

BEHIND THE

UNION

REACHING
7,000 FOOD EXECUTIVES
& OVER 6,000 PLANTS
WORLDWIDE

WINTER 2010/2011

SYMBOL

THE KOSHER STATUS OF THE
Flamingo

MATZOH, RUGALACH AND MORE ENCYCLOPEDIA OF JEWISH FOOD
CURDS & WHEY HOW TO KOSHERIZE A CHEESE COMPANY
PICKLE-ICIOUS! EVERYTHING YOU WANTED TO KNOW, PLUS GREAT RECIPES
QUEBEC TALES FROM THE FAR NORTH

PAREVE

Neutral in Content, But not on The Bottom Line

Pareve means that the food is “neutral,” neither dairy nor meat, which makes it that much more desirable. Kosher law allows for *pareve* foods to be consumed with all foods, whether meat, dairy or fish. *Pareve* salad dressing, frozen sorbet, chocolate mints, jams, grains, juices, soft drinks, or confectionary delicacies can be enjoyed with both a sumptuous steak dinner as well as with a refreshing dairy lunch. Essentially, *pareve* is the universal kosher category.

In an astute Bakingbuyer comment, Betsy Hater points to an ever-successful *pareve* bagel as an example of how bakeries can reach a wider clientele. “Bagels by nature are *pareve*, as they typically include no meat, or dairy, only *pareve* ingre-

dients such as flour, water, yeast, sugar, malt and molasses. However, Reyna Paulker, co-owner of Bagel Fair in Indianapolis, notes that many bakeries use oils based on animal fats or whey instead of wheat gluten.”

These companies and others in the ice cream, confectionery, baking, snack and beverage industries miss out not

only on the ever-expanding kosher market, which includes the millions who eat kosher food consistently and for whom *pareve* is an integral aspect of kosher observance, but also on the tens of millions vegetarian and lactose intolerant Americans, who seek and search for the OU *pareve* designation as an assurance that the product is absolutely non-dairy.

The USDA allows food manufacturers to put a “non-dairy” designation on an item that may contain up to two percent in dairy ingredients. For vegetarians and those who are lactose intolerant, even this small percentage is unacceptable. Only a truly kosher *pareve* classification can guarantee that absolutely no dairy ingredients, no dairy residue and no contact with



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dairy equipment were used in preparation of the food designated as OU *pareve*.

There is reason to believe that many lactose intolerant consumers prefer seeking out products with the *pareve* designation on the label rather than studying the ingredient panel's ingredients, many of which are incomprehensible to the average consumer. The *pareve* message is simple and unambiguous – the product contains no dairy ingredients nor has it been processed on dairy equipment or on equipment with dairy residue. Without meeting these clearly defined criteria – the label cannot read “*pareve*.”

Often when trying to promote *pareve* to companies in the process of attaining OU certification or even long-time OU certified companies, I explain how *pareve* would benefit the kosher consumer and simultaneously create a larger market share for the company. Remember, *pareve* is the universal kosher category; it can be consumed with both meat and dairy meals. The dual description of both kosher and *pareve* can significantly add to the bottom line of any company, particularly if effectively marketed to both the kosher marketplace and the lactose intolerant population.

When several years ago, the famed Duncan Hines Moist Deluxe Cakes Mixes decided to switch their ever-so popular products from their long-standing OU *pareve* status, to OU Dairy, the consumer response was loud and clear. Countless disappointed *pareve* consumers unanimously expressed their chagrin at being denied the Duncan Hines delicacies at their meat dinners. The company heard.

Its CEO declared, “We are very excited to again offer Duncan Hines Moist Deluxe Cake Mixes as non-dairy *pareve* products. We are now able to ensure that our production facilities can produce

dairy free product with certainty.” Jeff Ansel, the CEO, perceptively added, “It was a difficult decision to change away from *pareve*. We heard both from consumers and trade customers and that is why we worked hard to make the move back to *pareve*.”

The Orthodox Union's CEO Rabbi Menachem Genack aptly and appreciatively responded: “Successful companies make smart decisions, even if it means reversing a previous decision. Duncan Hines' switch of its



Moist Deluxe Cake Mixes to dairy obviously disappointed part of its consumer base. The marketplace speaks. I commend the company for reversing its decision and restoring the mixes to OU *pareve* status....”

Rabbi Genack used the opportunity of the Duncan Hines reversal to also reemphasize the distinct advantages to *pareve* products. “Besides the flexibility they give the consumer, being appropriate for both meat and dairy meals, they are also available to lactose intolerant individuals who cannot use dairy products. OU Kosher, in fact, emphasizes to its companies and prospective companies the advantages of *pareve*. The results, in many cases, can be found in the bottom line.” I vividly recall the letter received from a company producing fine table crackers thanking the Orthodox Union for its strong recommendation to maintain its

crackers' *pareve* designation. “We are just overwhelmed” they wrote. “Our sales have increased by 35 percent.”

Reactions to the *pareve* suggestion, however, are not universally enthusiastic. Often, I am politely told that, “OU-D (Dairy) is just good enough for us” and at times more bluntly rebuffed, “We really don't want to bother.”

But more often than not, there is no big bother. Perhaps a bit of persistence is what it takes. It was several years ago that I recall completing the OU certification process of a company seeking certification for its popular *pareve* cookies. I reviewed the Schedule A one last time to be sure that all ingredients listed were *pareve*. Lo and behold, in my final go-around, dairy raspberry bits, produced by an OU certified company, stared at me from the otherwise perfectly *pareve* Schedule A. “But what could possibly be dairy about raspberry bits?” I wondered.

After consulting with both the OU and company personnel involved with the application just about ready to be certified, I was convinced that the company ready to flood the market with its uniquely delicious *pareve* cookies should not be allowed to abandon its *pareve* designation and increased market share because of raspberry bits produced in kettles that infrequently also process dairy caramel and are therefore labeled OU-D. With a cooperative spirit from the raspberry bits company's RC and RFR and the company's full understanding that the cookie company needs 100 percent *pareve* raspberry bits and not *pareve* raspberry bits processed on dairy equipment, the company agreed to have the kettle in which raspberry bits are processed kosherized by the OU's RFR.

So the story's happy ending is that the cookie company has its *pareve* bits

>> CONTINUED ON PAGE 23

Newly Certified! Italian Volcano® Juices

From the Mount Etna Volcano
to the Supermarket Shelf

The mystery of Mother Nature has proven to be fruitful in more than one way for Dream Foods International. In Sicily, the eruptions of the Mount Etna Volcano in 2003 pushed Dream Foods International from being a one-woman operation selling blood oranges to a company selling award-winning organic juices throughout North America, with accolades from the press.

The history of Dream Foods International begins with the Founder and President, Adriana Kahane, who conceived the idea of her company for a student project while completing her MBA at the University of Southern California. Ms. Kahane was drawn to the citrus orchards surrounding the Mt. Etna volcano in Sicily. It was apparent how the volcanic ash-enriched soil of the land surrounding Mt. Etna nourishes the growth of the citrus trees. In fact, the European Union recognizes this as a special growing region for blood oranges the same way it recognizes special grape-growing regions for wine. In 1999, Ms. Kahane started her business by importing and distributing blood oranges from the Mt. Etna region in Sicily.

Not until 2003 did the forces of Mother Nature push the door open for Dream Foods to expand the business into organic varietal citrus juices. At that time, Mt. Etna erupted beyond its normal activity

and the ash damaged the skin of the fresh blood oranges. From this, the opportunity arose to squeeze the blood oranges into juice, which marked the introduction of Italian Volcano® Blood Orange Juice that eventually became a NASFT Silver Sofi Award winner for outstanding beverage.

This juice is made in the traditional manner of the fresh-squeezed Succo di Arancia Rossa as found in Italian cafés. Shortly thereafter, Italian Volcano® Tangerine and Lemon Juices were successfully launched and found their way onto the grocery shelf. Ms. Kahane correctly predicted that the future of the organic food market would keep growing and foresaw organic food consumers to be brand loyal. Today, we see proof of her conviction.

The unexpected and fortunate expansion of Dream Foods' business into the organic juice market is founded on a complex and interesting process of getting organic juices from Mt. Etna in Sicily to the supermarket shelf in North America.

During the picking season, workers arrive at the orchards early in the morning and commence the ritual of getting a campfire started as the first order of business to prepare a perfect place to cook lunch. Then, the workers are ready to carefully hand-pick the fruit. One can see the patience and sense of pride each picker has as they work through the harvest season.



They see their work as a part of their culture that partially defines their family's and country's history.

There is a saying in Italian, "*Chi canta e' felice*," which means, "He who sings is happy." During the harvest, you will hear these workers singing while they work throughout the hillsides. When the picking is done, the fruit is brought to the packing house to begin the production process. Because Italian Volcano® Blood Orange, Tangerine and Lemon Juices are strictly 100 percent juice, only the best fruit is discriminately selected to be further processed. At this time, the fruit is then washed and brushed so that it can be processed in extractors. This first filtration allows the juice to be centrifuged to reduce the pulp and then stored in refrigerated stainless steel tanks before being sent to the filling machine.

Dream Foods' premium juices are matched with quality packaging for the final processing step. Italian Volcano® Juices, Lemonade and Limeade are in glass bottles, which help preserve that fresh-squeezed taste. The new single-serve Italian Volcano® Blood Orange and Tangerine Juices are put into recyclable plastic bottles with UV protection in the labels and a tamper-proof aluminum seal. Volcano Lemon Burst® and Volcano Lime Burst® have a distinctively unique packaging similar to real citrus fruit shapes and a patented cap that sets this product apart from the competition. The finished product is palletized and sets sail for Dream Foods' warehouses in New Jersey, Florida and California for distribution throughout North America.

Ms. Kahane's choice of importing and distributing Italian Volcano® Juices was not based solely on their organic characteristics but also on their long history of health benefits. Blood oranges in Sicily were first mentioned in the 17th century. Today, we know that a health benefit from blood orange juice is its high level of antioxidants, which is higher than the levels in traditional blond orange juice. Research also shows that one 8.5oz glass of blood orange juice contains twice the RDA of Vitamin C than blond orange juice. Tangerine juice is a rich blood purifying agent and it has natural antiseptic qualities that defend against the bacteria that spread sepsis in the human body (See: <http://bit.ly/dmzAWU>).

Dream Foods also saw the chance to fill a tremendous need in the market to sell organic lemon and lime juices in squeeze bottles and to do so under the brand name, Volcano Lemon Burst® and Volcano Lime Burst®. Although the juicing process is the same, it is the patented cap with the lemon or lime zest that gives the juice the essential oils in every squeeze for the great fresh-squeezed smell and taste. Sales data have proven that Volcano Lemon and Lime Bursts® increase category growth by 30 percent. Volcano Bursts® have outsold competitors' brands that use harsh chemicals as preservatives.

Dream Foods has expanded even further with the intro-



duction

of its Italian Volcano® Juice line by adding new single-serve Italian Volcano®

Blood Orange and Tangerine Juices. In the growing organic food market, Dream Foods wanted to offer these great tasting and healthy juices in a single-serve option for the organic consumer to conveniently enjoy on the go. This is the same 100 percent pure premium organic Italian Volcano® Blood Orange and Tangerine Juices that are sold in the family size. The interest and immediate acceptance of this product continues to confirm Dream Foods' early vision of the growth of the organic food market.

Dream Foods also launched its refreshing Italian Volcano® Lemonade and Limeade. The Italian countryside inspired the development of these premium traditional beverages when one summer day in Sicily, Ms. Kahane was traveling among what seemed to be an endless horizon of lemon groves. In this old-fashioned premium lemonade and limeade, the consumer will taste how Dream Foods brought back the essence of this longtime favorite beverage by using organic and simple ingredients to achieve great flavor.

There are no powders, chemicals or preservatives in Italian Volcano® Lemonade and Limeade like in other lemonades and limeades. The three simple ingredients in these products are proportioned in such a way that gives a smooth refreshing flavor and a refined balance of sweet and citrus. Dream Foods has developed in its Italian Volcano® Lemonade and Limeade the same great taste that you find when buying these types of

>> CONTINUED ON PAGE 23



Filling a Void in a Deep Gorge

Gorge Estate Vineyards of Washington State
Enables Royal Wine to Enter New Territory
for Premium Kosher Wines

Newly Certified!

WINE LOVERS WHO KEEP KOSHER have been fortunate enough to have kosher wines available from many of the premier wine producing regions of the world. Bordeaux and Burgundy in France, Spanish Rioja, Australian Shiraz and the wonderful wines of Italy to name a few. But kosher wine lovers don't end their quest for wine with the traditional wine regions -- they seek out wine from more obscure locations such as South Africa, Portugal, Hungary and New Zealand.

Adding to their impressive portfolio of wines from around the world (yes, they import kosher wines from South Africa, Portugal and Hungary) Royal Wine Corporation, the largest importer, producer and distributor of kosher wines in North America, set out to produce Sauvignon Blanc from New Zealand -- hailed as among the best regions for this famed grape.

>> CONTINUED ON PAGE 8



Around the same time, a New Zealand winemaker, Philip Jones, had a chance meeting with a California winemaker who had done some contract work for Royal Wine Corporation. Ever the entrepreneur, Mr. Jones realized that nobody was making kosher wines in New Zealand and began his research by talking to a rabbi in Wellington who was involved in certifying kosher foods. Ultimately, Jones met with representatives from Royal Wine in New York and the Goose Bay brand was born.

On the heels of five successful years in New Zealand (a Southern Hemisphere country where the grape harvest generally takes place between January and March) and high ratings by Wine Spectator, The Wall Street Journal and many Jewish and non-Jewish wine critics, Philip Jones sought to fill yet another void in the kosher wine marketplace. Together with his wife, Sheryl, and with cooperation from Royal Wine Corporation, the Jones' established Gorge Estate Vineyards and winery, located on Underwood Mountain, in the Columbia Gorge in Washington State.

Unlike the New Zealand facility the Washington winery will be a dedicated kosher winery. It has a capacity of about 7,000 cases. The plan is to start slowly with the inaugural vintage and produce about 2,500 cases from 2010, with plans to



ramp up production as the brand becomes established.

These will be the first premium kosher wines made in the Pacific Northwest and will include a Walla Walla (Washington) Cabernet Sauvignon, a Washington Cabernet-Merlot and a Willamette Valley (Oregon) Pinot Noir. The first release will be the Oregon Pinot Noir, with release projection of mid- 2012.

