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**SUSTAINABLE FOOD PRODUCTION: INSIGHTS OF MALAYSIAN HALAL
SMALL AND MEDIUM SIZED ENTERPRISES**

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Abstract

The aim of this paper is to explore and evaluate the relationships and links between standard food production practices and the principles of sustainable production. As part of the study, several explanatory frameworks are explored and discussed. Interviews with industry experts and a survey covering more than 600 Malaysian SMEs producing halal foods were commissioned. The results provide in-depth insights into sustainable food production practices. The findings of this study are intended to be used: (a) to assist an understanding of the synergies between standard production practices and sustainable production principles; (b) to clarify whether halal food production is capturing aspects of sustainable development; and (c) to identify opportunities for small and medium sized enterprises to venture into sustainable initiatives at minimal cost. Additionally, the investigation provides evidence that compliance with environmental standards can go hand in hand with the meeting of other sets of production standards.

Keywords: sustainable production; halal food; small and medium sized enterprises

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