WINTER 2006

behind the IOIA TOUR SYMBOLE

A WATERSHED EVENT IN KOSHER SUPERVISION:

At Last, The UDB Becomes A Reality

By Rabbi Yaakov Luban





Here is a short quiz to test your understanding of the modern world of kosher supervision.

WHAT DO THESE THREE THINGS HAVE IN COMMON?

- 1. Steam engines
- 2. Automobiles
- 3. The OU Universal Data Base (UDB)

If you guessed that the OU Data Base runs on steam generated from car engines, you did not choose the correct answer.

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CORRECTION

The article about NOVOZYMES featured in the Fall 2005 edition contains an error. NOVOZYMES' annual sales are approximately \$1,000 million (not \$100 million). We apologize for the mistake.

From the Editor

ESTLÉ, GENERAL MILLS, Coca-Cola, Hanover, Walker's – these are names of renowned OU certified food industry leaders we have become accustomed to seeing featured on our *Behind the Union Symbol* covers. This issue will stand out, however, because rather than having another of the thousands of companies certified by the Orthodox Union adorning our first page, UDB – Universal Kosher Database, a new system revolutionizing the way OU Kosher is to be processed and administered from here on – has that honor.

We deem this new, easy to use, accessible resource for finding kosher approved ingredients so very important and relevant for our thousands of OU certified plants that we forego our front cover feature to instead feature **UDB**, which will undoubtedly positively and regularly impact and ease the way you administer your kosher program.

Orthodox Union Universal Kosher Database HOME SEARCH LOGIN LOGOUT CONTACT US ABOUT US 75 records found. Product Brand Company DPM F 4 In 1 Lettuce Snack Bodek Sosher Produce, Inc. Pareve N Asparagus Cyts and Tips Bodek Bodek Kosher Produce, Inc. Pareve N Asparagus Spears Bodek Bodek Kosher Produce, Inc. Pareve N

ALL OF US AT OU KOSHER

ARE THRILLED THAT OUR

DAILY INTERACTION WITH OUR

CERTIFIED COMPANIES WILL

BE CONSIDERABLY EASED.

You will now be able to efficiently breeze through the task of adding new ingredients to your Schedule A by simply cutting and pasting from UDB to email. Rabbi Yaakov Luban, OU's Executive Rabbinic Coordinator, highlights this historic achievement in his cover feature, while Ali Myers of our MIS Dept. augments the article with simplified userfriendly **UDB** instructions. All of us at OU Kosher are thrilled that our daily interaction with our certified companies will be considerably eased, even as we await your feedback and further suggestions.

This issue includes yet

another feature. We usually profile individual rabbinic coordinators or rabbinic field representatives serving and servicing our OU clients through their meticulous and skilled work at our OU world headquarters in New York City, or through their energetic and tireless service in the field throughout the United States and in more than 80 countries worldwide. This issue highlights and profiles *two* gentlemen and scholars whose combined history virtually spans the unfolding of OU Kosher's long history of revolutionizing the methods and approach of certifying food as kosher in the United States and around the world.

Rabbis Chaim Goldzweig of Chicago, IL and Sholom Lifchetz of New York predate websites, emails, faxes, palm pilots and blackberries. They plowed through the trenches with pens, pencils, pads, extraordinary commitment, integrity, insight and foresight. They both believed with perfect faith that the OU would enable the world's kosher community to become independent, sophisticated, service-oriented and uncompromising in its standards, even as it sought to understand and identify with the companies' business goals. That is why both the Goldzweig and Lifchetz names have become synonymous with OU Kosher, integrity, friendship, responsiveness, responsibility and humanity.

I feel privileged, as do hundreds of others who have crossed their paths, to consider them both as mentors. Our hearts are filled with prayer that they continue to productively and dynamically lead, guide, and inspire all of us for many good and healthy years to come.

Best regards,

Rabbi Dr. Eliyahu Safran

"If you want to be sure that your electrical appliance won't catch fire, look for the Underwriters Laboratories seal. If you want to know if your food is kosher, you can look for the Orthodox Union's OU Symbol."

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Why Not? | Ian Ayres & Barry Nalebuff



Why would any employer take on this potential legal liability? Committing to equality is good business. Eighty-eight percent of the public opposes employment discrimination against gay and lesbian workers; using the mark is a way to appeal to those customers. Licensing the Fair Employment Mark could also be a recruiting tool.



