



Not



Imagine this scenario. A brother engages with the salesman in a prestigious dealership showroom of a beautiful luxury vehicle from the three-pointed star stable. This gentleman knew his cars. He posed many questions about the vehicle as well as questions on another German make of the four ring pedigree.

The salesman tries side-step questions about his opposition. When the brother persists he tells the brother that he cannot comment on the features of another product except his own. He explains that he can talk authoritatively on his brand since he has received comprehensive training on product knowledge, is aware of all the features and the benefits, is familiar and confident on the backup service offered by his dealership. He cannot speak for the other dealership since he does not possess all this information.

This set the brother off on a tirade as to what kind of a salesman he was dealing with. After all, he thundered, both were German vehicles and that he ought to know the differences being in the industry. He then accused the salesman of not being a good Muslim since he (the salesman) was worried about losing his commission on the sale if it went the other way. And even worse he accused him of casting doubt on the integrity of the other dealer who was a Muslim. Would the dealer take him for a ride, figuratively speaking, that is? He continued with the harangue that the salesman should be ashamed of himself since his rizq and that of his boss was from Allah Ta'ala.

This is precisely the kind of situation and unfair reactions faced by **SANHA** when we respond to queries with the phrase **“not certified by us.”** How is **SANHA** expected to comment for example on a restaurant with whom we have no association or checks and balances in place for monitoring Halaal compliance and audits? Irrespective whether it is Muslim or non-Muslim owned, certified or not, it is

dishonest and unscrupulous to give testimony without the requisite mandatory knowledge.

**SANHA** certification is attained through comprehensive contractual agreements on aspects such as full disclosure of ingredients, staff supervision, unfettered access to premises and records as well as monitoring and regular audits.

**SANHA** respects the right of any establishment's choice to be certified by **SANHA**, any other body or not at all. Without the necessary disclosures, co-operation and access to information, the task of giving Halaal assurances becomes a minefield of complexities. There are no uniform standards between all certifiers the world over. Therefore, **SANHA** cannot merely accept or condemn any of their certification marks without enquiry. Enquirers should rather pose questions pertaining to plants not certified by **SANHA** directly to the bodies concerned or the owner.

Where **SANHA** does not have any agreement or access, and bearing in mind the gravity of the Shar'iah law of making lawful to unlawful and vice versa, like the salesman it cannot give an authoritative reply. It can but give the only possible and factual answer without expressing any opinion viz. **“NOT CERTIFIED BY SANHA”**. It means exactly that and should not be construed as Haraam.