The Orthodox Union, the world's most respected kosher certification agency, will oversee all aspects of the wine production. The Jones' and Royal Wine look forward to this first vintage and the ability to provide premium kosher wines from the Pacific Northwest to the world.

The OU: Mastering the Challenges of Producing Kosher Wine

BY RABBI NACHUM RABINOWITZ

OVER the last ten years there has been a veritable explosion in the certification of kosher wine. Kosher wine is now produced on every continent and in most of the world's premier wine regions. While the manufacture and handling of kosher wines (and grape juice) involves certain unique challenges, with the OU's experience and expertise these have been met and overcome, providing consumers an ever-increasing variety of kosher wine products.

Kosher wine requires the exclusive handling by specially approved kosher workers from the delivery of the grapes until the product is secured in sealed tanks or bottles. If the product has been cooked (or more commonly flash pasteurized, as kosher wine frequently is), these restrictions are relaxed.

The first step in the certification process is a review of the winery to determine the number of kosher workers that will be required for the grape "crush." This number varies from winery to winery based on a certain factors (e.g.

automation, work stations etc.).

Yeast and other processing additives need to be from verified kosher sources. During fermentation one kosher worker is on call to perform any manipulation of the wine as may be required. Special seals insure the integrity of the wine when the kosher worker is not present. Wines are sometimes aged for many months, all in sealed vessels.

Bottling takes place and kosher labels are all affixed with kosher controls assuring consumers that the OU's acclaimed kosher standards have been adhered to for each and every bottle.

The OU would be delighted to assist your company in making kosher wine.

Rabbi Nachum Rabinowitz, OU Kosher Senior Rabbinic Coordinator, services applications for the OU certification of wine and liquor, as well as OU applications from throughout Europe.

Health-conscious turn to kosher

R. Jelínek launches new brandy with eye on tapping market at home and abroad

By CAT CONTIGUGLIA
STAFF WRITER

Though the observant Jewish population in the Czech Republic remains small, the kosher foods market is actually expanding as more health-conscious consumers increasingly turn to kosher labeling as a guarantee of pure ingredients and production.

Rudolf Jelínek, a leading producer of the country's traditional liquor of choice, slivovice, has recently released a kosher version of the plum brandy on the Czech market. The company began bottling Silver Slivovitz Kosher in mid-October in the town of Vizovice, Moravia. The liquor was originally intended only for sale in the United States, but a growing market in organic and vegan foods is also reviving customer interest in kosher products in Prague and beyond.

"Our kosher customers are, of course, also from the Jewish community in Prague, Brno and Karlovy Vary," Hana Holubová, the marketing manager for R. Jelínek told *The Prague Post*. "However, the main customer is the 'wider market,' which does not associate kosher with faith, but with a premium-quality product."

Kosher liquor is made under the supervision of a representative of the U.S.-based Orthodox Union, Holubová said, who ensures that selected plums are up to standard. She said the technology used is the same as that for normal liquor production, but the machinery is "kosherized" with rinsings in hot and cold water.

"Kosher, strictly translated, means clean," said Tomáš Kraus, executive director of the Federation



WALTER NOVAK/The Prague Post

Once only sold abroad, kosher slivovice now hits Czech shelves.

of Jewish Communities in the Czech Republic (FŽO). "Liquor can be kosher if all regulations are kept during the process of production. For example, it does not contain substances that are not permitted — like colorants made of insects. Also, it should not be distilled from wine, as wine has a special set of requirements to be kosher."

The market for all kosher products has been expanding

steadily in the Czech Republic, according to Aaron Günsberger, one of the brothers behind the King Solomon Brothers Bakery and Deli, a restaurant and meat production facility in Josefov, Prague's traditional Jewish quarter.

There are only an estimated 6,000 Jewish people living in Prague, according to Kraus. This is hardly enough to make up any significant market, Günsberger said,



WALTER NOVAK/The Prague Post

King Solomon Brothers says more people are buying kosher.

adding that only around 10 percent to 15 percent of his customers at the bakery and deli are practicing Jews.

"The Jewish population is not growing, but I see there is much higher interest from ... Czech people and expats. Now there is the crisis, but I feel like people are starting to care about what they eat, and it's visible that the number of people buying kosher products is going up," Günsberger said. "It's not about better quality; it is reliability. ... I'm not saying the product is healthier; it's just that what is on the [label] is guaranteed [to be] what's in it."

He added that since the Czech Republic joined the European Union and opened up its markets, the number of kosher products has jumped from virtually none to around 400.

But the main draw for the increase in kosher products is not the domestic market, Günsberger said, but the demand coming from abroad, where kosher products are becoming increasingly popular in tandem with organic and vegan food.

According to a report from market research firm Mintel, the sale of kosher food in the United States grew 64 percent between 2003 and 2008, reaching \$12.5

billion annually. Sixty-two percent of those surveyed said they buy kosher food for quality, and 51 percent said they buy it for "general healthfulness."

For R. Jelínek, 50 percent of their kosher products are exported to the United States, where just this year they saw a 23 percent growth, Holubová said.

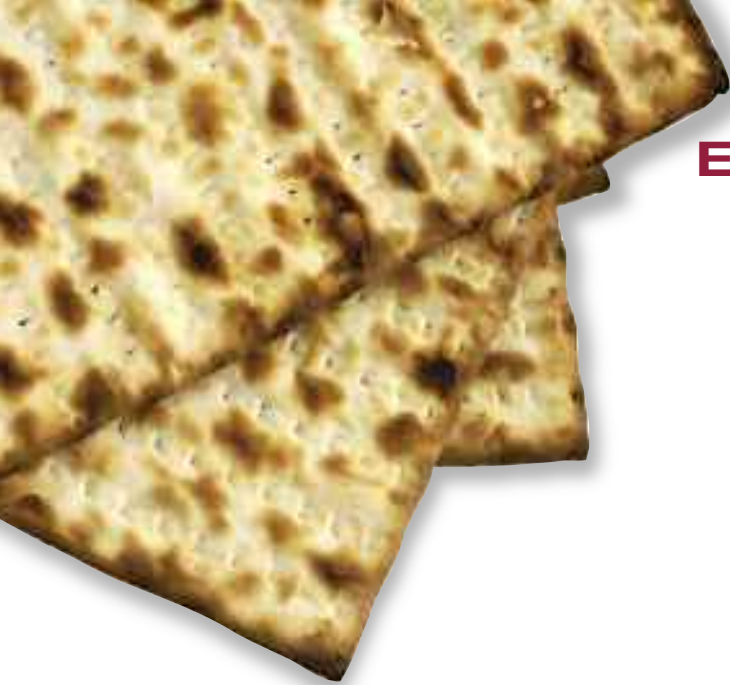
"From a business point of view, it's better to have a kosher certificate, because it makes business much easier," Günsberger said.

With kosher certification, he said, companies can expand into almost any country, whether it has a large Muslim, Jewish or diet-conscious population.

"It's one of the tools," he said.

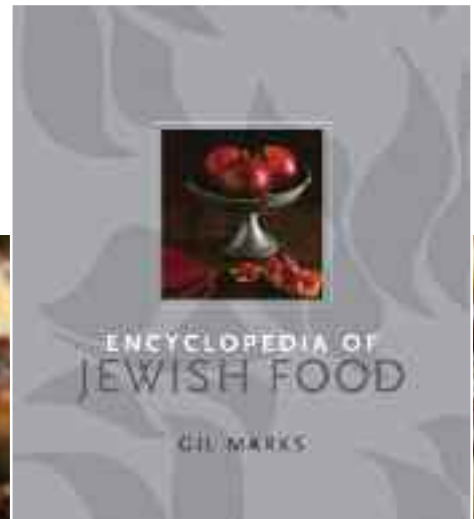
Other Czech companies that have expanded into the kosher sector also did so mainly for exports. Racio, which produces puffed cereal, produced more than 100,000 tons of kosher cereal cakes in 2009 for export to the United States, Israel and Belgium. Plzeňský Prazdroj, brewer of Pilsner Urquell, produces a kosher beer that is mainly exported to Israel.

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Encyclopedia of Jewish Food

Matzoh,



Rugelach

and a whole lot more

By Gil Marks

Communities can be defined by their food. American food — reflecting a penchant for accessibility, convenience, versatility, and portability — reveals much about who we are and how we got here. Waves of various immigrants brought new dishes and ways of thinking about food to the repertoire.

Beginning in the 1880s, two obscure German dishes, Hamburg steak and Frankfort sausage, suddenly began transforming — with the addition of rolls — into American icons, the hamburger and hotdog. This was due to the demographic (the mass immigration of Germans), cultural, and technological (the invention of the mechanical meat grinder) changes in America at that time. As Chinese laborers arrived, Americans began to eat chow mein, wonton soup, and egg rolls.

During the 1950s, the Italian pasta and pizza emerged as American standards. These were joined by the Jewish bagel, knish, and rugelach. The shelves of American groceries keep changing. Twenty years ago, ketchup was the Number 1 American condiment. Today salsa surpasses ketchup in annual sales (although not volume), echoing the Hispanic influence in America (not to mention tortillas and tacos). Some once wildly popular items fade or disappear, while certain foods endure. Culture is not static. Food is not static.

Perhaps the most distinguishing aspect of American food in the past three decades has been the mainstreaming of kosher. By the beginning of the twentieth century, items such as matzah, horseradish, gefilte fish, and wine were being produced by a few factories in the United States aimed by Jews for the Jewish market. Then in 1925, America's premier pickle producer, the H. J. Heinz Company, decided to do something totally unprecedented — offer a kosher version of a national brand of food. At the time, it was a revolutionary idea. Nonetheless, America's Jewish community was growing in size and prosperity, and Heinz saw an opportunity to reach this untapped market. The Union of Orthodox Jewish Congregations of America, the nonprofit supervising agency, devised the first and still most-recognized graphical symbol of kosher supervision, the OU, to place on the Heinz Vegetarian Baked Bean label to alert knowing customers that it was kosher. Thus was born a new industry — kosher certification.

For a long time, the number of kosher-supervised products remained relatively small. The situation changed in 1981 when Entenmann's bakery placed its entire line under kosher supervision. The response went beyond the Jewish demographics and the company's expectations. This pointed out a previously little-recognized phenomenon: The impact of kosher symbols reached well beyond the Jewish community. A kosher product generally has a competitive commercial edge over a non-kosher rival.

Also at that time, manufacturers began to insist on kosher tanker trucks, which hauled most of the essential liquid ingredients in prepared foods, including oils and corn syrup. This meant that suddenly almost any product could be easily converted to kosher. By 1987, the year of the first kosher show held in Manhattan at the Javits Center, there were an unprecedented 16,000 packaged items under kosher supervision. In 2010, the number of kosher products sold in the U.S. topped 110,000.

There is, of course a difference, between kosher food and Jewish food. Kosher foods are items under kosher supervision, while Jewish foods are dishes entailing a special significance to the Jewish community. Jewish food is both local and global, the product of the culture and kitchens of the mosaic of Jewish communities across the globe.

There is a unique Jewish role in world cuisine. It is not so much innovation, but transformation and transmission. Historically, Jews have adopted local dishes, frequently adapting them to Jewish tastes and lifestyles, and then helped transmit these foods from one area to another. The English word seltzer comes through the Yiddish, because of the Jewish role in popularizing carbonated water in America. Jews may not have invented doughnuts, but they brought them to the mainstream and popularized





them by creating the first doughnut machines and doughnut franchises. Jews did not invent the Middle Eastern hummus, falafel, and pita, but did spread them to the West and, therefore, they became associated with Israel. It was also in Israel, where we have the first record of putting falafel into pita as a sandwich.

There is also yogurt. Jews did not invent yogurt, but one Jewish family in particular was instrumental in transforming it from an obscure ethnic food into an international standard. Isaac Carasso, a Sephardic doctor born in Salonika, Greece, first sold yogurt commercially, naming the company after his son's nickname, Danone. It was Daniel Carasso, who just died last year at the age of 103, after arriving in the U.S. during World War II, who first sold yogurt in disposable cups and added flavorings. Before the 1960s, very few Americans had ever heard of yogurt. After Dannon's marketing campaign, in a few short years, yogurt became ubiquitous to America. This process of

transmission is repeated over and over.



Thus kosher foods become Jewish foods, while Jewish foods become mainstream.

For decades, I spent much time reading about and discussing with individuals from various Jewish communities their perspectives on their culture and foods. I am always on the lookout for a new dish or even a variation of a common one. I started with family and friends, then branched out to anyone who would share. I spent a good deal of time in New York and Israel, the principal areas where representatives from the mosaic of Jewish communities from across the globe can be found. When I meet a new person, who says, "I'm a Libyan Jew or my parents were from

Afghanistan," I think, "I'd really like to meet your mother." Mothers and grandmothers are the best resources for traditional foods.

Some people love to share their heritage and its foods, while others are a bit more reticent. Some housewives have precise recipes, while others cook by feel — "a pinch of this and a handful of that" — requiring my measuring the handful or cupful of ingredients to achieve accurate quantities. I received a recipe for melawah (Yemenite flaky bread) and did not like the result and went looking for others. There was a period of two or three weeks when I was making different recipes for melawah every day or so. I had it for breakfast, lunch, and dinner. The result was the most authentic, accurate, flavorful, and appropriate melawah for the American kitchen.



In 1986 when I launched *Kosher Gourmet* magazine, I started amassing in my computer every relevant recipe as well as food information coming my way. I wanted to use this data in a reference book on food, but was unsure of when or how. Then in 2007, my editor at John Wiley & Sons, Linda Ingroia, and I were discussing the follow-up to our previous successful collaboration, *Olive Trees and Honey*, and she suggested, "You're a walking encyclopedia of food, so how about doing an actual encyclopedia on Jewish food?" This was a dream assignment. So I began checking my information for accuracy — there are so many *bubbe meises* (old wives' tales) about food out there — and expanding and organizing it into an A-to-Z work exploring traditional foodstuffs and traditions from the various Jewish communities.

The hardest part was reducing everything into a single manageable volume, while maintaining its comprehensiveness, richness, and relevancy. I choose those things that I consider the most representative, meaningful, and pertinent. I tried to include those items held dear and of particular cultural and culinary significance. Some of the items are obvious, such as bagels, knishes and rugelach, while the Jewish connection to others is more obscure.

I strove to provide adequate space for the mosaic of Jewish communities across the globe. I could have done several books on recipes alone, but was only able to include about 300 and without the variations for which I am known. A particular dish is present for its historical or sociological relevance and a corresponding recipe is attached to illuminate the entry. I wanted these foods to provide a sense of an individual Jewish community and its history, cuisine, and mindset. As a whole, I wanted the Encyclopedia to tell the story of the Jewish people.

