sessions to enhance halal literacy within the Muslim community. These sessions included an introduction to the concept of halal, the application of Philippine national halal standards, and Halal Supply Chain (HSC) practices. The education was designed to provide practical training for business practitioners in managing business processes in compliance with Sharia principles and national regulations. The collected data were subsequently validated and reinforced through triangulation techniques, comparing results from various data collection methods. Reliability was ensured by systematically and transparently documenting the research process. This study aims to provide an in-depth understanding of HSC implementation in Cagayan de Oro and offer strategic recommendations for improving halal literacy among the Muslim community in the region.

IV. RESULT AND DISCUSSION

A. Halal Product Literacy and Halal Supply Chain Management

The primary objective of this study is to provide halal education on halal products and supply chain management to business operators in Cagayan de Oro City. The initial step involved the researchers conducting a survey to identify halal food service businesses in the area. After gathering relevant data, the researchers selected two businesses that were deemed representative of halal food service providers in the city. The two selected businesses are Pataraga Pater House and Warung Makan Halal Meat.

Essentially, this subsection aims to provide education on halal products and supply chain management to the two selected business units using the three key approaches outlined by Tieman et al. (2012): sourcing (procurement of halal raw materials),

manufacturing (halal production processes), and distribution (halal product distribution). To achieve these three indicators, the researchers held meetings with the managers of the two business units, Pataraga Pater House (Figure 1) and Warung Makan Halal Meat (Figure 2), on Wednesday, November 20, 2024. During the meetings, the researchers and the managers engaged in interactive sessions, including sharing and in-depth discussions on the importance of halal education and supply chain management.



Figure 1. Researcher Visiting Pataraga Pater House Business

During the discussion session, the researchers provided literacy on the importance of sourcing in Halal Supply Chain Management for the halal food businesses managed by Pataraga Pater House and Warung Makan Halal Meat. According to Ali et al. (2017) and Bachtiar et al. (2024), this aspect can serve as a foundational step for business owners as it involves filtering products or raw materials to ensure they meet halal standards. Furthermore, the researchers emphasized that sourcing has a broader scope. It is not limited to selecting raw materials that are already halal-certified but also includes conducting comprehensive audits of suppliers to ensure that all raw materials used fully comply with halal criteria and are free from contamination risks. According to Ahmad et al. (2017) and Dashti et al. (2024), implementing such evaluations can enhance public confidence in halal products, ultimately boosting the success of the business.

During the discussion, the researchers emphasized that business owners must consistently ensure the halal integrity of their supply chain from the initial procurement of raw materials to the final distribution to consumers. This approach aligns with the Philippine National Standards (PNS/BAFS 101:2016) and Islamic Sharia principles, which mandate the maintenance of halal integrity at every stage of the supply chain. By understanding and implementing this approach, halal food businesses can not only ensure compliance with halal regulations but also enhance consumer trust and strengthen their competitive position in both local and global markets (Dashti et al., 2024; Susiang et al., 2024). Ultimately, the discussion provided strategic insights to business managers on the importance of establishing a sourcing system that is transparent, standardized, and Sharia-compliant.

The manufacturing aspect became a key topic of discussion between the researchers and business managers. As highlighted in the literature by Arifin et al. (2023) and Billah et al. 2020), halal production is a crucial factor influencing Muslim consumers in selecting products for consumption. Therefore, the discussion also emphasized the importance of implementing procedures that comply with halal standards, including the strict separation of halal and non-halal products throughout all stages of the production process.

The researchers provided education on the necessity of segregation, which extends beyond production equipment and facilities to include workspace management, production scheduling, and specific cleaning procedures to prevent cross-contamination. This step, according to the researchers, is essential for ensuring the integrity of the halal products being produced, thus meeting Islamic Sharia requirements and increasing consumer trust in the managed business. The discussion also broadened the business managers' perspectives on the potential benefits of obtaining halal certification through the implementation of compliant manufacturing practices, ultimately enhancing the competitiveness of their products in both local and global halal markets.

