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## **Analysis of Slaughterhouses' Legal Awareness of Halal Certification Standards from the Perspective of Law Number 33 of 2014 Concerning Halal Product Assurance in Binjai City**

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**Abstract:** With the advancement of science and technology today, there are new concerns about product quality in terms of halal certification. For example, the ethics of chicken slaughter are often questioned and doubted along with various slaughtering methods, resulting in various slaughter models. Some are done traditionally, and others are made with machines. However, many people are unaware of the standards of animal slaughter and processing, and not many people are aware of the importance of obtaining halal certification. The purpose of this study is to determine how to analyze the legal awareness of slaughterhouses in Binjai City regarding halal certification standards from the perspective of Law No. 33 of 2014 concerning Halal Product Assurance. To determine efforts that can be made to increase legal awareness of slaughterhouse managers regarding the obligation of halal certification in Binjai City. The research method used a qualitative approach with field research. Data were collected through observation, interviews, and documentation with slaughterhouse operators and related parties. Then, descriptive analysis was carried out with reference to the theory of legal compliance and halal certification regulations in Indonesia. The results of this study indicate that. The level of legal understanding of slaughterhouse operators in Binjai City regarding the obligation to obtain halal certification based on the Perspective of Law Number 33 of 2014 concerning Halal Product Assurance is still low. This is evident from the fact that, although legal knowledge about halal certification is quite high, they do not understand the regulations related to halal certification, resulting in their inability to understand it properly. Efforts to improve compliance of slaughterhouse operators in Binjai City with halal certification are carried out through scheduled socialization and training, systematic data collection, technical assistance, and the development of a digital monitoring system. The active role of the local government as a facilitator and coordinator with the certification body is very important, accompanied by regular monitoring. This integrated approach encourages slaughterhouse operators to comply, increases consumer trust, and product competitiveness in local and national markets.

**Keywords:** Level of Legal Awareness, Business Actors, Halal Certification

## INTRODUCTION

Food is a fundamental human need for survival. When choosing healthy food, Muslims must choose foods that are permitted by Islamic law. Indonesia is one of the world's most populous Muslim countries. Therefore, when choosing a product, be it food, medicine, or other consumer goods, it must be categorized as halal according to Islamic law. Islam regulates how to meet daily nutritional needs, defining some foods as permissible and others as forbidden. Halal and haram are terms for permitted and prohibited items (Nura 2007).

Unlike other religions, Islam is one of the religions that places the greatest emphasis on the dietary health of its followers. Therefore, the issue of which foods are halal and which are haram is discussed in detail in both the Quran and the Hadith. Islam emphasizes not only the importance of consuming halal food, but also good food. Halal focuses more on sharia law, while goodness encompasses far more aspects, such as economics, health, and more (Jaya 2020). For every Muslim, it is obligatory for him/her to always obey all that is commanded by Allah SWT and must be able to stay away from all that is forbidden by Allah SWT, which is an absolute obligation that must be carried out by every Muslim, where it is a form of devotion of a servant to his/her God. As Allah SWT commands his/her people to always consume halal food as explained in the Quran, Surah Al-Baqarah verse 168:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Meaning: "O people, eat what is halal and good from what is on earth and do not follow the steps of the devil because in fact the devil is a real enemy for you."

This verse is addressed to all mankind, both believers and non-believers. Allah has bestowed His grace upon them by commanding them to eat from all that is on earth such as grains, crops, fruits, and animals in a "lawful" state, that is, what has been made lawful for you to consume, that is not from booty or theft, nor obtained from the proceeds of a prohibited business transaction, or in a prohibited form, or in a matter that leads to that which is prohibited, "and good," meaning, not that which is impure such as carrion, blood, pork, and all things that are dirty and filthy. In this verse there is a proof that shows that originally all existing things are permissible, the law is good for eating or using, and that the things that are prohibited from them are of two kinds; Firstly, it is forbidden because of its essence, namely that which is dirty and is the opposite of that which is good (Thayyib). Secondly, it is forbidden because it is associated with something, namely that which is forbidden because it is related to the rights of Allah or the rights of humans, namely that which is the opposite of that which is halal.(Abdullah 2020).