In September 2010, Wiley published Encyclopedia of Jewish Food, consisting of more than 650 entries in nearly 700 pages. A few are only brief explanations, most consist of about a page in length, while a number of important topics, like matzah, challah, and Sabbath stews, cover several pages and sometimes several entries. The entries cover the history, etymology, and cultural and religious significance of a multitude of foods and dishes from across the globe. I was also able to include entries on various Jewish holidays and rituals and their related food traditions. There are certainly omissions and even perhaps mistakes in the Encyclopedia, so if anyone has any additional information or dishes, please let me know at atgil_marks@hotmail.com.

To be sure, today more Jews eat sushi and salsa, which are not Jewish foods, than schmaltz and shlishkes, which are. Jewish food is not merely food that Jews eat. Certain things, certain foods “feel” Jewish. Why? Certainly, it

involves their use by Jews. Yet more than that, certain foods become enmeshed in Jewish life, culture, and identity. It is food in a way sanctified by its use on the Sabbath, holidays, or other Jewish occasions. Without sounding too much like Fiddler on the Roof, it is tradition.

An author, rabbi, historian, social worker, and chef, Gil Marks is a leading authority on culinary subjects in general and Jewish cuisine in particular. Among his published books are Encyclopedia of Jewish Food (Wiley: 2010), James Beard Award-winning Olive Trees and Honey: A Treasury of Vegetarian Recipes from Jewish Communities Around the World (Wiley 2004), and James Beard Award finalist The World of Jewish Cooking (Simon & Schuster, 1996). Marks maintains a website at gilmarks.com and blog at gilmarks.com/wordpress.



WHO ELSE at your company (in management, marketing, production) who should be receiving a copy of

BEHIND THE UNION SYMBOL?

Do let us know at safrane@ou.org.
We will gladly add them to our mailing list.



>>> WWW.OUKosher.org features OU certified companies and their products on its OU FEATURED COMPANIES section. Close to 1,000 companies are already posted, on the world's most frequented kosher web site.

In order to be posted, at no cost, please submit the following information to Safrane@ou.org :

- ➔ Name of company or brand to be featured
- ➔ JPG image 75X120
- ➔ Website link
- ➔ 25-75 word description of your products / company.
- ➔ Currently featured companies can be viewed at:

<http://www.oukosher.org/index.php/consumer/featured/companies/>

@
www.oukosher.org



From the Encyclopedia of Jewish Food A Purim Recipe for a Food You've Never Heard Of

The favorite Ashkenazic Purim food is the hamantasch (a triangular cookie originally filled with poppy seeds), while the most widespread Purim item worldwide is oznei haman (Haman's ears); fried strips of pastry:

HAMAN'S EARS (OZNEIHAMAN)

about 36 pastries (pareve)

- 3 large eggs (or 2 large eggs and 2 large egg yolks), lightly beaten
- 3 tablespoons olive or vegetable oil
- 3 tablespoons sugar
- 2 tablespoons brandy, rum, orange juice, orange blossom water, or water
- 1/2 teaspoon salt
- 2 teaspoons finely grated lemon zest or orange zest, or 1 teaspoon ground cinnamon (optional)
- 1/2 cup finely ground blanched almonds or walnuts (optional)
- About 2-1/2 cups all-purpose flour (or 1 1/2 cups flour and 1 cup fine semolina)
- Vegetable, sunflower, or peanut oil for deep-frying
- About 1 cup confectioners' sugar or cinnamon-sugar for dusting or 2 cups warm sugar syrup (Atar)

1. In a large bowl, blend together the eggs, oil, sugar, brandy, salt, and, if using, zest. Gradually stir in enough of the flour to make a soft dough. On a lightly floured surface, knead until smooth, 5 to 10 minutes. Cover and let stand at room temperature for at least 30 minutes.
2. Divide the dough in half. On a piece of wax paper or plastic wrap or on a lightly floured surface, roll each piece of dough into a 1/8-inch-thick rectangle. With a pastry cutter or sharp knife, cut into 1-inch-wide and 4- to 6-inch-long strips. Pinch each strip in the center and twist the ends. Or cut the dough into 3- to 4-inch rounds, cut each round in half, and pinch the center of the straight edge to suggest an ear.
3. In a deep pot, heat at least 2 inches of oil over medium heat to 375 degrees.
4. In batches, fry the strips, turning once, until golden brown on both sides, about 1 minute per side. Remove with tongs or a wire mesh skimmer and drain on a wire rack. Sprinkle generously with confectioners' sugar or dip the cooled pastries into the warm syrup. Store in an airtight container at room temperature.
5. Enjoy.

Your RFR

Your OU Kosher Customer Service Agent

BY RABBI SIMCHA SMOLENSKY

AS AN OU CERTIFIED company, the primary contact you have with the OU, besides your rabbinic coordinator (RC) at OU headquarters, is your RFR (rabbinic field representative). Out in the field, the RFR is the face of the OU, and you may not be aware that your RFR is both a valuable source of information and can provide service that you should be aware of -- and avail yourself of.

Many company reps who are assigned to work with the OU Kosher program are not fully aware of the tools that are at their disposal or what assistance can be obtained from their friendly visiting RFR. You are no doubt familiar with organic certifiers, government agencies (FDA, USDA, etc.), as well as third-party auditors like SQF, BRA and AIB. Kosher certification is a very different program, and your RFR also has a very different role compared to other auditors.

For example, under the NOP, organic inspectors are barred from providing any assistance to the company they are auditing. They can only conduct the audit and report findings. The same is usually the case with other third-party auditors who only inspect and report -- and let's not even bother to talk about government agencies! The OU Kosher program is quite different: Your RFR, while certainly coming to inspect your facility for kosher compliance, is also willing and able to provide a host of assistance.

Looking for help locating a kosher ingredient? Your RFR may well know where to get what you are looking for; after all he sees thousands of ingredients on his route in your area. If he doesn't

know, he can check the OU Direct database (and even better, show you how to do so as well!) or talk to the OU head office's Ingredient Group who have access to the largest database of kosher ingredients in the world.

You probably have utilized your RFR's services to assist in working through certification requests or ingredient approvals. Sometimes the office may

sons to touch base with your RFR. Consulting with your rabbi on projects even just in the planning stages can be a very valuable exercise that pays off in a significant way. Your RFR can review plans with you, identify any potential issues for the kosher program and even help you problem solve before implementation. All this can lead to a much simplified kosher process latter on.

As an example, say you are looking at a piece of equipment that will be purchased from another company. Consulting with your RFR about the upcoming purchase plans could pay off in big dividends. He can help you re-search the kosher status of the equipment, and if it is coming from a kosher plant, help preserve that kosher status during the move and installation -- and save you the time, trouble and expense of re-koshering after installation. Sometime the equipment just isn't kosher. Your RFR can help you with planning the kosherization process and often times save you a lot of trouble by coming up with a koshering protocol that can be completed in conjunction with the installation or during trials.

Another area where your rabbi is a valuable resource is in the use of the OU Direct system. If you are already a "power user" of the system you're in great shape. But those who are not as familiar with OU Direct -- are you aware of all the tools that are at your disposal through our company specific, web-based application? OU Direct is an invaluable tool for keeping your schedules A and B current, submitting ingredient and product information,



get bogged down, or it's even possible that a request did not get to the right place. If you have a request pending, you should certainly call or email your RC at OU Kosher headquarters, but mention this to your RFR as well.

Contemplating a change in your plant? Looking at new or changed equipment? Adding a new line? Plan to start a new product? All of these are good rea-

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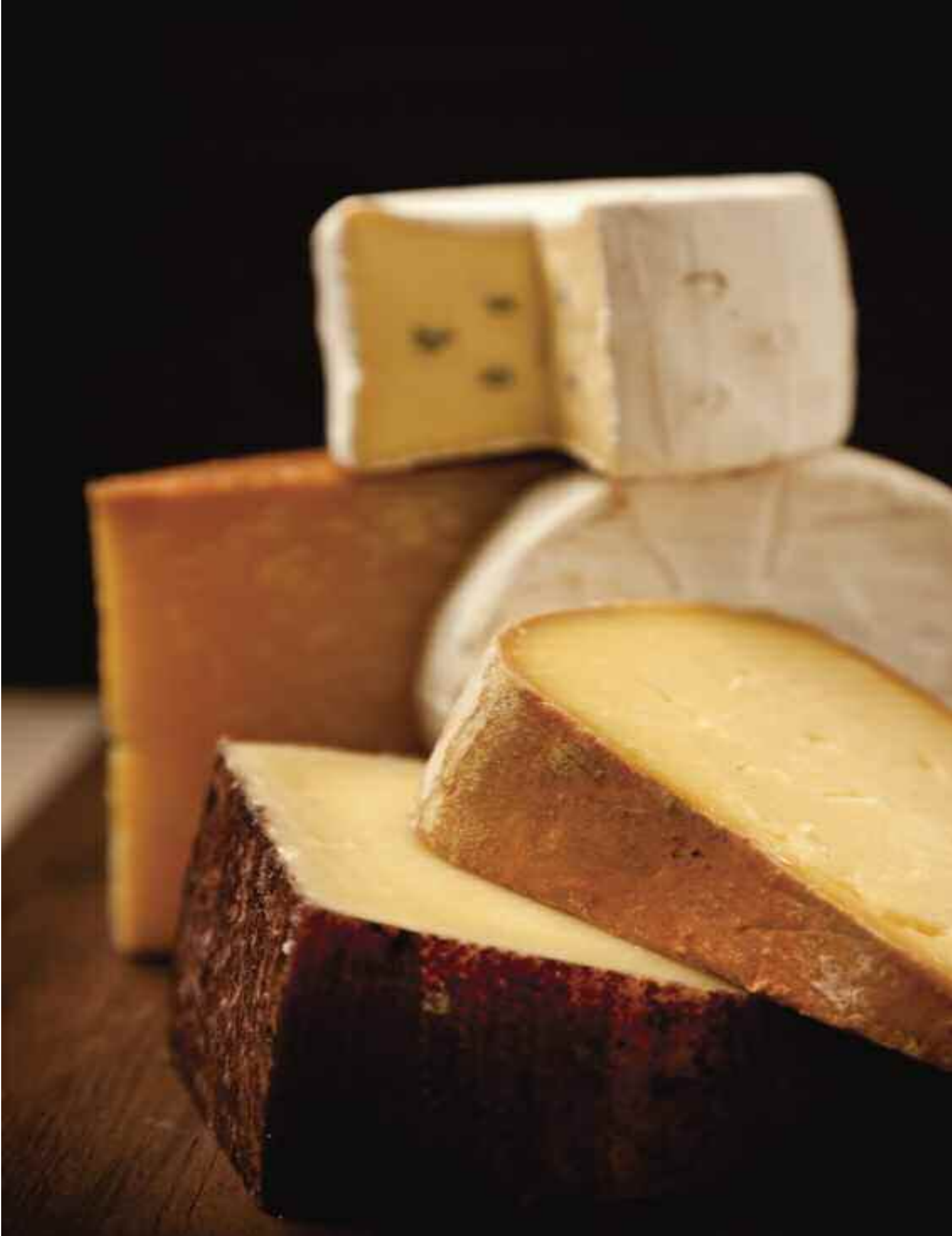
It's More Than Curd & Whey

BY RABBI ANDREW GORDIMER

OU
KOSHER'S
DAIRY
EXPERT
TELLS
HOW TO
KOSHERIZE
A CHEESE
COMPANY

Some time ago, I received the following letter:

As you know, I manage a cheese company, which manufactures kosher and non-kosher cheese, plus kosher whey powder. You are familiar with our equipment and how it needs to be kosherized, but my staff needs some education on this. Can you please explain the kosherization rules for the equipment so that I can share them with my staff? If you don't mind, I would also appreciate if you could include a basic review of how the equipment works, so that new employees can also benefit from this.



Photos accompanying this feature were graciously provided by Bluegrass Dairy & Food, LLC/Glasgow Division, of Glasgow, KY

CHEESE EQUIPMENT

Plate Heat Exchanger

When cheese is manufactured, the milk must usually first be pasteurized (heat-treated to destroy harmful bacteria); this is typically done in a plate heat exchanger, in which the milk travels along metal plates with increasing intensities of heat. Once the milk reaches the desired temperature (usually 161° F), it is held for a required duration at that temperature and is then cooled, passing along metal plates with increasing intensities of coldness. For the sake of efficiency, incoming cold milk is heated by outgoing hot milk, before the outgoing hot milk is cooled down; the hot and cold milk pass along different sides of the same plates, such that the outgoing hot milk passes its heat to the incoming cold milk, through the metal of the plates.

This system does not itself heat or cool the milk sufficiently, and plate heat exchangers therefore need heating and

cooling sections to fully perform the heating and cooling processes. The heating section of plate heat exchangers consists of extremely hot water on one side of plates; when milk travels over the other side of these plates, it becomes very hot. So too, cooling is accomplished through chilled water which is held on one side of the plates on which pasteurized, hot milk passes, so that this milk is chilled in the process.

Kosherization

The plate heat exchanger is among the most complicated equipment for the purposes of kosherization. Although dairy factories sanitize plate heat exchangers at least once per day, such sanitization ("CIP" - "cleaning in place") usually does not constitute a kosherization for a variety of reasons - among them the fact the standard CIP is usually performed at 165-185 degrees, which is inadequate for kosherization, as

PASTEURIZATION IS TYPICALLY DONE IN A PLATE HEAT EXCHANGER.



well as the fact that CIP protocol often does not include certain areas of equipment that kosher law requires to be kosherized. Normal CIP also frequently features hot acid and caustic solutions followed by ambient water for cleaning, and some kosher law authorities do not accept kosherization with anything other than water.

To properly kosherize a plate heat exchanger, one must take the following steps:

- Assure that the equipment is totally fallow for 24 hours, or – according to some opinions in kosher regulations – embitter the equipment via an embittering solution, run at close-to-boiling temperatures through all areas which has hot product contact.
- Flow boiling water through the above areas.

This doesn't sound too complicated; it seems to be kind of like a good sanitizing. However, it is anything but simple. Here is why, followed by what needs to be done to address some unexpected complexities:

- The heat exchanger's regeneration (or "regen") areas, where hot product heats cold product and vice versa through metal plates, are often not able to be easily kosherized with boiling water. Typical CIP often cannot reach such temperatures in the regen areas. The OU



**MILK EXITS
THE HEAT
EXCHANGER.**

rabbinic field representative (RFR) and rabbinic coordinator (RC) must work carefully with the plant's engineers to accomplish this feat.