In the distribution aspect, the researchers provided education highlighting the importance of implementing a comprehensive halal logistics system to ensure the halal integrity of products during the distribution process, particularly when using transportation. As noted by Arifin et al. (2020), distribution is also a critical factor in ensuring halal assurance. Thus, the discussions with business owners reiterated that halal logistics management not only involves the use of specialized vehicles designed to prevent cross-contamination between halal and non-halal products but also includes clear, accurate, and consumer-friendly labeling.



Figure 2. Researcher Visiting Halal Meat Business

The education included practical guidelines on physical or temporal segregation during storage and transportation processes to ensure that halal products do not come into direct contact with non-halal products or other materials that could compromise their halal status. The researchers also emphasized that proper labeling not only aids in product identification but also serves as a crucial communication tool to enhance consumer trust in the products they purchase.

Furthermore, the education emphasized that effective halal logistics management can enhance operational efficiency and create opportunities for obtaining halal certification in the future, ultimately supporting the expansion of halal markets at both local and global levels. By implementing a distribution system that meets halal standards, halal food businesses can maintain their reputation while meeting the expectations of Muslim consumers who are increasingly discerning in their product choices (Dashti et al., 2024; Usman et al., 2022).

B. The Fundamental of Halal Products: A Literacy Initiative for the Muslim Community in Cagayan de Oro City, Philippines

This subsection elaborates on the second objective of the study, which is to raise awareness among the public and the Muslim community about the importance of halal products. To achieve this goal, the researchers selected the Muslim Association of Cagayan de Oro City as the community to receive education and literacy on the significance of halal products. As shown in Figure 3 below, the researchers visited the office of the Muslim Association in Cagayan de Oro City on Tuesday, November 11, 2024. During the visit, the researchers met with one of the association's representatives and conducted a sharing session. The discussion between the researchers and the Muslim association representative was intended to be conveyed by the representative to the congregation or members of the association, emphasizing the importance of halal products.



Figure 3. Researcher Visiting the Muslim Association Office

The researchers conducted intensive education sessions emphasizing several key aspects related to the understanding of halal products among the minority Muslim community in Cagayan de Oro. One of the main points highlighted was that halal products are not only relevant for fulfilling religious obligations but also offer broader benefits (Calder, 2020; White & Samuel, 2016). The researchers explained that halal products encompass a health dimension, as halal production and processing prioritize cleanliness, safety, and the quality of ingredients (Hosseini et al., 2021). Furthermore, halal products also promote ethical values (Rahman et al., 2024), as the processes focus on animal welfare, environmental preservation, and fairness within the supply chain.

The researchers further emphasized that halal products support the principle of social justice (Muslimin, 2019), as their processes involve transparent and fair business practices for suppliers, workers, and consumers alike. Through this educational initiative, the Muslim community was encouraged to understand that halal products not only fulfill their spiritual needs but also make tangible contributions to sustainability and societal well-being. By expanding this understanding, it is hoped that the Muslim community in Cagayan de Oro will become more proactive in supporting and utilizing halal products as an integral part of their lifestyle.

In addition, the researchers urged the minority Muslim community in Cagayan de Oro to show greater awareness of halal products by actively seeking out and using products with halal certification. This step is crucial for providing clear assurance regarding the halal integrity of the products they consume. Halal certification not only signifies a product's compliance with Sharia principles but also serves as a transparency mechanism that can enhance consumer trust.

The researchers also explained that an increased awareness of the importance of certified halal products would foster more responsible consumer behavior. This behavior aligns with the principles of halal literacy, where a comprehensive understanding of the halal concept serves not only as a religious guide but also as a catalyst for transforming consumption patterns into more ethical, healthy, and sustainable practices in accordance with Sharia values (Ambali & Bakar, 2014; Billah et al., 2020). Furthermore, this collective awareness is expected to encourage business operators to prioritize halal certification for their products, thereby creating an inclusive and integrated halal ecosystem. This directly supports the research objective of raising public awareness about the importance of halal products as part of religious and cultural literacy, which is not only relevant in a local context but also contributes positively on a global scale.