Essentially, Islam strongly recommends that every item consumed by its followers should possess goodness, purity, beauty, and benefit humanity both materially and spiritually. In addition to the ever-increasing demand for instant foods, Muslims are strongly encouraged to be careful in choosing the foods they consume. Muslims must ensure that every food consumed is healthy, halal, and does not harm the health of those who consume it (Abdul 2021). Before the Halal Product Guarantee Law was enacted, the institution responsible for auditing or inspecting halal products was the Indonesian Ulema Council's Food, Drug, and Cosmetics Assessment Institute (LPPOM MUI). The Indonesian Ulema Council (MUI) is primarily responsible for halal certification of goods and services in Indonesia. By enacting the Halal Product Guarantee Law, the government guarantees that goods used and consumed by people, especially Muslims, are halal.

In Law No. 33 of 2014 concerning Halal Product Guarantee, it is explained in Article 19 paragraph 1 that: "Animals used as product ingredients must be slaughtered in accordance with Islamic law and fulfill the principles of animal welfare and veterinary public health." This article emphasizes that every animal that will be distributed for further processing as a product must be slaughtered in accordance with Islamic law. In Law No. 33 of 2014 concerning Halal

Product Guarantee, it is explained: "Products entering, circulating and traded in the territory of Indonesia must be halal certified." Likewise with animal slaughter, slaughterhouses must also be halal certified. Slaughterhouse certificates are very necessary as a guarantee that the animal meat that will be consumed by consumers is truly halal and tayyib.

Currently, many products circulating in the community are not guaranteed halal. For example, the number of slaughterhouses without halal certification is still very small, and many of them are unaware of their halal standards. With the advancement of science and technology, new concerns have arisen regarding product quality in terms of halal certification. For example, the halal status of livestock slaughter is often questioned and doubted, as the many different slaughtering methods have led to the emergence of various slaughtering methods. Some are produced traditionally, while others are modernized using machines.

Amid the growing demand for livestock meat, many people are eyeing slaughterhouse businesses, especially in Binjai City. However, most people lack understanding of slaughtering and processing standards, and few are aware of the importance of registering for halal certification. The level of legal compliance among slaughterhouse owners with the obligation to obtain halal certification remains relatively low. This is evidenced by the fact that many slaughterhouses in Binjai City have not yet registered for halal certification.

## RESEARCH METHOD

This research uses a descriptive analysis method, which is a problem-solving procedure that describes/explains the current state of the research object, based on apparent facts or facts as they exist. This type of research is empirical, namely research using field data as the primary data source, such as interview results and observations. Empirical research is used to develop theories regarding the process of law's occurrence and operation in society. The research used in this study is a qualitative method (Sugiyono 2020). Qualitative methods are research procedures that produce descriptive data in the form of written or spoken words from people or observable behavior. The data sources used were primary data, namely interviews, and secondary data, namely books. The data collection techniques used in this study were interviews, observation, and documentation.

## RESULTS AND DISCUSSION

### **Analysis of Legal Awareness of Slaughterhouses in Binjai City Regarding Halal Certification Standards from the Perspective of Law No. 33 of 2014 Concerning Halal Product Assurance**

As a nation governed by the rule of law, Indonesia establishes regulations to guide its actions in society. One such regulation is the halal certification of a product. Article 4 of Law Number 33 of 2014 concerning Halal Product Assurance stipulates that all products entering, circulating, and traded within Indonesia must be halal certified. (2004 Constitution) Therefore, all forms of business must register and obtain halal certification for products distributed to the public.

The level of public awareness of regulations and laws in Indonesia is currently still low. Many people are unaware of the importance of laws and regulations in a country. Legal awareness is crucial for the implementation of law and demonstrates public acceptance of law as a system that applies within society. How people view the law, the rights of others, and what should be done demonstrates a sense of tolerance.

