

'Quality is key in halal food business'

The Star
20/5/2006

IPOH: Malaysian *halal* products can make an impact in the world market if they are of high quality, Datuk Seri Abdullah Ahmad Badawi said.

The Prime Minister said manufacturers must also give emphasis to proper packaging and labelling as well as safety and hygiene.

"We hope companies producing *halal* foodstuff will ensure that their merchandise does not fail to meet the standards required," he said.

"High quality products are important as it will benefit both manufacturers and consumers."

He said this during the signing of a memorandum of understanding between Tesco (M) Sdn Bhd and Meranti Tiga Sdn Bhd for an agriculture project.

At the same function, Abdullah received a commitment from Tesco to purchase RM1bil worth of *halal* products from Malaysian suppliers for sale in its supermarkets in England over the next five years.



PRODUCT EVALUATION: Abdullah checking out some of the products being sold at the Tesco outlet in Ipoh accompanied by Tesco corporate legal affairs director Aslan Shah Alias (centre).