Promises To Keep

T IS POSSIBLE TO HOLD BUSINESSES TO HIGH STANDARDS without expanding the role of government regulators. Private enforcement can police conduct, too. If you want to be sure that your electrical appliance won't catch fire, look for the Underwriters Laboratories seal. If you want to know if your food is kosher, you can look for the Orthodox Union's OU symbol.



There is no reason we can't expand this idea to deal with the matter of employment discrimination. Consider: Some 50 large companies-among them, Coors, General Mills and Verizon-have endorsed legislation to prohibit employment discrimina-

tion on the basis of sexual orientation. (Congress has not acted, but 16 states and the District of Columbia have their own legislation banning discrimination against gays.) Still more blue chips-four in fivehave such nondiscrimination policies in



place. With a nondiscrimination mark, these employers could make such policies into enforceable promises.

Law professors (and husband and wife) Ian Ayres and Jennifer Brown have created a contract that copies word-for-word



the language of the proposed federal law banning employment discrimination on the basis of sexual orientation. It's a way for corporations to privately contract for federal civil rights legislation before the legislation passes.

In return for promising not to discriminate and for giving their employ-

ees and job applicants a right to sue for breaches of this promise, a business gains the right to use what Ayres and Brown call the Fair Employment Mark-something like the Good Housekeeping Seal for equal employment rights.

With a few mouse clicks at fairemploymentmark.org and without paying a licensing fee, any business can turn its nondiscrimination policy into a legally enforceable promise. The mark on the product provides the marketing value, while the legal contract gives teeth to the promise.

Against these benefits, there are the costs of allowing private suits. But these costs are lower than you might think. The Government Accountability Office studied 11 states and the District of Columbia that had already prohibited employment discrimination. Ayres and Brown calculate that in the average year only 17 out of 1 million employees brought claims of sexual orientation discrimination. Even if an average claim costs \$100,000, this would represent an extra cost per employee of only \$1.70 per year. This is for firms that had this policy imposed on them. We would expect that employers who voluntarily sign up will be much less likely to discriminate and thus less likely to face liability.

Most important, promising not to discriminate is the right thing to do. Licensing the mark doesn't mean that an employer can't defend lawsuits. It just means that the business can't tell the court, "We have a right to discriminate against gay and lesbian employees if we feel like it."

Many businesses say they oppose this kind of discrimination. They adopt policies and endorse legislation. Few employers, given the chance, would opt out of race discrimination laws. So now they have an opportunity to opt in with regard to sexual orientation nondiscrimination.

The type of certification proposed is different from Underwriters Laboratories' or the Orthodox Union's. The OU symbol says the product is kosher. The FE Mark does not certify the company does not discriminate. Rather, it certifies only that the company has legally promised not to discriminate. Ayres and Brown promise to play an entirely passive role. They will get involved only if a company uses the mark without having signed the contract.

Other certification marks (such as the Underwriters Laboratories seal) require the owners of the marks to police their licensees. This one doesn't. It lets employees and job applicants do the enforcing.

Regardless of whether you support the Fair Employment Mark, the idea of private legal promises has broad applicability. For example, before Congress passes a law, there is often doubt as to how the courts will interpret that law. By having some companies agree to the contract beforehand, a legal precedent can be established even before the law is passed. This idea of a private testing ground can greatly reduce the unintended consequences of legislation. If courts interpret the contract more broadly than Congress intended, then Congress can revise the terms before the law is ever passed. Companies do test markets all the time. Here's a chance for Congress (with help from companies) to do the same.



Ian Ayres and Barry Nalebuff are professors at Yale Law School and Yale School of Management. Ayres most recently coauthored Straightforward: How to Mobilize Heterosexual Support for Gay Rights, Princeton University Press.

















HERE'S THE BUZZ ON

Certifying Veggies as Moet Mee

By Rabbi David Bistricer

Rich in fiber and vitamins, God's gift to mankind is essential to maintaining one's health. Unexpectedly, certain types of vegetables also provide a good source of protein. Vegetables rich in protein are those that provide a safe haven for insects, with the protein found in the insect itself. This trend has made the kosher certification of vegetables highly challenging. Insects are naturally found in the environment and in farm fields. However, kosher law strictly prohibits the consumption of insects.

Many assume that farmers and companies are wary of insects in vegetables, and take proper precautionary measures to ensure that their inventory is bug-free. This assumption may seem reasonable but has proven to be untrue. The FDA tolerance levels of insect infestation in produce are far more permissive than rigorous kosher standards. For example, the United States government allows averages of up to 60 insects per 100 grams in frozen broccoli, and up to 50 insects per 100 grams of frozen spinach [See Food, Drug, and Cosmetics Act 402 (a)(3)] Although farmers will use pesticides to limit insect infestation levels of produce, the effects are often limited. Powerful and highly effective insecticides previously used have been legally banned because of health risks. Some insects have also developed immunity to certain pesticides over time. Moreover, the popularity of organic produce has complicated matters. The term

organic usually means grown without pesticides, herbicides, and synthetic fertilizers. Understandably, organic produce could be subject to higher levels of insect infestation.