According to Soerjono Soekanto, several factors influence legal awareness. These factors can be used as indicators to measure the level of awareness in society, including: (2023 Constitution):

1. Legal Knowledge

Legal knowledge of slaughterhouse entrepreneurs is very important to measure the indicator of their knowledge of a law. To be able to determine the extent of knowledge of slaughterhouse entrepreneurs related to regulations requiring them to have halal certificates. Legal knowledge of several slaughterhouse entrepreneurs in Binjai City is related to the obligation for entrepreneurs to have halal certificates for slaughterhouses. It was seen that out of 5 informants, 3 entrepreneurs were unaware of the obligation to have halal certificates for slaughterhouses. As the results of the researcher's interview with Mr. Idirs, as one of the slaughterhouse entrepreneurs in Binjai City, he explained that

"In my years running a slaughterhouse, I was never aware of any halal certification requirements. So far, I have simply complied with the hygiene and business permit requirements issued by the relevant authorities. I believe that slaughtering according to Islamic law is sufficient without the need for formal certification. Furthermore, I state that there has never been a regulation explicitly stating that every slaughterhouse must obtain halal certification. Therefore, I was unaware of this, and I assumed that the requirement for halal certification was only necessary for processed food products, not for slaughterhouses (Idris 2025)."

Likewise, the results of the researcher's interview with Mr. Arifin, he also explained that:

"This interview made me aware of the regulation requiring halal certification for our business. Until now, I've only focused on operational aspects like animal health, slaughter procedures, and work area cleanliness. I've never been approached by a government agency directly about this requirement. I slaughter manually, so I already comply with Islamic law without requiring formal recognition from a halal institution "(Arifin 2025)."

The researcher also interviewed Mr. Suwandi, he also explained:

"In my opinion, the business permit I hold only covers animal health recommendations, environmental permits, and supervision from the livestock service. I'm not aware of any law requiring halal certification for slaughterhouses. I believe only processed food businesses, restaurants, or retail businesses are required to have halal certification. I've also never heard of any law or government announcement stating that slaughterhouse owners must also be included in the group of businesses that must receive halal certification "(Suwandi 2025)."

From the interview results above, it can be shown that the level of legal awareness among slaughterhouse business owners in Binjai City is still relatively low regarding the existence of mandatory halal certification regulations. Their ignorance is generally caused by several factors, including the lack of government socialization regarding the implementation of Law Number 33 of 2014 on Halal Product Guarantee, the mistaken assumption that halal certification only applies to processed food products, not to slaughterhouses, lack of access to information regarding the role of BPJPH and the authority of halal certification throughout the supply chain of animal products and the absence of routine supervision that emphasizes the importance of halal certification at the slaughterhouse level.

## 2. Legal Understanding

The prevailing legal understanding among slaughterhouse entrepreneurs is regarding the existence of halal certification, in this case the understanding referred to is the understanding of the contents of the halal certificate regulations. Regarding the legal understanding of slaughterhouse entrepreneurs, having conducted interviews with several

slaughterhouse entrepreneurs in Binjai City, the researcher interviewed Mr. Idirs regarding their understanding of the contents of the halal certificate regulations, he explained:

"I only have an understanding of halal law regarding slaughtering methods that comply with Islamic law, such as reciting the Basmalah (the Arabic word for "Allah") and ensuring animals are slaughtered with a sharp knife. However, when asked about the regulations related to halal certification, I was unaware that there was a regulation that stipulated that my business must have a halal certificate. Furthermore, I was also unaware that halal certification is not only related to the slaughtering process but also includes standards of cleanliness, facilities, animal care, and operational management that must comply with the principles of the Halal Assurance System. I only used traditional customs and animal health regulations because information on detailed regulations had not been provided by government agencies "(Idris 2025).

Likewise, the results of the researcher's interview with Mr. Arifin, he also explained that:

"I understand halal regulations, but I only know a little about them. Other entrepreneurs and I have heard about halal certification, but I don't have a comprehensive understanding of the rules. When it was explained that the halal certification process includes inspections of slaughterhouse facilities, equipment storage, animal separation flow, and process documentation, I only learned about it from our discussion. Furthermore, I never realized that there were regulations that stipulate that my business must follow registration procedures, halal audits, and guidance from relevant institutions. Previously, I thought halal certification only applied to restaurants or food industries, not slaughterhouses like the one I run "(Arifin 2025)."

The researcher also interviewed Mr. Suwandi, he also explained:

"My understanding of the regulations is very limited. I'm not aware of the rules regarding administrative sanctions or reporting obligations. Furthermore, I'm also unaware that halal regulations cover the entire production chain, from animal arrival to slaughter to meat distribution. I believe that as long as a slaughterhouse meets general hygiene and animal health standards, the business is considered to have met the necessary requirements. This lack of understanding indicates my lack of understanding of the formal elements of halal regulations, particularly the responsibilities of auditing, verifying, and proving that they meet the legal requirements for halal certification. I'm completely unaware of that, as I only know from our interview "(Suwandi 2025).

