This research seeks to explore the Halal food industry within Western Australia (WA), looking at the emergence of a food product traceability (FPT) system as an innovation in the organisations. The research also investigates how organisational actors and organisations make sense of Halal within a traceability system. Though FPT systems have become increasingly popular, little research has been undertaken to understand how organisational actors view and react toward the adoption of the FPT system, particularly in the growing halal food market. Meanwhile, recent developments have showed that the Halal concept is familiar to non-Muslims in both Muslim and non-Muslim countries. However, studies relating to individuals’ understandings and familiarity with the concept have been relatively few, and that there is no study focusing on the organisational actors’ sensemaking of the concept, especially in a non-Muslim country such as Australia. Realising the gap in the extant literature, an empirical qualitative approach was employed. Data was collected through in-depth interviews and analysed through systematic combining processes following an abductive approach of thematic analysis, carried out using Leximancer software. The findings were divided into two main parts. The first part reported the adoption of FPT systems in a WA Halal food business network, meanwhile the second part discussed organisations schemas and sensemaking processes of the Halal concept within the traceability system. The research contributes to (i) the literature of traceability studies in the area of change and process adaptation in business relationships in the context of Halal food production and (ii) the literature of inter-organisational sensemaking studies in the context of Halal schema.