

HALAAL FRIENDLY - DEMAND and SUPPLY

The term Halaal friendly is anything but friendly. It is a devious term coined by non-Muslim establishments that are not exclusively Halaal to attract the patronage of Muslims. This combined with serving of alcohol on the premises, patronising of which is specifically prohibited in terms of the Shari'ah, is a fatal recipe for an Imaani disaster.

Foods consumed plays a critical role in the worship of Allah as stated in Chapter 2, Verse 168 of the Noble Quraan, "**O' Mankind! Eat of that which is lawful and wholesome in the earth, and follow not the footsteps of the devil. Lo! He is an open enemy for you.**"

With the current lifestyle trends, a degree of compromise and complacency has crept in whereby some no longer shun outlets serving alcohol. Patronage of these outlets is not viewed as a transgression since no alcohol is being consumed or used in the food preparation. This is in flagrant violation of the Shari'ah (Islamic Law) position.

Hazrat Umar (radhiallaahu anhu) narrated that he heard the Messenger of Allah (peace be on him) saying, "**Whoever believes in Allah and the Last Day must not sit at a table at which khamr is consumed.**" (Reported by Ahmad; al-Tirmidhi also reports a similar narration)

It is also reported that the rightly-guided Caliph 'Umar ibn 'Abdul-Aziz used to flog not only those who drank liquor but also those who sat with them, even though they were not drinking.

There is no such thing as "**Halaal friendly**". An outlet is either Halaal by virtue of compliance with Shari'ah requirements or not. Despite this, the despicable conduct of these unscrupulous operators is perpetuated on the community year after year with increased activity over the holiday periods.

Let's ponder as to why this is the case? Why do these operators run the risk of incurring the wrath

of the community? Their motive is pure commercial gain driven by the demand. It is the principle of demand and supply. Demand creates the incentive for providers to create supply and therein lies the rub.

While demand exists for a service there will always be an entrepreneur willing to supply it. Why would any business advertise their services unless they already enjoy the benefits of existing customers and the prospect of increasing this?

Our Elders, parents and teachers have done a sterling job in many aspects of our lives in inculcating religious values deeply into our psyche which serve as our moral compass. As an example whoever is not fasting in the month of Ramadaan for whatever reason will never eat in public. We have been conditioned to shun liquor outlets to purchase a Halaal item such as a soft drink, water, ice or a bag of crisps no matter whatever the price or circumstances as we know the evil it represents and contributes to the furtherance of sin. This is a product of positive conditioning.

What is needed in this situation is your assistance with concerted ongoing action in educating our community to completely shun these "**Halaal friendly**" outlets. We are not talking about an opportunistic statement issued or engaging an outlet in isolation when an incident arises. The perpetrators merely plead ignorance and apologise. What is required from all of us i.e. peers, parents, organisations, businesses, esteemed Ulama and individuals is to continuously spread the message in our homes, offices, schools, Masaajid and educational institutions, businesses and to family and friends. Kill the demand and the need for supply will die.

To help with this important task we have produced the following material:-

1. Articles for your download and digital distribution. Click on the links below to view:-

http://www.sanha.org.za/hgazette/20/Halaal_Gazette_20.html

http://www.sanha.org.za/hgazette/21/Halaal_Gazette_21.html

2. Beautifully presented trifold brochures in full colour print for your distribution.

Collect from our offices or kindly send an e-mail to pro-kzn@sanha.org.za with the subject line **“Halaal friendly”** with your requested quantity and physical address and we will get them delivered to you.

**HALAAL FRIENDLY CAN BE HARAAM
DEADLY!**

Article compiled and published by the Public Relations Department.

Any queries pertaining to the above or any other aspect of Halaal may be referred to our offices

Halaal Helpline 0861 786 111