● Similarly, the heat exchanger's cooling section is often hard to kosherize. To do so, the cooling mechanism must be off, and the flow of kosherization water may need to be diverted from its normal course in order to reach the cooling section while the water is yet boiling.

● Before production, the heat exchanger's balance tank, where cool product is metered into the heat exchanger, often has exposure to hot product. This is because part of the start-up of a heat exchanger involves recirculating hot product back to the balance tank until the heating areas of the heat exchanger are hot enough to pasteurize.

Boiling water run through the heat exchanger usually drops below boiling temperatures by the time it arrives back at the balance tank. Thus, boiling water must be specially diverted back to the balance tank by changing its normal

course, in order to kosherize the balance tank properly. Again, this needs the involvement of the plant's engineers in order to be done correctly.

● The water that passes heat to product through metal plates can have absorption of dairy or non-kosher product via

seepage or via taste transfer through the metal plates. Thus, the heating water in these plates can be non-kosher or have a dairy status. The solution is to evacuate and dispose of the heating water (which is otherwise not changed and is used over and over again for months) before kosher-dairy or non-dairy ("pareve") productions and to refill the plates' heating water area with fresh, unused heat-

be periodically opened and cleaned in the presence of an RFR, as these plates can accumulate build-up of product, which may be a serious kosher issue.)

CHEESE VAT

After milk exits the heat exchanger, it enters a vat. This vat is normally made of steel and has jackets on it; these jackets



THE CHEESE VAT IS NORMALLY MADE OF STEEL AND HAS JACKETS SET TO SPECIFIC TEMPERATURES.

ing water -- or to embitter the old heating water so that it cannot pass taste back to the new product.

An RFR must carefully monitor this all; there is no automated recording of these details in most plants. (It is also critical that the heat exchanger's plates

hold hot water and are set to specific temperatures for cheese production. (Every cheese has its own production temperature.) When turned on, the jackets heat the vat in which the cheese is made.

The milk in the cheese vat is dosed

with acid cultures (or direct acid, as in the case of a few soft, rennetless cheese varieties), and rennet is added as well. Cream (milk fat) and non-fat dry milk may also be added to regulate fat ratios, and vinegar may be added to regulate pH.

Kosherization

Unlike heat exchangers, cheese vats are usually not too complicated in terms of kosher protocol. The reason is that most cheeses (such as cheddar, mozzarella, Edam, Muenster, and Gouda), when made non-kosher, are not “hot vat” cheeses; these cheeses are coagulated at temperatures which are not high enough according to kosher law to render a vat non-kosher, and their vats thus do not need kosherization prior to kosher cheese production. A good washing, followed by inspection by an RFR, is all that is needed.

Vats used for hot-vat cheeses, such as most Parmesan and Swiss Emmentaler, require kosherization before use for hot-vat kosher cheeses. In this case, the vats need to be cleaned, left fallow for 24 hours, and then totally rinsed with boiling water, with the jackets providing as much of the heat as possible. (In some cases of great need, embitterment, discussed above, may be done, if 24 hours of down-time is not feasible.)

Rennetless cheeses, referred to as acid-set cheeses (such as cottage cheese, cream cheese and farmer cheese) are normally made at very high temperatures, and their vats or kettles need full kosherization. (The cheeses discussed above, which use rennet to coagulate them, are termed rennet-set cheeses.)

Of critical import: After their removal from the cheese vat and formation, mozzarella and provolone cheeses are cooked in special cheese cookers, where they are stretched and manipulated in order to endow them with an elastic texture. These cheese cookers operate at 165-180° F and need full kosherization before kosher use.



THE CHEESE IS CUT INTO DESIRED SIZE, PACKAGED AND LABELED.

CURD AND WHEY SEPARATION

Once the milk turns into curd (cheese) and whey (the part of the milk that did not become cheese, and remains pure liquid), it is evacuated from the vat and separated, usually via a draining and matting conveyor (“DMC”); the curd flows to one area and the whey drips down to dedicated vessels.

Kosherization

The equipment used for separating curd from whey does not have any heat applied. Thus, the curd and whey temperature at this point is always the same or lower than the curd and whey temperature in the vat, and the same kosherization or mere cleansing requirements of the vat surely pertain here.

SALTING AND MOLDING EQUIPMENT

The curd is then left to dry and is subsequently molded into cheese and salted; salting preserves the cheese from becoming quickly rancid. This salting may be performed on special salting tables, or by immersing the curd in brine (a solution of very salty water) for a long time – a day or more in many cases. This brining occurs in a series of brine tanks,

in which the cheese is submerged in brine as per the relevant specifications.

Kosherization

According to most kosher certification professionals, modern cheese tables and molding equipment normally require mere cleansing (not kosherization) under the supervision of an RFR, before commencing kosher cheese production. Although cheese molding equipment as discussed by kosher law authorities hundreds of years ago required real kosherization, modern cheese tables and molding equipment normally do not. (Today, there is less salt used, the equipment has no crevices, and the cheese contacts it for shorter durations. Nevertheless, some kosher law authorities do require kosherization of modern salting tables, maintaining that the basic rationale necessitating this still pertains.)

However, brine tanks are another story. Since these tanks often hold cheese upwards of 24 hours and the same brine in them is reused over and over for months for non-kosher cheeses, it is absolutely required that new brine be used for kosher manufacture and that the tanks be lined or kosherized. (Kosherization is often not feasible, as brine tanks can be made from fiberglass, which cannot be kosherized). Cheese companies are hesitant to dispose of old brine, rich

with flavor from non-kosher cheese absorption; so too are companies at times not happy to line or kosherize their brine tanks. Nevertheless, there is no other way to use brine and brine tanks for kosher cheese manufacture.

CUTTING AND PACKAGING

The cheese is then cut into desired size, packaged and labeled.

Kosherization

Cheese cutting and packaging equipment is the easiest to deal with from a kosher perspective. This equipment does not use heat, and kosherization is therefore not necessary.

There are two ways to handle cutting blades: Have them scrubbed with abrasive material and then inspected by the RFR for cleanliness and lack of residue; or, save time and use new blades. The truth is that cheese cutting blades are replaced pretty often, and most companies will readily use new blades for kosher production.

Packaging equipment needs to be inspected by the RFR for cleanliness and is then ready for use.

WHEY PRODUCTION AND EQUIPMENT

We explained above that whey is drained from cheese after removal from the vat. Some small cheese companies dispose of their whey or sell it to farms to be mixed into animal feed. (Whey contains protein and is a good addition to animal feed.) Other cheese companies dry their whey into powder in spray dryers. This equipment consists of one to three chambers, in which liquid (whey, in this case) enters at the top (or the side, for certain types of dryers) and is ultra-heated by a flame or heating element.

The liquid is quickly atomized, or made into powder, at which point it passes through the dryer as tiny particles, to be collected for bagging at the exit of the chamber – or to enter another chamber or two for further removal of moisture. Although our case deals with whey, spray dryers are used for the manufacture of non-fat milk powder as well as for most food powders.

Kosherization

How does one kosherize a spray dryer? One would think that spray dryers could be kosherized like ovens – turn on the heat full-blast and achieve a scorching effect, if and once the requisite temperature is attained. However, it is not so simple, as spray dryers are open vessels through which air passes, and the spray dryers' metal walls cannot therefore become hot enough to

kosherize via a scorching effect. Yes, the internal air temperature may become very high, but the metal walls never do.

Therefore, spray dryers must be kosherized via hot water purging. After being left fallow for 24 hours and checked for cleanliness, boiling water is run through the nozzles of the spray dryer, so as to kosherize the nozzles. Then, a series of spray balls, which are like ultra-high volume shower heads, must be lowered into the dryer's chambers; these spray balls shoot boiling water all over the entire internal walls of the dryer. The RFR must verify that there are enough spray balls and that they emit sufficient volumes of water to coat the whole interior of the dryer, so that every single spot is covered by a cascade of hot water.

The RFR then makes sure that the exiting water, at the end of the chamber, is boiling. This is because it is easy to shoot boiling water through the spray balls, but the water often cools down as it travels through the chamber. Thus, verifying that the water upon exit is indeed boiling enables one to know that the water was boiling when it was in the chamber of the spray dryer as well, at every single spot.



LIQUID WHEY ENTERS A SPRAY DRYER AND IS ULTRAHEATED BY A FLAME OR HEATING ELEMENT. THIS TURNS WHEY INTO POWDER.

Rabbi Andrew Gordimer is an OU Kosher rabbinic coordinator and group leader at OU headquarters. He specializes in the dairy industry and is responsible for administering the OU Kosher programs of over 80 client companies. He is a frequent contributor on topics of kosher law and other topics to various publications including BTUS. His most recent article, "Greek Yogurt for the Cultured Among Us," appeared in the Summer 2010 issue.



Ask the Rabbi

Dear Rabbi:

A customer has called us and would like us to run a new beverage product as OU, but without the D. Our plant is currently only approved for OUD usage. Is it possible for us to accommodate this customer and remove the D designation?
How may it be done?

Answer by Rabbi David Bistricher

Dear _____:

Equipment that generally processes dairy must first undergo a kosher wash, or kosherization, before manufacturing pareve (non-dairy) products. A "kosherization" in actuality is a kosher sanitization of equipment previously used for non-kosher when shifting to kosher production, or in this case when switching from dairy to pareve. In theory, a kosherization is no different than a plant's standard CIP (Cleaning In Place) or COP (Cleaning Out of Place) requirements for cleansing equipment, although the standard kosherization requirements may be more rigorous than a plant's standard CIP.

The kosherization of a production line is often very involved, and at times can be complicated. There are two main preliminary steps before a kosherization may commence. First and foremost, machinery and equipment must be thoroughly clean of residue from previous productions. Furthermore, shared hot water loops between productions should be drained before the kosherization begins. Subsequent to residue removal, a downtime of 24 hours is ordinarily required before sanitizing wet lines, which is certainly the case with beverages. In the event that a 24-hour downtime is not possible, it may be avoided when caustic is run through the lines along with the boiling water and followed with a second boil.

Often there are misunderstandings among companies as to what a kosherization seeks to accomplish. In principle, it is no different than an allergen cleanup. The same way a company will rigorously clean its equipment from allergens, so equipment that is shared between kosher and non-kosher, or dairy and pareve, must undergo a thorough and rigorous cleaning. The following is a summary of the basic steps of kosherization:

- ▷ Residue removal. This step alone is sufficient for equipment used at ambient temperatures, with the exception of tanks containing wet mixtures for a minimum period of 24 hours.
 - ▷ 24-hour downtime. This may be avoided when caustic is present in an initial wash, followed by a second wash.
 - ▷ Actual sanitization of equipment. Boiling water is required for equipment used wet. Boiling for wet lines is defined as 212° Fahrenheit. Lesser temperatures, no lower than 190°, are considered acceptable under extenuating circumstances.
- The actual details of a kosherization will depend on a plant's processing systems and will be designed for the plant in consultation with the company's RC and RFR.

This is also an opportune time to discuss label symbol accuracy. There are different kinds of designations, and companies accustomed to maintaining dual sets of labels are often

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>> PAREVE CONTINUED FROM PAGE 3

and the raspberry bits company retained a client and possibly attracted many more as word spread about its *pareve* capabilities – all at an insignificant cost of a few hundred dollars for the kosherization fee – and very little bother. Indeed, more companies need to better understand the great opportunities waiting to be discovered in the *pareve* market place.

Get your marketing people involved – they can report back on decisions that could ultimately affect millions of dollars in sales.

Keep the *pareve* coming!



*Rabbi Dr. Eliyahu Safran
Editor-in-Chief/Vice President
Marketing, OU Kosher*

You may contact Rabbi Safran at Safrane@ou.org

>> VOLCANO JUICE CONTINUED FROM PAGE 5

beverages in little kiosks in Sicily where they squeeze the lemons to order by



hand. As with the Italian Volcano® Juices, the new Italian Volcano® Lemonade and Limeade have gained immediate nationwide distribution.

Dream Foods has been aware of the importance of its products being organic and kosher. Today, more than ever, there is a synergy between organic and kosher specialty products that health-conscious consumers are requiring. Ms. Kahane stated, "While all of our products were kosher certified,

the prestigious OU certification is an important recognition of the quality of our beverages and juices. The certification will help to meet the demand of the growing organic and kosher markets. We are delighted that our consumers will enjoy seeing the OU kosher certification on our entire product line in the first quarter of 2011."

Rabbi Nosson Neuberger is Orthodox Union Rabbinic Coordinator for Dream Foods International.

>> RFR15 CONTINUED FROM PAGE 15

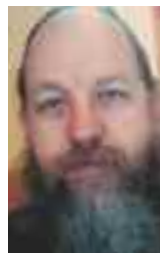
obtaining customized LOC's and a host of other tasks. If you need a tour or help becoming familiar, your RFR can sit down with you and walk you through the system, showing you all the countless benefits that are available.

Naturally, issues do sometimes come up where a problem is found during a kosher inspection. The RFR has an obligation to report to the main office, but unlike other certification programs our focus is not on issuing a citation but on making a correction.

Our field staff can work out solutions and help you get the program back on track. We want to work with you as our partner in making kosher products available to consumers!

The next time you get paged by reception to find out "the rabbi is here," don't just think of his visit as just another audit. Feel free to take advantage of the wealth of information he has to share – and don't look at him as another auditor, but as your personal OU Kosher Customer Service Agent!

Rabbi Simcha Smolensky, a seasoned kashrut professional, joined OU Kosher's staff in 2008 as a Chicago-based rabbinic field representative. He previously worked for several agencies in both a field and administrative capacity, including the Vaad of Denver, Chicago Rabbinical Council, Vaad Hoeir of St. Louis, and Vaad of Winnipeg.



>> ASK THE RABBI CONTINUED FROM PAGE 22

prone to making innocent errors. Confusion between the two designations among the personnel responsible for label design can lead to the wrong kosher designation placed on a label. It is therefore important to ensure that these company personnel understand the

difference between the various kosher designations and that there is a formal proofreading process to check that the correct designation is used. Moreover, submitting a mock label to the Orthodox Union should become a standard procedure with each new product request.

This will allow the OU as well to check and confirm that the correct designation is used.

Rabbi David Bistricher is an Orthodox Union rabbinic coordinator specializing in the baking, sauces and vegetables industries.