It is highly complex to identify precisely which factors contribute to higher levels of infestation in certain types of produce than in others. Vegetables with cracks and crevices are more likely to suffer from infestation, since there are areas for insects to become trapped or hide. The environment is often a primary cause of infestation, as vegetables grown in hotter climates are more liable to suffer from insects, and those grown at higher elevations are not. Accordingly, infestation levels are higher during the summer than cooler seasons. With today's global economy and the import and export of fresh produce around the world, it is much more difficult to assume that certain varieties of produce available in one country tend to be cleaner than in others. Farmers have struggled to create an insect-free environment, and some have been largely successful with greenhouses. Nevertheless, there have been incidents of insect infestation in greenhouse grown products, albeit very rare.

A known etymologist once remarked that achieving a zero tolerance level, and permanently ridding vegetables from pests, would entail nuclear warfare. How does the OU rise to the occasion and certify these types of products?

According to kosher law it is absolutely forbidden to *knowingly* consume an insect. Moreover, kosher law requires that vegetable varieties with a significant probability of containing insects must be checked. The intricacies of kosher law are well beyond this scope of this article. For all practical intensive purposes, kosher law defines a significant probability as ten percent according to unit weight. To ensure that proper kosher standards are met, the OU has implemented a statistical system of sampling that assesses infestation levels with greater than ninety percent certainty. This system

How does the OU vise to the occasion and certify these types of products?

has been created through the assistance of respected professional statisticians.

FREEZE-DRIED/DEHYDRATED FRUITS AND VEGETABLES:

In simple terms, freeze-drying is a process that removes moisture from a frozen product in a vacuum chamber through heat. This procedure is intended to preserve the item that is dried in the vacuum. OU certified freeze-dried fruits and vegetables are very prevalent in the mar-

ket today, especially with an increased volume of export coming from China. The list includes OU certified freeze-dried raspberries, blackberries, broccoli, cauliflower, and spinach, all of which tend to have greater incidents of infestation than other varieties. How does the OU deal with the challenge of controlling the presence of insects in these products? This great problem is resolved through the drying procedure itself. Not only is moisture removed from the freeze-dried product, but from any insects present as well. Once the insects are dried, invariably they will break apart and be reduced to dust. The drying procedure eliminates infestation concerns by destroying any possible insects. This also holds true for dehydrated, or air-dried, fruits and vegetables. Air drying is different from freeze-drying in that the procedure does not occur in a vacuum, and the dried product was not previously frozen. Nevertheless, the drying process will remove the moisture from any insects, thereby having the same effect.

FROZEN VEGETABLES

Frozen vegetables have posed a great challenge for the Orthodox Union. The freezing procedure has minimal, if any, effect on insects and certifying broccoli, cauliflower, and spinach has proven to be highly difficult. Nevertheless, a system has been developed that has made the certification of these products possible. Typically, OU certification of frozen vegetables will occur during the fall and winter, when the occurrences of insect infestation are usually lower. On-site OU field representatives will randomly pull samples off the line for extended periods, and check the samples. If the samples prove to be insect-free, the OU will accept the day's production.

IQF HERBS

The OU has implemented a system of supervision for IQF herb certification, which is a variation of the standard

continued on next page











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employed for frozen vegetables. Due to overwhelmingly large volumes of product, it is not possible for the OU to certify IQF herbs through a special run under the careful watch of an on-site field representative. Upon the near completion of a field's harvest, the OU will dispatch a field representative to the herb farm to draw samples for checking. The purpose of the checking is to assess the overall infestation levels in the field. Provided that test results fall within acceptable tolerance levels, all lots harvested from that particular field will be certified by the Orthodox Union. Fields whose results fall outside of permitted tolerance levels will not be certified. The OU issues lot specific letters of certification for accepted harvests, and companies purchasing OU certified IQF herbs should be sure to request a lot specific LOC from their supplier.

SALADS

The kosher certification of salads containing insect-prone vegetables is carefully supervised by the OU. Standard OU procedure will either require an assessment of a particular field's harvest, or an on-site field representative during the time of processing. In both instances, substantial samples of vegetables or final product are checked for insects prior to granting certification.