From the three interviews, it can be concluded that the level of understanding of slaughterhouse entrepreneurs in Binjai City regarding the contents of halal certification regulations is still very low, this can occur due to limited understanding on the slaughtering aspect, not on formal regulations, ignorance of legal obligations, including halal registration and evaluation, lack of understanding regarding the scope of halal certification, such as facilities, cleanliness, production flow, and SJH documentation, minimal socialization and education from the government and BPJPH regarding the contents of the regulations, and also the wrong assumption that halal certificates only apply to finished products, not to slaughterhouse businesses.

### 3. Legal Attitudes and Behavior

Based on field research, regarding the legal attitude of slaughterhouse entrepreneurs regarding whether entrepreneurs can accept and comply with halal certificate regulations and the legal attitude of entrepreneurs whether they feel objections to complying with the

halal certificate regulations. The researcher interviewed Mr. Idris regarding the legal attitude of slaughterhouse entrepreneurs, he explained:

"Personally, I can accept the halal certification regulations, as I recognize the importance of halal security for the public, especially Muslims who purchase meat. I also have no objections if the halal certification process can increase public trust in the products produced by my slaughterhouse. However, my concerns arise regarding the administrative requirements, which are often considered complicated, the certification costs, and the audit process. I am also ready to comply with the regulations and adjust my slaughterhouse facilities to meet halal standards as long as the government provides assistance and cost relief. While I still carefully consider operational responsibilities, the legal perspective is a compromise"(Idris 2025).

Likewise, the results of the researcher's interview with Mr. Arifin, he also explained that:

"I don't fundamentally oppose the need for halal certification for my business, but I disagree because the process requires significant costs to repair facilities that don't meet certification standards. I also believe that halal regulations can add burdens to small businesses. Consequently, these regulations effectively protect consumers. However, I am willing to comply with the regulations if the government allows sufficient time for adaptation and provides clear technical information "(Arifin 2025).

The researcher also interviewed Mr. Suwandi, he also explained:

"I don't mind the regulations and am willing to comply with the halal certification regulations. I believe halal certification can actually improve the reputation of the slaughterhouse I operate and increase consumer confidence. While I acknowledge that there are technical issues in the certification process, such as facility audits and improvements in slaughter management, I don't see them as significant issues. I view halal regulations as an acceptable component of the standard operating procedures of the slaughterhouse industry. I believe the law is adhered to and accepted, and I see the regulations as an opportunity to improve the quality of my business"(Suwandi 2025).

From the three interviews, it can be concluded that the willingness to accept and comply with halal certification regulations, although with varying levels of acceptance, includes all entrepreneurs stating their willingness to comply, as long as the process is clear and not too burdensome, the main objections are related to certification costs, facility improvements, and administrative processes, the legal attitude of entrepreneurs tends to be cooperative, although not entirely free from economic concerns, the third entrepreneur showed the most positive attitude, while the second entrepreneur felt the most burdened, and entrepreneurs considered that halal certification could be useful in increasing consumer confidence, but they needed technical assistance from the government to comply with regulations.

Based on the indicators above, it is clear that the level of legal awareness among slaughterhouse entrepreneurs regarding halal certification is very low. Legal knowledge, attitudes, and behavior that comply with the law are prerequisites for legal awareness. Theoretically, these three indicators serve as a measure of legal awareness. Low legal knowledge, attitudes, and behavior, or conversely, behavior that complies with the law, indicate high legal awareness.

To improve legal understanding, regular legal information and counseling should be provided based on a well-thought-out plan. Legal information aims to educate the public about specific laws. Legal counseling, as a continuation of legal information, aims to foster

public understanding of the law, foster courage, and understand how to uphold their rights and obligations, as well as the benefits of obeying the law. Furthermore, it ensures that applicable laws truly reflect the harmonious interweaving of values embraced by the community (Ishaq 2019).