Pickle-

**BTUS's Favorite Chef
Tells You Everything
You Wanted to Know
About Pickles,
Including Some
Great Recipes**

By Norene Gilletz



icious!

What's a corned beef sandwich without a pickle? Dill pickles are the perfect accompaniment to a deli sandwich because they help clear the palate. With each bite, the flavors of the sandwich begin to

fade as your taste buds get coated with fat and zapped by spices in the meat. Pickle to the rescue! It cuts through the residue in your mouth and helps cleanse your palate, allowing the full flavor of the food to emerge once again.

The history of pickles stretches back to antiquity, more than 4,000 years ago. Pickles first started out as cucumbers. Today's modern cucumbers are descendants of a plant native to northwestern India. It is unknown when cucumbers actually arrived in Europe – perhaps as late as the 13th century.

In the mid-16th century, nomadic Tatars and Turks brought the Chinese method of pickling vegetables without the addition of vinegar to Eastern Europe – a process called lacto-fermentation. Once the cucumber was treated with this improved pickling technique, pickles emerged as a staple of Eastern European Jewish food.

For many generations, Eastern Ashkenazim prepared crocks or barrels of cucumbers and let them ferment in a warm place until they reached the desired degree of sourness. Then they were moved to the root cellar or another cool place to last through to the spring.

Eastern European Jews brought their love of pickles with them when they came to America. Within a short time, countless shops appeared, especially on Manhattan's Lower East Side, offering a selection of pickles sold from big barrels. Very few of these shops still remain today – most pickles are produced by major food manufacturers.

In 1869, Henry J. Heinz began offering his "57 varieties" of pickles to stores in the Sharpsburg, PA area. Heinz later introduced the concept of a national brand

of food that was under kosher supervision. Kosher-supervised pickles soon followed. Today, Heinz is one of America's main producers of pickles and relishes.

True "kosher dills" do not contain vinegar. The addition of fresh garlic also identifies cucumbers as kosher dills. There are three basic types of pickles: full-sours, half sours, and sweet. Sour pickles are fully fermented in a brine solution, half sours are partially fermented in brine, and sweet pickles contain a fair amount of sugar which acts as a preservative.

My mother made homemade pickles each fall, turning our tiny kitchen into a miniature pickle factory. We scrubbed countless cucumbers and then soaked them in cold water to ensure the pickles would be firm and crisp. (Years later, a friend told my mom her time-saving trick: She soaked the cucumbers in cold water in the washing machine, drained the water and removed the clean cucumbers – no soap, no spinning allowed!)

Mom made brine using kosher salt and boiling water and while it cooled, she put fresh dill, pickling spices and fresh garlic into sterilized jars. She then added the scrubbed cucumbers, packing them in tightly. Next, she poured in the brine, added more dill and spices, put the lids on and then shook each jar to distribute the spices evenly. The pickles fermented and bubbled on the kitchen counter – four or five days for half-sours, ten days for full sours. Then they were stored on shelves in our cold cellar, hopefully lasting throughout most of the winter. (Doubtful – my father adored pickles).



>> CONTINUED ON NEXT PAGE



PICKLE POINTS:

{ One of the most popular ancient methods of preserving foods was pickling. Acid and salt were two of the most effective preservatives, used individually and in conjunction with each other. Vegetables were either mixed or cooked with a little salt, helping to preserve them for a few days, or brined with vinegar for a longer time to delay the growth of bacteria.

{ America was named for Amerigo Vespucci, who was a pickle peddler in Spain before he became an explorer. He supplied ships with pickled vegetables, which prevented sailors from getting scurvy on long voyages because of the vitamin C content.

{ Pickles were the only juicy green vegetable available for many months of the year so they were held in high esteem by America's pioneers.

{ In the early 1900's, pickles were often sold from pushcarts on the Lower East Side in New York City. Big pickles might cost a nickel, little ones a penny or two.

{ In the movie *Crossing Delancey*, a handsome Jewish pickle vendor gets rid of the pungent smell of pickles by washing his hands with vanilla and milk and wins the heart of his true love.

{ Americans consume 26 billion pickles a year – that's about nine pounds of pickles per person.

{ More than half the cucumbers grown in the United States are turned into pickles.

{ National Pickle Day is November 14 and National Pickle Week takes place in May.

{ Pregnant women are said to have cravings for salty, crunchy pickles and ice cream, often at the same time.

{ When my friend's son was young, he declared, "A meal is not a meal without a pickle!"

IN A PICKLE?

→ Add chopped pickles to potato salad, coleslaw or pasta salad to add some zing.

→ Add minced pickles to chopped egg, chicken, tuna or salmon salad as a sandwich filling.

→ Mix chopped pickles, green onions, radishes and tomatoes with cottage cheese or Greek yogurt for a light lunch.

→ Mix minced pickles and onions or shallots with mayonnaise, capers, lemon juice and seasonings to make tartar

sauce and serve it with fried fish. You can also spread tartar sauce on sandwiches instead of mayonnaise.

→ Israelis like to add thinly sliced pickles to deep-fried falafel balls stuffed into pita.

→ For a flavor boost, drizzle (that is, apply in fine drops) a little pickle juice into your favorite salad dressing.

→ Some delis feature deep-fried pickles on their menu, even adding pickle juice to the batter!

→ Pickles are the perfect condiment to serve with grilled burgers, hot dogs, a juicy steak or a scoop of chopped liver.

→ Pickles taste terrific with a grilled cheese sandwich or tuna melt.

→ One of my friends loves to eat dill pickles with peanut butter. Another friend shared that her three year old loves pickles with whipped cream!

PASTA SALAD



This pasta salad is terrific when you're expecting a big crowd. Pickles add a special zing! Instead of adding all the dressing at once, add about three-quarters to the pasta initially and reserve the remaining dressing to add just before serving. This technique helps prevent too much of the dressing from being absorbed by the pasta.

1 Tbsp salt (or to taste)

1 package (12 oz) spiral pasta, penne or ziti

1 medium red onion, finely diced

1 red bell pepper, finely diced
 1 green bell pepper, finely diced
 2 or 3 dill pickles (or 6 sweet gherkin pickles), finely diced

Dressing:

1 cup mayonnaise (light or regular)
 1 Tbsp pickle juice
 1 Tbsp lemon juice
 3 Tbsp finely chopped fresh parsley (or 1 Tbsp dried parsley)
 3 Tbsp finely chopped fresh dill (optional)
 Salt and pepper to taste

1 Add salt to a large pot of rapidly boiling water. Add pasta and cook just until tender, about 10 minutes. Drain well. Transfer to a large bowl.

2 Add onion, bell peppers and pickles to pasta and toss together.

3 For the dressing: In another bowl, combine mayonnaise, pickle juice, lemon juice, parsley and dill, if using.

4 Add most of dressing to pasta/vegetable mixture and mix well. (Reserve about one-quarter of dressing and mix it in just before serving.) Season with salt and pepper.

5 Chill 2 to 3 hours or overnight to allow flavors to blend.

6 Add reserved dressing and add more salt and pepper, if needed.

Yield: 8 servings. This keeps 2 or 3 days in the refrigerator. Do not freeze.

TUNA PASTA SALAD: Add 2 cups green peas, 1 cup chopped celery and 2 cans tuna, drained and flaked, to the pasta. Increase mayonnaise to 1 1/3 cups (or use 2/3 cup mayonnaise and 2/3 cup sour cream or yogurt). You can also add a little pickle juice!

BLACK BEAN ANTIPASTO

Serve this scrumptious mixture on a bed of salad greens as an appetizer or use it as a spread on crackers or flatbread.

tizer or use it as a spread on crackers or flatbread.

1 medium onion
 2 medium carrots
 1 red bell pepper
 1 cup cauliflower florets
 2 cans (7 oz each) solid white tuna, drained
 1 cup stuffed green olives, drained
 1/2 cup sliced black olives, drained
 2 cups sweet mixed pickles, drained
 1 can (19 oz) black beans, rinsed and drained
 1 1/2 cups ketchup
 1 1/2 cups bottled chili sauce
 2 Tbsp lemon juice
 1/2 tsp chili powder
 1/2 tsp garlic powder

1 Cut onion, celery, carrots and red pepper into 1/2-inch chunks. Break up cauliflower into bite-size pieces.

2 Bring a large pot of water to a rolling boil. Add cut-up vegetables and cook for 1 to 2 minutes. They should still be somewhat crunchy.

3 Immediately transfer vegetables to a colander and rinse under cold running water to stop the cooking; drain well.

4 Combine all ingredients in a large bowl and mix well. Don't mash the tuna – it should be somewhat chunky in texture. Adjust seasonings to taste.

5 Store in tightly sealed containers in the refrigerator.

Yield: About 10 cups.

This keeps about 2 weeks in the refrigerator.

Freezes well.

Norene Gilletz of Toronto is a cookbook author and culinary consultant. She is the author of nine cookbooks, including Norene's Healthy Kitchen (Whitecap). Her motto is "Food that's good for you should taste good." Norene's world revolves around food and recipes. For more information, visit her website at www.gourmania.com, contact her at goodfood@gourmania.com or call 416-226-2466. She includes as a reference for this piece, "The Encyclopedia of Jewish Food" (Wiley, 2010) by Gil Marks, which is featured elsewhere in this issue.





In India, Gherkin Manufacturers

Are Not in a Pickle When Rabbi Tirnauer Is Around

BY RABBI SHAUL GOLD

The pickle industry, or should I say, the gherkin industry, is a thriving concern pleasing the palates of millions worldwide. Whether it is sliced, speared, hamburger-chip, sour, half-sour, kosher dill, to name just a few varieties, there is a flavor and shape for all sorts of taste buds -- and a solid, steady demand for these delicious treats to boot. Quality standards assure a delectable product; OU supervision assures the highest standards of kosher as well.

Gherkins are grown and produced in many areas around the globe from the rural American Midwest to Romania to Vietnam, with a primary focus on a booming gherkin industry in India. Gherkin farming takes place over several short harvests and the raw gherkins are shipped to many state of the art facilities throughout the country. They are then measured and inspected for quality and placed in large barrels of brine or vinegar for packing. The brine, of course, is innocuous, as there are no kosher concerns, but the vinegar must be constantly monitored.

Rabbi Yosef Tirnauer, our veteran RFR in India, devised an elaborate system that monitors every liter of vinegar that comes in or leaves a plant. Every last drop can be traced to its origin, thus ensuring that only approved kosher sources are used throughout OU certified plants.

This is extremely important when it comes to the infrequent use of wine vinegar for specific customer use. Rabbi Tirnauer's tracking system is a valuable safeguard that guarantees that the provenance of every of ounce of wine vinegar is accounted for and kosher.

Standard OU practice for preparing sensitive ingredients that are prone to insect infestation, such as dill, is another

possible kosher hurdle that careful planning and administration have resolved.

One of the challenging aspects of gherkin production regards the constant monitoring of flavors used in jar production. Each client has developed a specific taste for his product and finding a kosher substitute for a precise flavor requires much patience and experimentation. All flavors in a pickle plant, whether for a kosher client or for a client who is not looking for kosher certification, must be approved before they can be used an OU certified facility.

Some of these requirements may seem daunting at the outset to newly certified companies. Rabbi Tirnauer patiently reviews the system with the companies, helps them set up a finely-tuned kosher system, and guides them periodically, making the transition to kosher both pleasant and rewarding.



Rabbi Shaul Gold joined the Orthodox Union as a rabbinic coordinator in 2004. He services the pickles, tuna and pasta industries and was recently appointed to serve as the Webbe Rebbe to respond to the many inquiries received on line at www.oukosher.org. Rabbi Gold received his rabbinic ordination from the famed Mir Yeshiva after studying

at the Telshe Yeshiva and the Mir Yeshiva branches both in Jerusalem and New York. He has taught at a number of prominent Jewish schools including Magen David Yeshiva and Yeshiva R'tzahd. For ten years he served as rabbi of Young Israel of Avenue U in Brooklyn, NY.





Reitzel International Spans the Globe With Gherkins

As one of the largest producers of gherkins in the world, Reitzel International is well entrenched in markets throughout the globe and its delicious pickles and other food items can be found in many of the major supermarkets under private label brands. With more than 65 percent of the gherkins private label market in France, 85 percent in Switzerland, and a very sizeable presence in Russia, Germany and the United States, all of its products are certified kosher by the Orthodox Union.

"Reitzel International's roots date back more than 80 years and throughout this time we have continuously strived to provide quality products and service

to our customers," said Jean-Bernard Misrachi, Reitzel International's Director. "OU certification, which we acquired in early 2000, is something we cherish as it has both a traditional meaning for our company due to my family's Jewish background, and as an enormous aid in helping us achieve our goals of entering new markets because having it establishes in many customers' minds that our company abides by a certain level of standards."

REITZEL INTERNATIONAL

For the past 15 years Reitzel has been concentrating its efforts on pickle production in India as well as providing olives, artichokes, asparagus, and cherry tomatoes from Peru. However, the firm's roots go much deeper.

It all started when a dynamic Jewish entrepreneur from Algeria named Eli Benichou decided in 1917 to come to France to start his own company, importing thousands of tons of cereal from

the Soviet Union. During World War II, he hid in a monastery in the South of France. In 1945, he was freed by the United States army and his daughter soon married a young Jewish logistics expert, Claude Misrachi. In 1951, Claude established a domestic transportation company, drawing on his own knowledge along with Eli's trading expertise. Transports M. Misrachi was born, became quite successful and grew into Misrachi International SA in 1986. From 1951 to 1991 the company specialized in providing logistics services to its customers in the food business. Beginning in 1992, after Jean-Bernard Misrachi, Eli's grandson, joined the company, the focus was switched to goods, and the company invested heavily in the pickle industry, introducing the crop in India in 1993.

Beginning in 2000, Misrachi International SA was involved in building a state-of-the-art factory near Bangalore in India, thus establishing the company as one of the world's leading pickle producers. The company was sold in 2004 to the Reitzel Group, a Swiss conglomerate, and became Reitzel International SA, but management was retained by Eli's grandson, Jean-Bernard. The main product focus remains on gherkins; however, other vegetables such as artichokes, asparagus and olives have also been added to the product line, all OU certified of course.

Obtaining OU certification for the factory was crucial to the

company for several reasons. It provided products with access to many markets which would otherwise have been closed to them, a necessity for the company's growth. Certification also reassured many potential customers that certain food safety standards were being adhered to during production, in a sense providing a third-party audit. Most importantly, certification ensured that the company's strong Jewish roots were respected and not forgotten.

