

# Newsletter

## A word from our Chairman

The Halal food sector has been affected considerably due to the pandemic but Alhamdulillah the HMC operation has continued to provide confidence to the community.

As a community we must remain vigilant when consuming Halal foods as this is one of the most important tenets of our faith.

The nourishment of doubtful foods can impact ones spiritual well-being which ultimately has an effect on pleasing our Lord Almighty Allah.

Thank you everyone for your continued support. Please remember us all in your pious supplications.  
Shaykh Yunus Dudhwala

## DECEMBER 2021

11,000

Spot checks  
made at HMC  
certified shops  
Nationally

15,000

Hours spent  
monitoring &  
Inspecting the Halal  
supply chain

## Looking for Halal food? Look for these logos



## Finally! A HMC app

Faster. Easier. Transparent. We are pleased to announce that we have launched our new mobile app which enables you to find your nearest HMC certified restaurants, takeaways, and butchers in seconds.

With listings on our app changing in real-time, there will be an accurate display of each certified and newly certified shop for you to locate.

With the rise of dining out, day trips and staycations planned this year, locate breakfast, lunch, and dinner at the tap of a button with the HMC app.

Further down the line, HMC supporters will also be able to place their food orders at their favourite HMC certified shops and have them delivered to their home.

## Questions & Answers

### Q : Is HMC a charity?

A : Yes. HMC is a not for profit registered charity and accepts donations.

### Q : Does HMC only certify meat products?

A : No. Check out our website to see all the non-meat products that we certify.

### Q : How can you help promote HMC?

A : By sharing our newsletter, articles on our website and our social media posts.

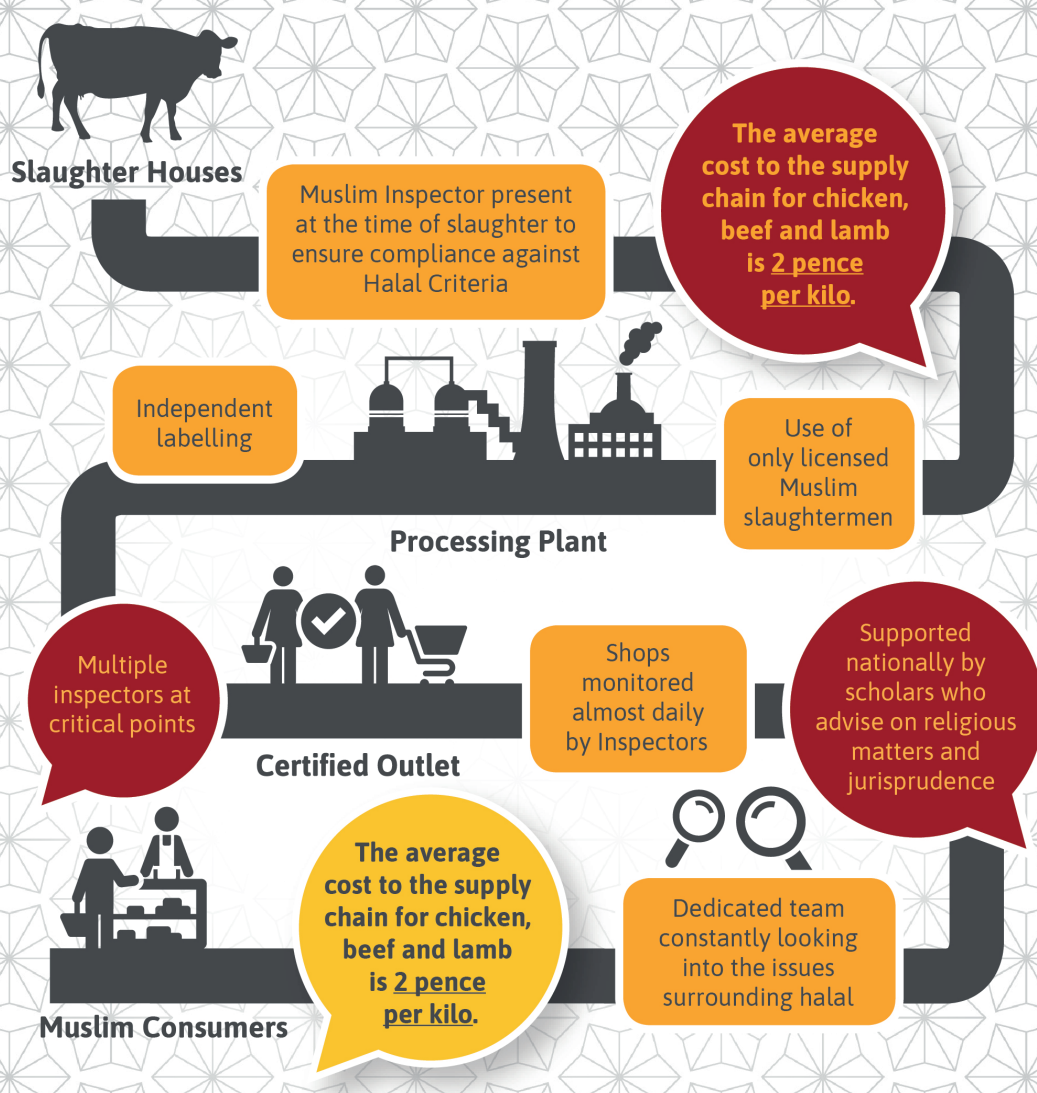


# The HMC Process

HMC Certification costs an average of 2p per kilo

If you want more details regarding our process, click the button below to take you to our video explaining The HMC Process.

[Click here](#)



## Advanced Monitoring Technology

HMC in 2012 launched the HMC app which gave our field staff the capabilities of being able to log their spot checks at retail shops in real-time. Fast-forward to 2022 the application has advanced considerably to encapsulate the entire HMC operation giving accountability across the entire HMC Eco system, from geo located employees working at HMC sites, to being able to plug and automate our payroll to pay 220 employees to managing all the workflows across the entire organisation.

One of the key features the app has brought to life is independent traceability of HMC certified products. What this now means is that HMC employees have the ability to track and trace HMC products in real time making the audits that we conduct more effective and robust to further instil Halal confidence for the end consumer. We anticipate additional enhancements to the application which will allow the HMC operation to streamline so that we can continue to provide Halal assurance for our community.

We thank the entire community for their continued support and if you wish to see a live demo please feel free to arrange a convenient time with our technical team by emailing [info@halalhmc.org](mailto:info@halalhmc.org).

## Who is Authorised to Display the HMC Logo

The HMC sign over the years has become a sign of confidence for many consumers when making a purchase for Halal food. Unfortunately, many retailers are passing off as being HMC certified by displaying the HMC logo when in fact the logo can only be used by authorised members.

To deter unauthorised organisations from using the HMC logo, as a last resort we have taken to social media to make it publicly known that a specific store is not approved by HMC. This has had a positive impact whereby we see a quick turnaround of the removal of the HMC logo.

We have also been in communication with our legal team on this matter as well as the National Food Crime Unit who are helping to deal with the fraud occurring. To be sure that you are purchasing from an approved retailer please look out for the following:

