



Circle H Certification Advocacy Tip Sheet

Thank you for your interest in Circle H's efforts to deliver greater access and inclusion for quality, ethical wholesome and ethical Halal lifestyle products and services everywhere. As a supporter for Circle H Certification, your voice speaks volumes to brands and stores, letting them know that it is important to value YOU (their customer) and the growing demand for suitable products for an underserved community.

Here are some helpful suggestions for engaging with brands, retailers and service providers:

1. For grocery stores and other stores where you can engage directly with a store manager, try to meet them in person. For **suppliers and manufacturers, a personal visit, phone call or email is impactful** - contact and communicate with the marketing and business development departments are most likely to gain a response to Halal certification requests. **Attaching a petition**, signed by many consumers, **is also meaningful**. However, perhaps easiest and **most persuasive is social media messaging and support**. Social Media is typically monitored and businesses are sensitive to their online reputation, brand positioning and social relevance. **Circle H regularly engages in social media and appreciates your amplifying its messages.**

2. Please engage in a respectful conversation, with a focus on positive messages, based on your desire to increase Halal lifestyle customer traffic, loyalty and benefits to a store or business. Circle H rejects engaging in any threats, intimidation or other disrespectful conversation, even if the other party does not reciprocate. Circle H believes in the power of positive, uplifting, supportive persuasion, and the strength of unity and support in local communities. If engagement on the other side is disrespectful, the best solution is to maintain the high road and escalate the communication up to a higher level, while maintaining the same integrity of message. In most cases, the issue is simply getting to the right person or level to hear your voice.

3. The Messaging: Explain that **Halal lifestyle consumers are looking for quality, healthy, wholesome and ethical living.** This involves having **products certified as Halal, so that they are**

- **Permissible to buy** (they exclude forbidden ingredients, such as pork and alcohol); and
- **Certified by a recognized certification body**, so that the quality, cleanliness, trustworthiness and reliability of the ingredients and products are established.

4. Circle H, a non-profit organization, is the only body to certify with because it is:

- the **only global certification body recognized and accepted** by over 95% of Muslims worldwide
- the **only one-stop solution for certification** for all products and services across the entire world, so the business gets **global co-branding**, like with Kosher, non-GMO and other recognized co-brands
- **a process and cost similar to Kosher** – the suppliers and manufacturers can easily certify **without business disruption** and are familiar with the requirements. If it is **already a Kosher product/business, Halal certification is often easier and faster.**

5. Here are some compelling reasons why managers are motivated to get their branded and/or private label products certified Halal with Circle H:

- **Respect and Welcome A Lot of New Customers** – The Halal lifestyle resident population in the world is almost 2 billion. In the US, the number is 4.5 million, with millions more who are visitors, students and others living in the community. **Feel free to discuss how you, your family, friends and community shop and support those who support you.**

- **Why it Matters to You the Consumer: Meaningful Access and Convenience -**

- The **Circle H symbol instantly indicates global acceptance; you don't have to check labels all the time**



- **You no longer need to compromise on your lifestyle** by picking substitute products, such as Kosher (which is not ideal), because Halal certified products aren't available
- **You don't want to be forced to go to specialty stores and grocers to get Circle H Halal certified products,** making **extra stops and spending more** for similar products
- **Same Marketing to Lots More Customers –**
- **The business is already accommodating** kosher, Non-GMO, allergies and **other small, specialty groups** with similar process and messaging. **Halal lifestyle is a larger group, with about \$28 Billion spending power in the US alone** (this is about **half of the entire global Kosher addressable market**). **Globally, the Halal market is \$2 Trillion for food and beverage alone, with trillions more for pharmaceuticals, cosmetics, fashion, healthcare, etc.** You want the same benefits as others and your lifestyle group can spend more money where they are welcome
- The store is already marketing to the same channels, but ignoring an open invitation to Muslims and other Halal lifestyle consumers to shop with them
- By carrying Circle H certified products and getting their suppliers/manufacturers to add the certification to their products (including private label), they will increase customers and will significantly elevate their private label brand demand
- Circle H certified products will not have to repeat certification with governments and other certifying bodies almost anywhere in the world (globally accepted/one and done)
- **If the business needs additional information - send them to the Circle H website (www.circlehinternational.org) to learn more about our certification and to see our Featured Customers, including Kosher companies marketing to the Halal lifestyle community.**
- **For businesses that are ready to get started** or would like to speak with a Circle H team member - they can visit our [Contact Us Page](#) and complete the form or send an email to info@circlehinternational.org with the subject line – Interest in Circle H.

Smart businesses know that when there is an increase in demand, they must increase the supply. With your support, businesses everywhere will recognize the value of the Circle H certification and brand and how it can grow their bottom line, while giving you more choice, better prices and more win-win value!