Reitzel International SA's gherkins can be found on local supermarket shelves throughout Europe, North America, Russia and Canada, among other countries. With all production from fresh-pack, a rarity in the gherkins business, this ensures a crunchy and tasty final product the customer will come back to time and time again. With recipes originating from France, the land of gourmet cuisine, these perfectly grown pickles are irresistible. Try one for yourself and be the judge; you can rest assured you won't be disappointed.

Rabbi Shaul Gold is Orthodox Union rabbinic coordinator for Reitzel International.





UNITED The Pickle that Made New York Great

Mention pickles in a conversation and the talk naturally turns to New York City and how the pickles there are just plain better than any place else on the planet. It is said that United Pickle, the oldest continually operating pickle company in the city, is responsible.

Since 1897, United has made the pickles that make New York City the pickle capital of the world.

In 1979 Leibowitz Pickle Products, Inc. of Brooklyn, NY and Milford, Delaware merged with United Pickle Company, Inc. of the Bronx, NY. Stephen Leibowitz and Marvin Weishaus, both third-generation pickle men, developed the largest Jewish-owned pickle company in the country. "United makes the best tast-

ing, most authentic New York sour barrel cured pickles and New York half sour pickles on the planet," says Stephen Leibowitz, CPM (Chief Pickle Maven). "United

products are sold all over the United States and beyond. As it is said everywhere, 'When you are in a pickle call United Pickle.' "

Most of the United products are sold in pails and tubs and are also available in plastic and glass bottles in consumer-size jars all over the country.

Adds Mr. Leibowitz, "The secret



of United Pickle's success is that all of the products are packed with love. United Pickle has been with the OU for more than 50 years

and I hope for another 50 years. The OU is the most recognized name and symbol for kosher certification in the world. We choose OU certification over any other, since it has the most trusted name and symbol to certify kosher food products in the world. I consider the OU a major asset to United Pickle Products Corporation."

AT KAISER PICKLES The OU Symbol Signifies a Quality Product and Expanded Marketing

At Kaiser Pickles, the OU Symbol Signifies a Quality Product and Expanded Marketing

In 1920, Kaiser Pickles was founded in Cincinnati, Ohio by Harry T. Kaiser. The company operated solely as a food distributor with an emphasis on pickles and sauerkraut. As a distributor, its products were sold right off its route trucks to grocery stores, restaurants, and butcher shops throughout Cincinnati.

In the fall of 1990, Kaiser Pickles purchased the Farm Pack Pickle Company in Medina, Ohio. With this purchase we became a fully integrated pickle/pepper manufacturer. We currently have two manufacturing facilities located in Cincinnati made up of approximately 250,000 square feet. Attached to these facilities are two pickle-salting yards consisting of 10 -12,000 gallon tanks capable of handling five

million pounds of pickling cucumbers.

As a manufacturer selling mainly to the food service and industrial accounts, it became apparent early on that in order for us to grow outside of our current market into more regional and national markets we would need to receive the Orthodox Union seal of approval, the famed OU symbol. Rabbi Michael Coleman worked with us over the years to make sure our products met



the high quality standards represented by the OU. Just as our customers demanded from us that we should be kosher certified, using the best ingredients representing added quality assurance, so we demanded the same from

our raw material suppliers.

Working closely with the Orthodox Union over the years has helped Kaiser Pickles expand its market not only nationally but also to the Caribbean Islands, Puerto Rico, and to

countries in the Middle East. We supply products to national and regional restaurant chains under the Kaiser label as well as various private brand names.

Entering our fourth generation, Kaiser Foods and its subsidiaries Kaiser Pickles and Kaiser Transport strive for continued growth and expansion through new technologies as well as our dedication to providing our customers quality at a low cost.

Rabbi Michael Coleman is Orthodox Union rabbinic coordinator for Kaiser Foods.

Marcatus QED and the OU Sharing a Worldwide Emphasis on **Quality Control**

Marcatus QED is an essential service provider for businesses, as a source

for high quality, safe and secured food products and raw materials from around the world. Our product focus is on preserved fruits and vegetables such as small cucumbers, onions, olives and peppers. As a global company, we work in several countries across the Americas, Europe and Asia sourcing large volumes of produce for consumer packaged food brands. Our team of quality assurance and sourcing experts works directly with supply partners to validate and continu-

ously improve agriculture and factory conditions.

We believe that quality assurance is only possible through integration into every link of the supply chain. Our team members are strategically positioned in key sourcing countries and have knowledge of indigenous practices combined with a deep understanding of the processes specific to each supply partner. We work to monitor and validate compliance, which cannot be determined by a spot check, but must be monitored on a daily basis from A to Z. With our commitment to on-the-ground validation,





Marcatus QED

we often see our team members living out of their suitcases and away from their families for weeks in order to monitor production around the world.

seeing our global rejections reduced and we are broadening our understanding of risk specific to regions and culture.

When Marcatus QED started almost ten years ago, we had the goal of integrating kosher certification into our business. In fact, just prior to opening the company our CEO travelled to the OU to meet with Rabbi Eliyahu Safran who not only provided encouragement but also blessed the company. The OU is an iconic organization of great interest to Marcatus QED because we share many of the same values. We share as well many of the same challenges of managing suppliers abroad in order to achieve specific guidelines on behalf of our member groups. We also recognized the importance of OU certification to the sustainability of our supply. In this regard we actively created an online library to track and monitor expiration dates of various supplier certifications so that we could take part in ensuring they were up to date. These roots have laid the foundation for our current relationship with the OU.

We recently travelled to New York to meet with OU team members in order to better understand how Marcatus QED

could start to incorporate monitoring OU certification standards into our Quality Assurance and Food Safety model. Both OU and Marcatus QED validation processes share a requirement to be present at critical points throughout the agricultural and production cycles. Although incorporating OU certification standards into our current monitoring process does present an extra investment by our company and team, we see great potential in further developing our QA systems to capture critical elements of the OU certification process, as it will serve to protect the end client from unwanted surprises. Through this extension of our services we are able to detect early warning signs of non-compliance and work with our supply partners to design and implement correction plans.

Today we are working with certification bodies, such as the Orthodox Union, to design tools that gather information efficiently and effectively. We now plan and organize all OU certification applications and processes on behalf of our supply partner network. Our aim is to reduce the burden of the auditing process on suppliers, as well as on the OU, while increasing compliance across the supply chain. This relationship between Marcatus QED, certification bodies and suppliers increases dialogue and transparency across the supply chain and works to identify better practices to sustain global supply.

Rabbi Shaul Gold is Orthodox Union rabbinic coordinator for Marcatus QED.



As much as this is a commitment to quality assurance, it is also a commitment to our supply base, heightening relationships and bringing awareness only achievable through human interaction and sharing. Through our efforts we are

Is your **OU Kosher** running smoothly?

When your company's kosher program **runs smoothly** everyone wins. The company's reputation will be respected in the kosher market, rabbinic inspections are **more efficient** and in the long run, paperwork is significantly minimized. The following steps can insure that your kosher program is in the **best possible shape**.

▶ Be sure that purchasing of ingredients conforms to those listed on Schedule A (the ingredient list). Before ordering an ingredient that does not appear on the Schedule A, please fax or e-mail a copy of the new ingredients kosher documentation to the OU for prior approval.

▶ Always apply for and obtain approval of new labels, in-house or private, before placing the OU on the label.

▶ Inform the rabbinic coordinator before any changes that may affect kosher issues (e.g. installation of new equipment, cutting or connecting lines, modification of CIP procedures, changes in production sequences, etc.).

▶ So too, be sure to tell your company's rabbinic coordinator of any changes in personnel relevant to the kosher program so that this information can be promptly recorded in our database.

▶ Carefully verify that Schedule A and

B accurately reflect your company's ingredient inventory and all packaging/ labels that bear the OU symbol.

▶ Be sure that receiving personnel check all incoming deliveries against Schedule A to assure conformity with the kosher specifications and requirements of all ingredients. A column on the receiving log with the heading "Schedule A Kosher" is quite useful for this purpose.

▶ R & D and experimental ingredients must also be submitted to the OU for prior approval, unless an express arrangement with your Rabbinic Coordinator stipulates otherwise. Use of such ingredients when uncertified, even for test purposes may compromise the kosher status of equipment and tracking and reporting them unnecessarily burdens your staff and our Rabbinic Field representatives.

▶ Make sure to obtain letters of certification (LOCs) from the OU for your prod-

ucts, and carefully make sure that the LOCs exactly match product labels. These letters are extremely valuable in marketing your products. Please make sure that your distributors also receive copies of your LOCs in order to maximize distribution to kosher clients.

▶ Be sure that your certified products (retail and industrial) carry the OU symbol. This will not only benefit you in business, but will also make your products easily identifiable as meeting kosher specs by kosher supervisors and consumers throughout the world.

▶ A labeling checklist should ensure that the OU symbol does not appear on products not authorized to bear the OU symbol.

▶ If you have any questions about your company's kosher program, call your rabbinic coordinator. It is his job to assist your company and to provide the service you deserve.

You can reach him at the OU Headquarters, 212-563-4000

It's a Long Way to Study Kosher Certification

ASKOU10

BY STEPHEN STEINER

THOSE WHO KNOW OU KOSHER only for its visits to its facilities and its certification of their products may be both surprised and intrigued to learn that the OU is also the leading purveyor of practical and comprehensive kosher education in the world, dispatching its rabbis all over North America to provide *kashrut* (kosher) knowledge to audiences ranging from small children to distinguished rabbis; using schools and synagogues as their classrooms; producing CD's, broadcasts and webcasts on the finer points of kosher practice; and in the process translating centuries old kosher law into a "how to do" it for the modern world.

The OU also considers it part of its education mission to train those who do kosher certification – known as *mashgichim* – to bring them up to OU standards. As a result, every other summer, under the direction of Rabbi Joseph Grossman, Senior Educational Rabbinic Coordinator, OU Kosher presents the *Harry H. Beren ASKOU program* – which beginning in late July had its tenth three-week and one-week seminars, known as ASKOU10, which were attended by dozens of rabbis and advanced rabbinical students spanning the range of the worldwide Orthodox community.

Speaking of "worldwide," the participants in the program were not restricted to those who took the subway from Brooklyn to OU headquarters in lower Manhattan or came from other nearby major centers of Torah study such as Monsey in New York and Lakewood in New Jersey. They came from further away as well – from Montreal in Canada and Waretown in the far reaches of upstate New York; from Baltimore and Cleveland; from Cherry Hill, NJ and Norwalk, CT; and also from Savannah, Georgia; Edmonton, Alberta Canada; Portland, Oregon; and Rouen, France – the same Rouen where six centuries ago Joan of Arc was burned at the stake. Immediately following the program, one of its graduates was scheduled to leave for his new rabbinical assignment: Sydney, Australia.

Rabbi Yerucham Schochet from Savannah; Rabbi David Laufer from Edmonton; Rabbi Dr. Dov Yitzchak Neal from

Portland; Rabbi Chalom (pronounced Shalom) Levy from France; and Rabbi Avraham Colman of Lakewood, now from Sydney, were among the 64 registrants in the courses.

The purpose of ASKOU10, like its nine predecessors, was to educate the new generation of kosher professionals or to provide background for those who will not practice kosher certification full time, but who will benefit in their daily work from advanced kosher education. As in past years, many of the graduates of the program are expected to work for large kosher

certification agencies or for their local kosher certifying councils. Including the current class, ASKOU has produced more than 650 graduates from all over the globe, many of whom have gone on to take important positions in the kosher world.

Funding for ASKOU10 comes from the Harry H. Beren Foundation of Lakewood, NJ. The Beren Foundation provides financial support to a wide variety of OU kosher education programs for all levels of knowledge and ages.

"It has been our great pleasure and privilege to once again service young men from around the globe who have turned to the Orthodox Union and its experts for guidance in the intricacies of practical kashrut procedures," declared Rabbi Yosef Grossman, OU Senior Educational Rabbinic Coordinator, who organized the program, "The high standards of kosher protocol they have observed will do much to strengthen kashrut worldwide."

Each of the long-distance students agreed that it was worth the time and expense to come all the way to New York to sit at the feet of OU Kosher's staff experts and guest lecturers. These experts included Rabbi Menachem Genack, Chief Executive Officer of OU Kosher; Rabbi Hershel Schachter, a head of the rabbinical seminary at Yeshiva University; as well as a long list of OU Kosher rabbinic coordinators and rabbinic field representatives, who taught their specialties to often enthralled audiences. Outside experts such as a skilled butcher demonstrated their techniques; field trips to OU certified



**Seminars on Kosher Law and Practice
Draw Participants from Near and Far**

HARRY H. BEREN



restaurants, banquet facilities and plants allowed the students to see how kosher laws are put to practical use in the field.

Rabbi Schochet from Savannah (with a name that certainly indicates interest in *kashrut* – it means “kosher slaughterer”) speaks with a southern accent – South Africa that is. He does certification work and is a member of the local advanced program for post-rabbinic students in Savannah.

“I came because I’m working in kosher, to increase my knowledge, to go behind the scenes at the OU to understand the practical aspects of *kashrut* and to be more effective when I go back to Savannah,” Rabbi Schochet explained.

Rabbi Laufer has done *kashrut* work in both Jerusalem and Edmonton, where he has lived for four years and is director of the local post-rabbinic program. “People, both religious and non-religious, are constantly asking me questions about kosher, so the OU is the best place to be connected to, with the resources and the information it provides,” he explained. “You see things in front of you that you learned only theoretically in yeshiva,” he said. “That’s what the program is all about.”

Rabbi Dr. Neal moved recently to Portland from Bakersfield, California, where he taught for years on levels from preschool through college. He also did *kashrut* work in Bakersfield and Los Angeles, helping people make their kitchens kosher. “Between a couple of pots of boiling water and my blowtorch I fixed them up,” he said. Now, in Oregon,

he intends to be involved in outreach work to Jewish communities while doing industrial kosherization in factories.

Rabbi Levy, from France, was a *mashgiach* in Manchester, England as well as in Rouen and elsewhere in France and wants to establish a kosher council in his home city. He came to New

York “to have a wide overview of many kosher issues that I learned in school and to bring this wide expansion of knowledge home with me.”

Rabbi Colman, a native of Toronto, is a student at *Beth Medrash Govoha* in Lakewood, the famed yeshiva where OU Kosher has presented well-attended *kashrut* seminars in its outreach program, also sponsored by the Harry H. Beren Foundation. “We all appreciate the OU giving us this opportunity to see the workings of this large, international organization,” he said.

