



Flash News

Print Edition

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After the talk comes the walk

Intentions no matter how noble and well meaning, remain just that unless matched with a deliberate plan of action.

SANHA's mission is bound by the ordinance that religious accountability is an individual responsibility and Islamic dietary law is a Divine commandment. As such SANHA presents relevant information to the public to enable the making of informed and correct choices. This includes programmes and action that educate and encourage the consumption of Halaal and abstention from Haraam.

One of the most common techniques of enhancing taste and appearance of food is to baste it with gravy, oil, marinades and other flavouring agents using a basting brush. Even pies and pastries need to be "glazed". Ladies cosmetic make-up brushes such as one for lip gloss could be of pork bristle as well. The label on these brushes generally state "pure bristle" without specifying the type or origin.

The Noble Qur'aan is very explicit on the command forbidding Muslim against the swine. It states:

"He has forbidden you dead meat, and blood, and the flesh of swine, and that on which any other name has been invoked besides that of Allah..." Al-Baqarah, Verse 173

Whether dead or alive or ritually slaughtered, all the parts of the pig, i.e. flesh, bone, skin, fat, nail, hair etc are deemed an impurity, the use of which is prohibited. This includes deriving of any benefit for personal or commercial gain.

Many Muslim outlets were found to be unknowingly using these types of brushes during our preliminary evaluation prior to SANHA certification. Even as you read this, many popular "street stands" of your favourite seekh kebab, boti and tikka meals could be using the offensive brushes.

SANHA is encouraging the removal of these brushes from restaurants, bakeries, homes and street vendors. As an incentive for this we have launched a unique program of free assessment of your present brushes and a free replacement (conditions apply)

Don't brush this off. Satisfy yourself that your brush is not bristling with Haraam.

UNIQUE HALAAL FOR HARAAM PROGRAM FREE BASTING BRUSH ASSESSMENT

In a unique and unprecedented step, SANHA is launching a bold initiative to encourage the removal of Haraam pig bristle basting brushes from Muslim homes, Halaal bakeries and restaurants even if your store is not certified by SANHA.

You are welcome to call at our office at the appointed times to have your basting brushes assessed free of charge.

Ditch the Haraam pig bristle and get a free guaranteed halaal basting brush.

FREE REPLACEMENT FOR BUSINESSES ONLY.

For businesses we shall replace your first brush absolutely FREE OF CHARGE (conditions apply).

Conditions:

- Proof of registration of business is required.
- Assessment and replacement will be done strictly at the stipulated times at any of our offices in Durban, Johannesburg and Cape Town.
- Monday - Thursday only. Time: 10am to 12 noon
- While stocks last
- SANHA reserves the right not to enter into any transaction.
- Only one free replacement brush per business establishment.