To guarantee the halalness of meat products, Article 4 of Law Number 33 of 2014 concerning Halal Product Assurance stipulates that products entering, circulating, and traded within Indonesia must be halal certified. However, the six slaughterhouse owners violated this article because they had not fulfilled their obligation to have halal certification. However, this does not mean that all slaughtering carried out at slaughterhouses in Malang City is not halal, because slaughterhouses also carry out slaughtering in accordance with sharia.

To understand the standards for slaughtering and processing livestock, in accordance with Law Number 33 of 2014 concerning Halal Product Assurance, regulations concerning halal standards for animal slaughtering and processing are also needed, as Law Number 33 of 2014 concerning Halal Product Assurance does not explicitly address these regulations. Article 19 only states:

1. Animals used as product ingredients must be slaughtered in accordance with Islamic law and comply with animal welfare and veterinary public health standards;
2. The slaughtering requirements as referred to in paragraph (1) are implemented in accordance with the provisions of statutory regulations.

The regulations relating to the standardization of slaughter and processing of animals in slaughterhouses are Government Regulation Number 95 of 2012 concerning Public Health, Animal Welfare and Veterinary Services, which is explained in Article 8 paragraph 3 letter e, which reads:

"The animal is slaughtered at the neck using a sharp, clean, rust-free knife, in one movement without lifting the knife from the neck and ensuring that the knife can sever or cut 3 channels at once, namely the respiratory tract (qultum), food tract (marii), and blood vessels (wadajain)."

Facts on the ground show that many slaughterhouses slaughter livestock in accordance with Islamic law. However, one reason slaughterhouse owners lack halal certification is their lack of knowledge of how to obtain it. Article 29 of Law Number 33 of 2014 concerning Halal Product Assurance clearly states the steps required to obtain halal certification, as follows:

1. Applications for halal certification are submitted by business actors in writing to BPJPH;
2. Halal certificate applications must be accompanied by the following documents:
  - a. Business actor data;
  - b. Product name and type;
  - c. List of products and materials used; and
  - d. Product processing process.
3. Further provisions regarding the procedures for submitting an application for a halal certificate are regulated in the Ministerial Regulation.

This article clearly states that to obtain halal certification, a written application must be submitted to the Halal Product Guarantee Agency, a government-established institution authorized to issue halal certification. Businesses must also attach data including the business owner's details, the product name and type, the ingredients used, and the processing method.

A business owner cannot claim that their products are guaranteed halal. Although slaughterhouse owners believe that the animals they slaughter are guaranteed halal, the slaughtering process, from the requirements for slaughterers and procedures to the tools used, complies with Islamic law. Therefore, in terms of legal understanding, slaughterhouse owners

cannot be said to understand and comply with the provisions regarding halal certification, especially Law No. 33 of 2014 concerning halal product assurance.

### **Efforts That Can Be Made to Increase Legal Awareness of Slaughterhouse Managers Regarding Halal Certification Obligations in Binjai City**

Addressing the various challenges that arise during the halal certification process is crucial, particularly to support law enforcement carried out by the Halal Product Guarantee Agency (BPJPH). Business actors' low understanding, awareness, and confidence are key factors hindering the halal certification process for slaughterhouse owners. To increase legal awareness of slaughterhouse business owners regarding halal certification obligations, various integrated and sustainable strategic efforts are needed. This is crucial considering that many slaughterhouse business owners still face obstacles in understanding, administrative processes, and halal certification costs. The following are several steps that can be taken to improve compliance with halal certification obligations for slaughterhouse business owners in Binjai City, including:

#### **1. Implementation of scheduled socialization and training**

To raise legal awareness of halal certification requirements in Binjai City, a crucial strategic step is to conduct regular outreach and training. This outreach and training can provide businesses with a better understanding of the importance of halal certification from a legal, religious, and consumer perspective. With regular training, businesses can gain a better understanding of the importance of halal certification (Shalihah 2025).

This effort can be implemented through a systematic approach, starting with identifying the needs of business actors in the region so that the socialization and training materials are relevant and on target, according to Rahman.(2020 Edition)Furthermore, outreach activities must involve various relevant parties, such as halal certification bodies, local governments, and community leaders, to strengthen support and legitimacy for the program. The training provided must also cover the technical and administrative aspects of halal certification, including raw material management, production processes, and required documentation.