Before leaving for home, these young men agreed that the makeup of the group, spanning the spectrum of Orthodoxy from centrist to Hassidic, was an asset to the program and that there was a bonding between the different wings of Torah Judaism. The dedication of both the teachers and the students made an impression as well. “These men are passionate at what they do,” said Rabbi Dr. Neal of Portland. Noted the OU’s Rabbi Grossman, “With their attention and with their enthusiasm, the participants made it clear that whether they came from neighboring Brooklyn or from across the ocean, they were there to learn and to improve their skills.”

Understanding OU Direct

OU Direct is a login and password protected website where companies can manage their kosher and financial information online.

UKD (Universal Kosher Database) – The UKD is a listing of thousands of approved products certified by the OU as well as other participating agencies. Companies can search for approved sources for ingredients currently in use or for new/additional sources. Products found on the UKD are approved according to OU standards. When applying for new ingredient that has a UKD

number found on the UKD database, there is no need to submit a LOC.

A company can choose to list its products on the website (great marketing for the companies) free of charge. However, companies have the option not to post their products on the UKD and these products will remain confidential.

LOC – Companies can view and print Letters of Certification for their OU certified products. A company can print a complete Letter of Certification for all their in-house products, all their private label products, or they can choose to “customize” their LOC by selecting which plants, brands

and products to include on the LOC.

Financial – Companies can view and print their invoices.

Manage Your Schedules A and B

– Companies have the ability to view and print their Schedules A and B in either PDF or Excel format.

Ingredient Automation – Companies can apply for ingredients online and submit attachments such as LOC’s, flow charts, MSDS, etc. and receive email notification on the status of the job and each ingredient within the job. In addition, users can

view the status of previous submissions on OUDirect as well.

Forms and Applications – Forms and applications are available on the website, such as Product Applications, Private Label Applications, New Plant Applications, etc.

OU Trademarks (Symbols) – Various OU symbols are available in either JPG or EPS formats for use on packaging.





8



From the plate of Caesar

THE KOSHER STATUS OF THE *Flamingo*

By Rabbi Chaim Loike

The flamingo is one of the most remarkable of the aquatic birds. There are five recognized species of flamingo, ranging in size from three to five feet tall. They are heavy for aquatic birds, some tipping the scales at nine pounds. While they are able to fly, they must be able to run a bit to gain the momentum to take to the air. Flamingos congregate in huge flocks, often comprised of thousands of individual birds, preferring to live in the shallow mudflats where algae and shrimp abound.

>> CONTINUED ON PAGE 38

This tall, slender, pink bird stands with its oddly shaped bill dipped into the water and mud. The beak is full of hairy structures called lamellae, lining the mandibles, and rough-surfaced tongues. These lamellae allow the flamingo to filter the mud and water, removing the tiny organisms on which the birds survive. Depending on the construction of the beak, the flamingo is able to filter incredibly small organisms.

The most extreme is the lesser flamingo, which is able to sift out single-celled plants less than two-hundredths of an inch in diameter. The birds are able to sift through twenty mouthfuls a second, and the organisms derived are eaten by no other bird. As such, while the flamingo must be careful not to be consumed by predators, there are no other birds which compete with the flamingo for food.

In 1877, Anton Reichenow concluded based on the anatomy of the beak that the flamingo was related to the biblically prohibited, and hence non-kosher, stork. Such a relationship was also suggested by the famous naturalists Charles Sibley and Penelope Jenkin. If the flamingo was indeed related to the stork, then like the stork the flamingo could not be classified as a kosher bird. However, there are many characteristics of the flamingo which are drastically different from that of a stork.

Storks are known to eat fish, frogs and even small birds. The animals are often aggressively hunted by the storks, and plucked from the water individually. As noted, the diet of the flamingo is primarily small shrimp and algae. These tiny organisms are not targeted individually, but rather they are obtained by the flamingo as the bird filters the water in which these tiny organisms live. A 1980 article published by Storrs Olson and Alan Feduccia in *Smithsonian Contributions to Zoology* declared that the beak of the stork and the flamingo are very different, and that the beak of the stork was incapable of serving as any kind of filter feeder. It thus appears that the flamingo bears no behavioral relationship to the stork.

The flamingo is well represented in artifacts which have survived from the ancient world. These include drawings on clay jars and depictions of the birds on Egyptian tombs where the birds are thought to signify the color red. Although the flamingo was considered palatable and was sporadically consumed, it wasn't a sought-after food until Roman times. The Romans would spice the meat and eat it; presumably the Romans were more interested in the exotic nature of the flamingo than the actual taste of its meat.

An emperor of Rome took the consumption of the

flamingo to the extreme, by serving a dish which was made from the tongues of flamingos. Some naturalists have suggested that a number of populations of flamingos were completely exterminated to procure the tongues which the emperor desired.

The Talmud was compiled when Judea was occupied by the Roman legions. According to Rabbi Y.M. Levinger, based on research by Rabbis Borenstein and Levinson, the flamingo was considered a food in Judea and is identified in the Talmudic tractate Chullin 63 as a kosher bird. This single Talmudic

reference indicates that the flamingo was at best considered kosher, but it unlikely that it was widely consumed by the Jewish people. The most compelling argument for the kosher status of the flamingo is its diet. Kosher birds are not predatory. In many respects, it is difficult to identify a predator. Chickens and ducks are kosher, but they will eat insects and fish. In the case of the flamingo, the construction of the beak precludes the bird from being able to consume anything but the smallest insects and in-

vertebrates. As such, as far as the rule that no predators are kosher, it is safe to say that the flamingo is not a predator.

At present many species of flamingo are vulnerable to extinction, and as such the Orthodox Union is not considering the certification of the flamingo or encouraging anyone to eat these birds. The flamingos are known to gather in huge flocks which have often made them vulnerable to hunters and poachers. In addition, the birds are shy and will often not breed if they do not feel safe. Over the past hundred years, the pink feathers of the birds were sought for the fashion industry, leading to a reduction in the flamingo population. They have also been hunted for food. The meat of the flamingo does not seem to be very tasty, and in many instances it was reported that the meat of the flamingo sold for less than that of a chicken. I haven't found anyone who has tasted the flamingo tongue, but most people would prefer to see the birds alive rather than on the plate.

Rabbi Chaim Loike, OU's bird specialist, serves as OU Kosher rabbinic coordinator servicing egg, spice and chemical companies. His fascinating BTUS features on the pigeon, partridge, peacock, duck, Aracouna chickens and birds of the Bible continue to elicit great interest. Rabbi Loike is featured on the much acclaimed DVD "Kosher Birds: Who Are They," part of OU Kosher's educational outreach.



Dream Team

Company Kosher Contacts Are an Important Component on the OU Team

BY RABBI ELI GERSTEN

Merriam-Webster's Dictionary defines teamwork as "work performed by several associates, each doing a part but all subordinating personal prominence to the efficiency of the whole." At the OU, we try to work together as a team to come up with unique solutions to the unique challenges that kosher certification presents. But before one can talk about teamwork, one must first define the team. The OU team is not only comprised of the Rabbinic Field Representatives (RFRs), Rabbinic Coordinators (RCs), Kosher Law Advisory Board and support staff, but also includes a key component, our partners at the various companies; specifically our kosher contacts. It is often their experience and ingenuity that overcomes the challenges to create the solutions.

One particular case that comes to mind involves a sophisticated spray dryer that required kosherization. A common obstacle in kosherizing spray dryers is the difficulty in achieving hot enough water temperatures throughout the dryer. Because of their massive size and the cooling effect created by evaporating water, even with copious amounts of boiling water sprayed through the CIP systems, it is difficult to achieve adequate exit temperatures. In this particular case, the dryer had a rotary valve near the outlet that could not reach temperature. Several attempts were made to raise the temperature the necessary few degrees, but none were successful. The temperature probes showed that from the rotary valve on down, we were below kosherization temperatures.

With time running out and a large kosher contract on the line, we called a team meeting between the RC, the RFR, advisory members and the kosher contact. Various ideas were put forward, but

none of them were radically different from what had already been tried, and it was doubtful if any would be successful. Finally it became clear to the kosher contact that it was not necessary to kosherize by spraying boiling water. What we were really interested in was any method that would bring the rotary valve in contact with boiling water. So the kosher contact suggested that instead of focusing on increased temperature and methods for limiting thermal loss, we could sidestep the whole issue by simply removing the rotary valve and accompanying piping. We could then boil it up separately in a large steam kettle. Though the stainless steel machinery weighs several hundred pounds, it can be hoisted up with a chain attached to a mobile crane, transported to the kettle and boiled.

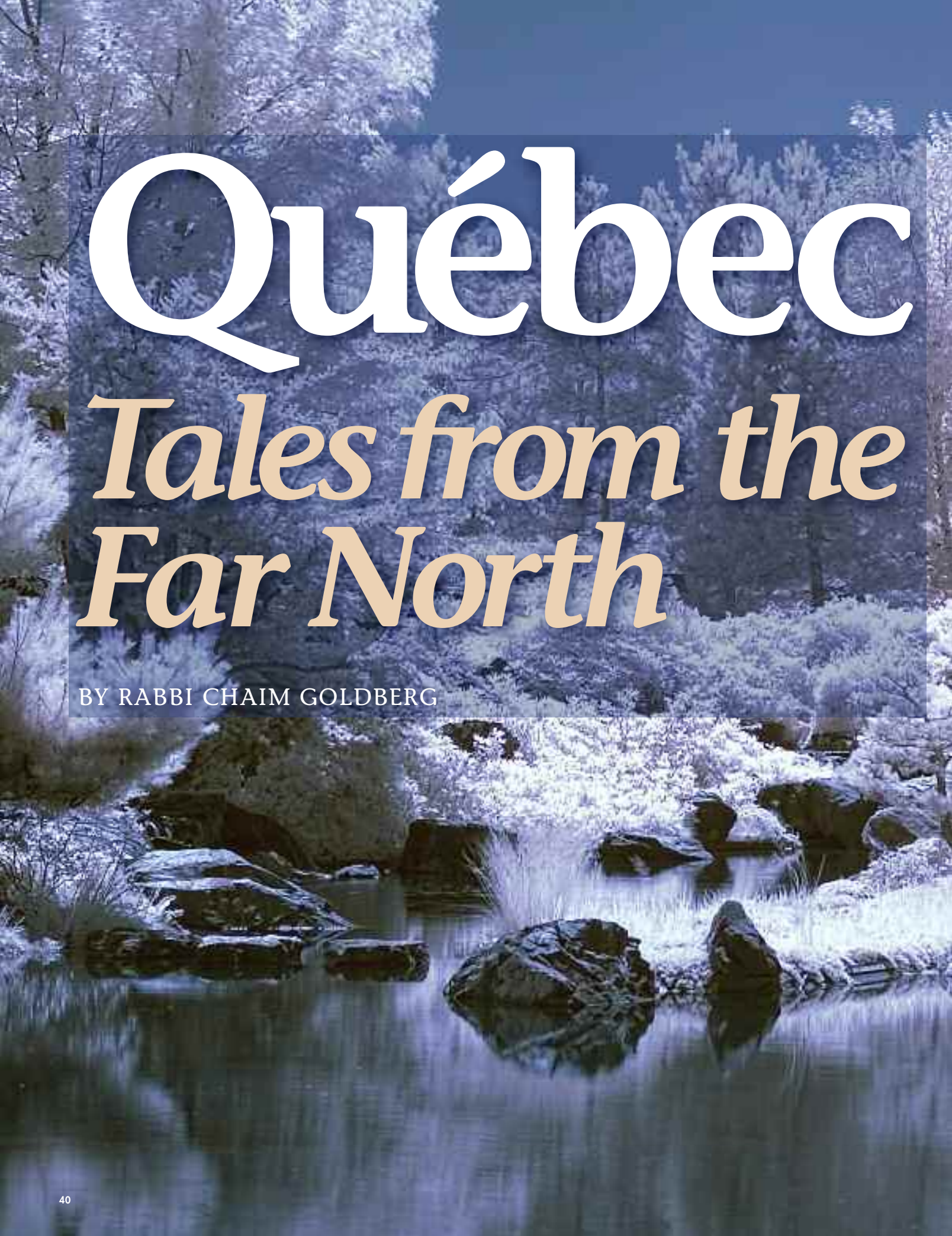
In another example, a company wanted to produce a pareve chip. Although all the ingredients in the chip were pareve, the seasonings were applied in a tumbler that was also used for dairy. In order to label this product pareve, the RFR would have to kosherize after every dairy production. Because the company needed greater flexibility in its scheduling, the project was stalled for many weeks. Finally we were able to have a team meeting, and all the options were laid out on the table. It was explained that if only there were some way to reduce the temperature of the chips such that they would enter the tumbler at below 110° F, we could avoid the need for kosherization. Given the physical constraints of this plant, this would be no easy task. The chips would need about 70 degrees of cooling in a very limited space. But the

company's engineering department was up to the task. It indeed devised a system of inclined belts and exhaust fans that were able to cool off the chips to the necessary temperature.

Our goal is to create systems of maximal efficiency, while keeping with the highest kosher standards. To make this work takes teamwork. Working together we can turn complex issues into workable solutions; the key is having the right people on the team.

Rabbi Eli Gersten serves as OU rabbinic coordinator -- recorder of OU policy. In that important capacity, he works closely with OU's senior rabbinic team that reviews and formulates OU Kosher policy. A frequent contributor to BTUS, his "A Kosher Formula" appeared in the Summer 2010 issue.





Québec

Tales from the Far North

BY RABBI CHAIM GOLDBERG

A serene winter scene featuring a calm body of water in the foreground, reflecting the surrounding landscape. The shoreline is covered in a thick layer of snow, with several large, dark rocks protruding. The background is filled with a dense forest of trees, all heavily laden with snow, creating a soft, white glow. A few evergreen trees are visible, their dark green needles contrasting with the white snow. The sky is a clear, pale blue. The overall atmosphere is peaceful and quiet.

In any Language,
Québec Has Some Very Impressive
OU Certified Plants

I recently had the pleasure of doing some plant inspections in the province of Québec, home to some of the home to some of the proudest French speakers this side of the Seine. Without visiting this area yourself, it is hard to imagine the animosity felt by native French speakers here toward English speakers (Anglophones, as we are called). While driving from Québec City to Montreal, the top news story on local radio was a law being passed through the legislature to permit Francophones (native French speakers) to attend English-speaking schools.

