



AMERICAN HALAL
INSTITUTE

CERTIFICATION. TRAINING. ADVOCACY.



AHI Halal Certification: An Investment that Gains Market Share

Reach 4.5m. Muslims & ethical
consumers with trusted
AHI Halal Certification



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Halal Certified: An Emerging Trend & a Lifestyle Choice

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Tap into the Robust Halal Economy Get Halal Certified

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Who is American Halal Institute?

A Turnkey Solution!

The American Halal Institute (AHI) is a Chicago-based nonprofit with operations across America. Its mission is to promote and help widen the availability of Halal products and services to American Muslims who look for a Halal stamp that means "authentic Halal".

We offer the highest quality Halal Certification to diverse businesses such as pharmaceuticals, food & beverage producers, cattle ranchers, meat & poultry processing plants, restaurants, catering services, fashion, travel industry and more.

Our expertise also includes Halal education and training with personalized assistance to clients throughout the supply chains - from farm to the fork. AHI is affiliated with Islamic University of Malaysia and conduct high quality courses on Halal certification.

AHI uses most of the funds generated through certification and training to help advance the Halal ecosystem and help Islamic organizations. And we seek to explore cooperative ways of achieving these goals with an organization like yours for mutual and communal benefit.

Being a subsidiary of the North American Islamic Trust, AHI is also backed by the credibility and respect that NAIT has maintained for the past 50 years in providing leadership to the community in several key areas mentioned later in the brochure.

Why Halal-certify?

What do the stats say?

Halal has become an emerging trend and a lifestyle choice even among non-Muslim ethical consumers. This is attributed to the quality assurance and ethical standards. Halal lifestyle expands beyond food to finance, medical & pharmaceuticals, hospitality, beauty, fashion, travel, and more.







Halal industry is projected to witness robust growth in the next 7 years. According to research, global Halal food & beverages market is projected to grow from \$2.09 trillion in 2021 to \$2.8 trillion by 2025 at a 4-year Cumulative Annual Growth Rate (CAGR) of 7.5%, and \$3.27 trillion by 2028, exhibiting a CAGR of 6.56%. (*Fortune Business Insights*).

Global Muslim spend is expected to reach \$1.67 trillion by 2025 at a 4-year CAGR of 7.1% (*Dinar Standards & Salaam Gateway - 2022*)

Certified Halal food market alone in the US is poised to grow by \$8.7 billion by 2024. (*Business Wire*).

In 2020, the U.S. Religion Census found there to be 4.45 million Muslims in America. Muslims are one of the most influential and fastest growing group in USA that holds significant buying power. However, majority avoids consuming products and services, specifically meat, packaged food and beverages, that are not authentically "Halal Certified" by a credible authority that they trust.

How will a Halal stamp benefit your business?

-  Certified Halal has become an emerging trend and a lifestyle choice due to changing mindset of ethical consumers. Tapping into the growing Halal economy in the US will mean unlocking tremendous growth opportunities at the right time in both urban and rural markets.
-  Research shows that *Halal* symbol boosts market share because it indicate quality assurance, and health & environmental safety even to non-Muslims.
-  Halal certification of products/services will build more trust, credibility and exclusivity for your business which are the most important factors for growth.
-  Halal lifestyle choices aren't just limited to food, they include finance, hospitality, medical & pharmaceuticals, and more.
-  Halal certification opens possibility to reach international markets as well as other avenues nationally.
-  According to an AHI survey on the "level of trust among Muslim consumers on Halal meat & poultry products in neighborhood stores", **61%** said they "will switch", and 31% said they "may switch" to a store that offers meat & poultry products certified by a credible certifying agency. And **92%** felt more satisfied "if periodic inspections by a reputed USA based certifying agency" were in place. This confirms that American Muslims prefer a local credible certifying agency to audit local vendors over a foreign one.

Why 'AHI Halal-Certified'?

Accountability, transparency:

American Halal Institute's certification is more than just a stamp or a Halal stamp on a product. AHI Halal stamp is backed by the expertise of nationally respected, highly knowledgeable, and independent board to maintain 100% transparency and complete accountability of the certification and training process. This is something no other Halal certification bodies in the US currently offer.