Furthermore, routine outreach and training programs allow for evaluation of business actors' levels of understanding and compliance. This allows for strategy refinement and adjustments, if necessary. Using this method, slaughterhouse businesses in Binjai City can come together to support each other in maintaining halal standards, expand their information networks, and raise awareness of halal certification obligations. Scheduled outreach and training programs can serve as educational tools, as well as effective preventative and motivational measures to improve business compliance with halal standards.

#### **2. Systematic data collection of slaughterhouse operators**

One strategic step to improve compliance with halal certification requirements is to systematically register slaughterhouse businesses in Binjai City. This data collection will enable the government and relevant parties to obtain accurate and comprehensive data on the number, types of businesses, and characteristics of these businesses in the region. With systematic data collection, public awareness campaigns and education on the importance of halal certification can be effectively implemented.

Slaughterhouse businesses in Binjai City have significant potential for development and empowerment if they operate in the food and beverage industry, particularly those using local raw materials. Adequate data collection also helps identify businesses that do not yet have halal certification, allowing them to participate in the certification process. Data collection also facilitates ongoing monitoring and guidance to ensure businesses understand and comply with halal certification obligations as part of quality standards and consumer trust.

### 3. Development of digital data collection and monitoring systems

To raise legal awareness of halal certification requirements in Binjai City, a digital data collection and monitoring system is crucial. One such digital system, developed by the Halal Product Assurance Agency (BPJPH), is SIHALAL, which allows businesses to register, verify, and issue halal certificates quickly and efficiently online. This system allows certification data to be stored centrally and in real time, reducing duplication and increasing data validity.

Digitalization of halal certification also includes digital halal labeling and certification technology, according to Sucofindo (Congratulations 2020). This technology allows customers and businesses to verify the halal status of their purchases through QR codes or mobile apps. This reduces the likelihood of halal certificate fraud while increasing transparency and accountability in the halal supply chain. With a cloud-based digital system and integrated data processing, recording of raw materials, production processes, and distribution of halal products becomes more accurate and easily traceable. This is particularly important for small and medium-sized businesses in areas like Binjai City.

In collaboration with the National Cyber and Crypto Agency (BSSN), the Halal Product Assurance Organizing Agency (BPJPH) continues to strengthen its digital halal certification service information system to ensure the reliability and security of electronic halal certificates. With the help of the latest technology, the integrated digital data collection and monitoring system can improve compliance with halal certification requirements by businesses in Binjai City. This will expedite the certification process and enhance halal product assurance at the local and national levels.

The approach must involve a variety of outreach methods, such as seminars, training, workshops, and halal campaigns that directly reach businesses in the Binjai region. Collaboration between relevant institutions can strengthen the halal ecosystem, ensuring full support for businesses, from education to the certification process. Through synergy between the government, certification bodies such as LPPOM MUI (Indonesian Ulema Council), BPJPH (Indonesian Food and Drug Authority), academics, and the business community, businesses can receive full support from the education stage and technical assistance to the halal certification process. Systematic and regular monitoring and evaluation are also essential to ensure effective program implementation and serve as a basis for policymaking and enforcement if violations are detected. Accurate and updated data collection on the certification status of businesses in the region ensures targeted and sustainable results.

Businesses' awareness of the importance of halal certification still needs to be improved, given the persistent perception that a product doesn't necessarily have to be halal to sell. Therefore, an approach that emphasizes the benefits of halal certification in expanding the market and increasing consumer trust is key to success. Integrated efforts including outreach, technical assistance, easy access through free programs, and effective monitoring will significantly encourage compliance with halal certification obligations by businesses in Binjai City.

## CONCLUSION

Slaughterhouse entrepreneurs in Binjai City still have low legal understanding of the halal certification requirements under Law Number 33 of 2014 concerning Halal Product Assurance. This is evident in the fact that, despite their high legal knowledge of halal certification, they lack a thorough understanding of the regulations related to halal certification, resulting in their inability to properly understand them.

Efforts to improve compliance with halal certification among slaughterhouse operators in Binjai City are being carried out through scheduled outreach and training, systematic data

collection, technical assistance, and the development of a digital monitoring system. The active role of the local government as a facilitator and coordinator with the certification body is crucial, along with regular monitoring. This integrated approach encourages compliance among slaughterhouse operators, increases consumer trust, and enhances product competitiveness in both local and national markets.

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