C. Philippine Halal Standards Based on PNS/BAFS 101:2016 and Islamic Sharia Principles

This subsection discusses the final objective of this study, which is to broaden the understanding of the Muslim community and business operators regarding the Halal Standards applicable in the Philippines specifically, and Islamic Sharia principles in general. Firstly, the researchers provided education about the Philippine government's regulations to the Muslim community and business operators in Cagayan de Oro City based on the Phillppine National Standard for Halal PNS/BAFS 101: 2016,

developed by the Bureau of Agriculture and Fisheries Standards (BAFS). Using this regulation, the researchers delivered an in-depth and exclusive explanation of the Philippine government's serious commitment to supporting and developing the halal industry within the country. This standard reflects a strategic effort to position the Philippines as a key player in the global halal supply chain, despite being a non-Muslim-majority country.

The standard provides a highly comprehensive technical guide covering all aspects of halal operations, from the procurement of raw materials that must be ensured halal to the final distribution of products to consumers. The guidelines specify detailed procedures, including criteria for halal raw material certification, the management of production facilities in compliance with Sharia principles, packaging systems that preserve product integrity, and transparent labeling mechanisms to facilitate consumer identification.

Furthermore, the researchers highlighted that the existence of this standard demonstrates the Philippine government's recognition of the immense potential of the halal market, both domestically and internationally. By providing a clear regulatory framework, the government not only ensures confidence among Muslim consumers but also encourages local business operators to actively participate in the halal industry ecosystem (Bahrudin et al., 2024; Dashti et al., 2024). This approach is expected to create synergy between compliance with halal standards and inclusive economic growth, positioning the Philippines as a more competitive player in the ever-expanding global market.

In addition to understanding the national standards outlined in PNS/BAFS 101:2016, the education provided also emphasized a deeper introduction to Islamic Sharia principles such as justice, cleanliness, and sustainability (Jaiyeoba et al., 2024; Rahman et al., 2024). These principles were explained not only as religious foundations but also as universal values relevant to creating a more inclusive and sustainable economic ecosystem. Through this approach, the Muslim community was encouraged to understand that the concept of halal extends beyond compliance with Sharia law, encompassing broader dimensions such as ensuring fair resource distribution (justice), maintaining quality and cleanliness in every production process (cleanliness), and supporting environmentally responsible and long-term sustainable practices (sustainability).

The researchers explained that this understanding offers a new perspective for the Muslim community on the values embedded in halal products, enabling them to become not only consumers compliant with Sharia but also agents of change contributing to positive social and economic impacts in society. This understanding aligns with the study's objective of broadening public awareness of the importance of halal standards, both locally and globally, while encouraging the integration of Sharia principles into everyday practices, including consumption and production. In this way, the educational initiative not only strengthens religious literacy but also fosters collective awareness of the critical role halal products play in promoting shared prosperity.

CONCLUSIONS

This study demonstrates that education on Halal Supply Chain Management (HSC) provides a strong technical foundation for business operators to manage their enterprises in accordance with halal principles. By gaining a comprehensive understanding of HSC elements such as sourcing, manufacturing, and distribution, business operators in Cagayan de Oro City are expected to enhance operational efficiency while ensuring the halal integrity of their products. These measures not only strengthen consumer trust but also create opportunities to expand the reach of halal markets locally and globally.

Furthermore, increasing awareness within the local Muslim community serves as a crucial pillar in strengthening the demand for halal products. This awareness motivates the community to be more proactive in seeking halal-certified products, supporting local businesses that adhere to Sharia principles, and adopting more responsible consumption patterns. The halal literacy gained not only fosters religious compliance but also enhances understanding of the health benefits, ethics, and social justice embedded in the halal concept.

An expanded understanding of the Philippine National Halal Standards (PNS/BAFS 101:2016) and Islamic Sharia principles creates a harmonious synergy between religious values and professional business practices. This study is expected to empower the local Muslim community while providing a replicable model for halal education in other regions facing similar challenges. Thus, the study contributes to the development of halal literacy that is not only locally relevant but also significantly impacts efforts to strengthen the global halal ecosystem.

ACKNOWLEDGMENT

We acknowledge that this research has certain limitations and requires further in-depth development. We hope that the findings of this study will not be confined solely to qualitative research but will also result in measurable indicators to assess its

effectiveness. Therefore, we encourage future researchers to develop measurable indicators for community empowerment in halal literacy, enabling the evaluation of its effectiveness

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