Trusted name and credibility:

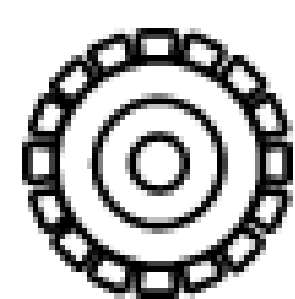
Being a subsidiary of North American Islamic Trust, AHI is also backed by the credibility that NAIT has earned over the past 50 years in providing leadership to the community in several key areas for growth. Read more on NAIT in the following pages.

Proven highest standards:

Especially in the food, beverage, pharmaceutical and hospitality industry, AHI Halal stamp means thorough testing, and a guarantee that the slaughter, ingredients, processing, storage, and distribution is fully sharia compliant.

Competitive costs:

AHI offers very competitive and affordable cost for certification compared to others and what it offers in quality and authenticity.



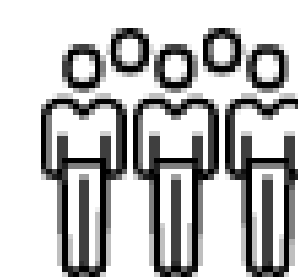
RECOGNIZED
HALAL AUTHORITY



WORLD-CLASS
FACILITY &
EQUIPMENT



STRAIGHT-
FORWARD
SOLUTIONS



REACH NEW
CUSTOMERS

AHI Certification Process & Methodology

Although individual products and services may differ, our Halal Certification process remains true in the following ways:

A company seeking certification submits their company application and documentation to AHI for review.



Qualified AHI inspectors conduct an in-depth audit and inspection of the ingredients, processing, storage, and distribution.



Inspectors cross-check with other team specialists for a thorough analysis of the information collected.



AHI Halal experts review the analyzed inspection and audit, and issue their final assessment. Recommendations are made for non-compliance and non-conformities.



Once all criteria are met, Halal Certification is issued. The certificate is valid for one year.



If required, training is provided by AHI to ensure all concerned employees are aware of the proper procedures.

Why NAIT means *Trust*?

NAIT's Service Portfolio

1 NAIT is a nonprofit 501(c)3 fully dedicated to serving the Muslim community for the past 50 years. Its name is synonymous with trust and Halal lifestyle among American Muslims. NAIT is a pioneering leader of sharia compliant mutual fund investing in America allowing Muslim families to pursue the American dream and manage their wealth according to Islamic principles.

The mutual fund - the Iman Fund (Symbol: IMANX) - now stands at over \$120M in net assets as of September 2022.

2 Through its Trust Program, NAIT protects the lands and properties of Islamic organizations across the US completely free of cost. Currently, around 500 Islamic institutions have been entrusted to NAIT in 42 states.

3 To further help Islamic institutions to financially sustain themselves as they serve an increasing Muslim population, NAIT specifically designed and established Islamic Centers Cooperative Fund (ICCF). The Fund allowed Islamic nonprofits to invest and grow their savings in a safe, Halal manner. At the end of 2021, its net assets stood at close to \$50M.

4 During COVID-19, NAIT led national and local fundraising campaigns offering matching funds to help needy mosques. NAIT also offers interest-free loans to mosques for eligible projects. Along with AHL, it runs a publishing house to help with literature printing needs of the Muslim community, offers dispute resolution and free legal advice to members, as well as liaison services to receive stock donations making it the only national scale Islamic nonprofit to serve the Muslim community comprehensively.

Our Overseeing Independent Board



Dr. Mujeeb Cheema



Dr. Muzammil Siddiqi



Sh. Farooq Malik



Mohammed Sarodi



Dr. Bassam Osman



Dr. Gaddoor Saidi

Our Specialist Staff



Maqsood Quadri
Executive Director



Qadri Abdallah
Director of Operations



Ibrahim Nasir
Business Development
Associate

Cost and Payments

The cost of the certification is determined on a case by case basis. It is discussed when the services are requested.

Proven Highest Standards.
Transparent Process.
Competitive Cost.
Trusted Name.





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