Apparently, the native French speakers have tried over the years to insulate their own from mixing with their English-speaking countrymen, and made their best efforts to preserve the French language in Québec by forcing the French speakers to attend French-only schools. Alas, their efforts are failing and most French speakers in the province also speak English. That was good news, because French is all Greek to me! Even my GPS had a hard time with the language, trying to valiantly to pronounce the French street names with an Anglo-computer accent.

My first stop in Québec was the BSA plant in Montreal. Les Ingrédients BSA is one of the finest spice-blending facilities on the continent, regardless of language! Here, raw spices, starches, flours, cheeses, extracts and more are blended together to create the flavorings which enhance everything from French fries to dessert foods. Rabbi David Rosen, the OU's rabbinic field representative for Atlantic Canada (featured in these pages in the Winter 2009 Issue) is the eyes and ears of the OU at this plant. Rabbi Rosen conducts his visits here together with the epitome of OU Kosher contacts, Ms. Valerie Duval, Document Specialist, and Mr. Marc Landry who heads Quality Control. An immaculate and notably organized facility, BSA's blends can be found in the finest factories around the United States and Canada.

Next I drove to Québec City, home to a nearly three hundred-year-old Jewish congregation "Congregation Beth Israel Ohev Sholem," one of the oldest congregations in North America! The original synagogue was sold during a period of "downsizing" many years ago, and the congregation moved to an area better serving its current constituents. I was fascinated to see ancient plaques donated to the congregation honoring members and memorializing loved ones lost more than a century ago.

Rabbi Dovid Lewin, the 20-something French-born current rabbi of the congregation, described the hard work involved in organizing events for the community when kosher food is hard to come by, and of the work involved in spiritually uplifting a congregation removed from the nearest Jewish community by a drive of more than three hours. He must send his own kindergarten-age son to live with family in Montreal

in order to receive the basics of Jewish schooling, seeing him only on weekends.

He regaled me with stories of the struggles faced with living outside of a major Jewish community, such as having a fresh hot pizza delivered by a commuter bus from Montreal, only to receive it frozen solid after having spent several hours of a winter drive in the cargo compartment!

After spending the night in a hotel at the edge of town (and buying some necessary victuals at the local Metro supermarket – where no one spoke English...of course), Rabbi Lewin and I drove to the Kerry facility in St. Claire, roughly an hour south on quiet, winding country roads (much like the ones I enjoy in Brooklyn, NY). Here Mr. Alain Lanouette, the head of Quality Control, took us on a two-hour tour of the process Kerry uses in



blending, pasteurizing and packaging various shelf stable beverages for both American and Canadian markets. Rabbi Lewin and I were both

duly impressed with Mr. Lanouette's encyclopedic knowledge of the plant's kosherization protocols, and all of the situations in which the plant might need to call in the rabbi to kosherize the equipment.

On the ride back to Québec City I treated Rabbi Lewin to lunch, OU field representative style! We enjoyed individually wrapped cheese slices from Israel, rice cakes from Belgium, American pretzels (all brought from my local store in New York) and enjoyed them with some Canadian kosher certified Coca-Cola products in the car on the drive home.

The following morning, I was privileged to do my first gluten inspection. People who suffer from celiac disease (also known as gluten sensitive enteropathy) can suffer terribly from eating even minimal amounts of gluten. Nearly one in 133 people suffer from this illness, according to the Gluten Intolerance Group, and this figure does not include people diagnosed with dermatitis herpetiformis, a skin disease which is treated by eliminating gluten from the diet.

The OU is proud to have its field supervisors receive additional training in the requirements of gluten free production, to make inspections for Gluten Free Certification Organization. The systems for gaining and maintaining gluten free certification are quite similar to those required in kosher certification. Plants must be diligent to only purchase ingredients from approved suppliers; equipment previously having handled gluten items must be meticulously cleaned (and the systems for cleaning monitored); and products containing gluten can never be included in add-back or rework into products which are gluten free. Gluten free productions also require monitoring of ingredient storage and ventilation systems, which we do not normally include in a kosher inspection.

After the inspection, I ran back to the airport to catch my



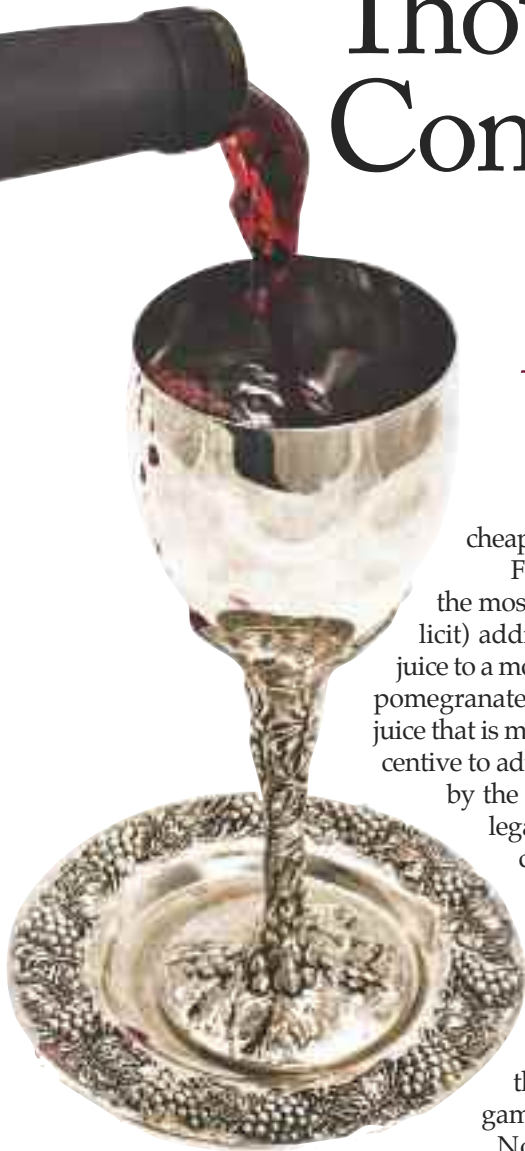
flight home, where I was greeted by my nine-year-old daughter who gave me a souvenir from home, a pen she decorated with the words "Welcome Home from Montreal, Canada," and a little airplane. After checking carefully, I confirmed that she, in fact, wrote it in my native English.

Rabbi Chaim Goldberg has been chasing both wild and farmed fish around the globe while managing the OU Fish Desk for the past eight years. A fan of thrills and adventure, Rabbi Goldberg frequently educates and amuses kosher fish customers from ages 6-99 both in scheduled lectures nationwide and through viewings of his critically acclaimed OU educational video, "The Kosher Fish Primer." Rabbi Goldberg lives with his wife and three children in Brooklyn, NY.



Thou Shalt Not Commit Adulteration

Guarding Against the Dilution of Juice



cheaper than the one being sold. From a kosher perspective, the most serious concern is the (illicit) addition of non-kosher grape juice to a more expensive juice, such as pomegranate, raspberry, or cranberry juice that is marketed as “pure.” The incentive to adulterate is offset, of course, by the fact that adulteration is illegal. A tarnished name, especially in close-knit markets, can be enough to send a company into bankruptcy. Further, if a product is being touted as medicinal or therapeutic, a company will think twice before playing games.

Nonetheless, adulteration does take place. How would it be identified?

Contemporary laboratories have various methods to determine, or possibly determine, whether a juice product that claims to be one hundred percent juice is in fact that. Doing so requires the development of a “fingerprint” for that juice, which involves compiling a comprehensive database of a specific variety of juice and, based on that information, establishing a standard, or chemical profile. That standard will be based on organic acids, sugars, proteins, and other constituents of a juice. Samples of juices that do not conform to the projection of what the juice ought to look like may be interpreted as being adulterated. To take a simple example: If the glucose content in a sample of apple juice exceeds the

amount of glucose that is naturally in apple juice, a lab would conclude that glucose has been added to the apple juice.

The marker, or indicator, for grape juice is tartaric acid. Grape juice is rich in tartaric acid. Few other juices have any, and most have none.

There is no reported tartaric acid in raspberry juice. If a laboratory test on a sample of raspberry juice yielded the presence of tartaric acid, the laboratory would likely conclude that a) the raspberry juice has been adulterated and b) grape juice is the adulterant.

A juice’s “fingerprint” can also be developed through analysis of its pigment. Anthocyanins are a class of pigments that are red, purple, or blue. Grape juice has a distinctive anthocyanin profile (and that profile will differ depending on the variety). Pomegranate,

BY RABBI GAVRIEL PRICE

The mission statement for the Technical Committee for the Juice Products Association, the major trade association of the juice industry, states that it is “dedicated to a level playing field for products containing juice” which means, as the statement goes on to say, that they “develop and validate methods for authenticating juice and juice products.”

The committee exists in response to the age-old problem of juice adulteration, which usually involves diluting “pure” fruit juice with other ingredients. Those ingredients may be water or sugar or sweeteners, as well as juices that are



raspberry, or strawberry juice each have a distinctive anthocyanin profile.

Tartaric acid and specific anthocyanins are the primary, and perhaps only, indicators for the presence of grape juice in other juices.

When a juice bottler suspects competitors of wrongdoing (usually because the price of a product is too good to be true) it will hire outside laboratories to analyze the product. Such testing is crucial in today's regulatory environment, in which governments have limited capacity to test doctored products and policing is largely a

function of self-regulation of industry. Testing not only discourages competitors from wrongdoing. It is a tool of quality assurance insofar as a corrupted or doctored product, even when it is someone else's, can be disruptive for an entire industry.

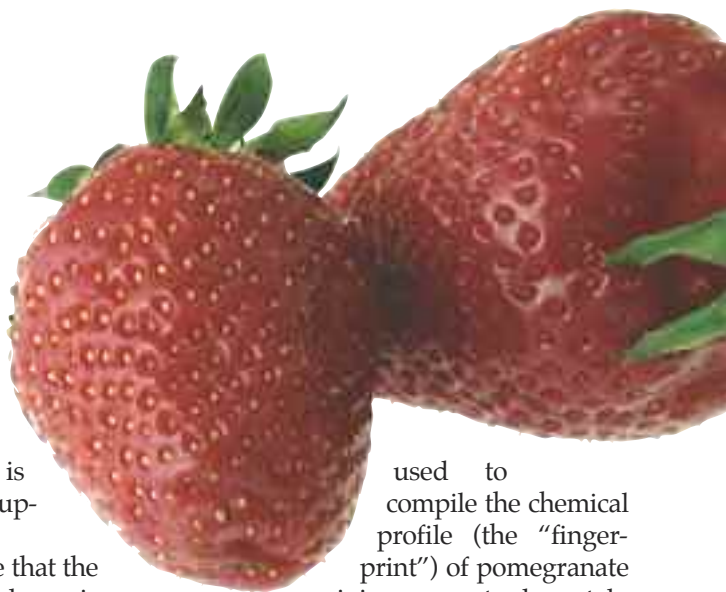
It is important to note that the conclusions laboratories make are interpretations of data. The interpretations, to be sure, are based on norms hammered out through available literature and through discussions of, for example, the Juice Products Association's technical committee. The presence of a non-conforming piece of data is not, however, proof-positive of adulteration. For example, high tartaric acid content in a sample of pomegranate juice could be interpreted to mean that grape juice is present in the sample. That conclusion would be based on the logic that there is no tartaric acid in pomegranate juice, and the only likely source for tartaric acid is grape juice.

What if, however, the database

used to compile the chemical profile (the "fingerprint") of pomegranate juice was not adequately comprehensive? What if the pomegranates used for the data were only of some varieties, and not others? Or only grew in certain types of soil, and not another? Or what if tartaric acid could be supplied from another juice, other than grape?

Generally, of course, laboratory interpretations are credible, or are thought to be credible in court. Recently, a juice company successfully sued another juice company for selling fraudulent product. The evidence used as basis for the judgment was the consensual conclusion of seven independent labs of wrongdoing. The defendant was severely penalized.

The global supply chain has created new challenges for beverage, food, and flavor manufacturers who expect



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the commodities they receive to cohere completely with the specifications they set forth to their suppliers. The most effective way to avoid problems with suppliers is to develop close-knit and long-term relationships with them. Laboratory

testing is not a great way to make sure your suppliers remain honest. But it is an important technique to be aware of, and invoking it from time to time is a way to make sure your product is exactly what it claims to be.

Rabbi Gavriel Price services the transportation, ingredients, and flavors industries at the Orthodox Union. He received rabbinic ordination from Breuer's Rabbinical School in New York and a degree from Reed College, Portland, OR. A frequent contributor to BTUS, his "Vanilla, Hurricane Huddah, and the OU Flavor Department," appeared in the Summer 2010 issue.



The Following Are the Orthodox Union Requirements for Placement of the OU Certification Mark

- The OU symbol may only be placed on products that have been authorized and certified as listed on your Schedule B (list of certified products). The OU D must be used on products certified as dairy.
- Private Label Product (a brand not owned by the manufacturer and "distributed by" a company other than the manufacturer) may not bear the OU unless a Private Label Agreement (a three-way licensing agreement, signed by the manufacturer, the distributor and the OU) is signed.
- The OU symbol cannot be rubber stamped or in the form of a sticker separate from the original packaging or product label. If you have existing packaging that does not have the OU and these products are now certified, arrangements can be made to address this situation.
- The Orthodox Union does not dictate requirements as to size or where the OU symbol is placed. However, we recommend that it be

placed conspicuously, so that it can be seen on a store shelf by a purchaser or a recipient. On most retail labels, the OU symbol appears to the immediate right of the product name.

➤ Products which are certified as dairy must have the "D" or the word "Dairy" in equal size font to the OU symbol. The "D" should not be a subscript.

➤ OU certified products may not contain another food item that is not OU certified. For example, the OU symbol may not be printed on a cereal box that contains a non-OU certified candy, although this cereal generally bears the OU symbol.

➤ When bundling items of different status together (e.g. kosher and non-kosher or dairy and pareve), the OU symbol may not be used on the composite bag or tray. The certification should only appear on the individual items. For example, a tray containing dairy and pareve potato

chips may not have an OU on the tray, as consumers might think that all the items contained are pareve. Alternatively, the tray may be marked as OU/OU-D. A multi-pack of granola bars containing kosher and non-kosher varieties may not have an OU on the outer box, but rather the OU should only appear on the certified items.

➤ It is not recommended to print the OU symbol on blank boxes, cartons or bags since not all products produced in a plant may be certified. Private label customers may be ineligible or choose not to sign the OU Private Label Agreement; as a result the OU symbol may not be used on their packaging.

For further clarification contact:
Howard Katzenstein
 Business Manager, OU Kosher
Howardk@ou.org
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