The dynamics of OU certification of vegetables are undoubtedly highly involved. The OU has risen to the occasion, and has created a system of supervision to certify vegetables prone to insect infestation. The OU system of supervision is very

much "hands on," since constant rabbinical supervision is often required. When on-site supervision is not a possibility, the implementation of statistics has proven to be invaluable. Through meeting many demands and developing an excellent working relationship with the plants, the OU services its certified companies and the kosher consumer by offering an unparalleled level of supervision.

RABBI DAVID BISTRICER



is Orthodox Union rabbinic coordinator servicing certified companies in the baking, vegetables, salad dressings and fish industries.

Rabbi Bistricer has worked extensively

with the major OU certified vegetable companies in devising enhanced cooperative systems to assure verification that the vegetables are insect free. Rabbi Bistricer's exhaustive work was meticulously reinforced by Rabbis Shimon Yoffe and Yitzchak Gronstein, OU rabbinic field representatives; Rabbi Mordechai Kuber and Dr. Bruce Bukiet who reviewed statistical data and mathematical calculations; and Rabbi Yisroel Belsky, Senior OU Halachic consultant and Rabbi David Cohen, who accompanied Rabbi Bistricer to the SupHerb and Van Drunen companies for a thorough review of their systems as well as intense discussions. Rabbi Bistricer was consistently guided by his Group Leader, Rabbi Israel Paretzky.

Why the OU Bugged a Mathematician OV Why I'm Going to Think Twice Before Buying any Packaged Product with Fruit or Vegetables that Doesn't Have an OU on the Label

By Dr. Bruce Bukiet

ID YOU KNOW THAT when you purchase packaged fruits and vegetables, you are buying food that may contain bugs? They're not listed on the label. You never see it mentioned on TV commercials and in newspaper advertisements. But they might be in there.

I never thought seriously about this until I received a call from Rabbi David Bistricer of the Orthodox Union asking me, as an applied mathematician, to help the OU come up with a methodology for approving fruit and vegetable products for kosher certification. You see, insects aren't kosher. And thus for the OU to certify a product containing fruits or vegetables as kosher, they must be pretty sure that the probability of insect infestation in the product is very low.

HERE'S THE PROBLEM:

A large batch of vegetables, say, a load of several thousand cabbages, is brought to a processing plant. In order to make the desired product, the vegetables are washed and then processed into the food we purchase in the store. However, if the batch of vegetables often contains insects, it must be checked before consumption. It is impractical, tedious, and very costly to check each leaf of each vegetable before deciding whether to accept or reject the whole batch. Rather, given that the vegetables all come from a single field or several fields with similar properties, can we devise a reasonable strategy for determining whether after washing one can be at least slightly greater than 90 percent certain that the whole batch of vegetables will have fewer than one bug for every ten of the vegetables. That is, how many cabbages from the batch ought to be randomly selected and tested (cut up and carefully inspected) and what criteria

should be used to decide whether a batch is acceptable or must be discarded?

I must admit that at first, I was a bit queasy at the thought that for years I may have been eating bugs. The only bugs I wanted to deal with were those in my computer codes — and I wasn't terribly fond of those bugs either. But as a kosher consumer and mathematician with the utmost respect for the OU, I was intrigued at the idea of using mathematical modeling and statistics to play a role in increasing the sanctity of the United States food supply. And despite their protein content, I figured chances of having fewer bugs is better than chances of having lots.

After consulting with statistics experts Professors Manish Bhattaharjee, Sunil Dhar and Ari Jain and graduate students Satrajit Roychoudhury and Ivan Zorych, all from our Department of Mathematical Sciences at the New Jersey Institute of Technology, and explaining to them some relevant aspects of kashrut, I started working on the problem. I found Rabbi Bistricer to be a very good listener, asking thoughtful questions and learning to understand the mathematical issues that arise when taking small samples: What can you learn and how confident can you be in your result?

After attempting several approaches and finding drawbacks in each, I implemented a simulation method that avoided those pitfalls and arrived at strategies for inspection that would enable the OU to efficiently decide which batches of vegetables to accept and which to reject. I have since learned that Rabbi Bistricer and the OU poskim have adopted my findings and implemented the recommendations in their supervision of fruit and vegetable products.

I am happy to have contributed to something that will benefit many people

- bug free kosher food. In addition, this can only add to the reputation of kosher food being of high quality and meeting exacting standards. Now kosher can even mean "bug free" (although I don't know if companies will want to advertise it that way). It is quite satisfying to have one's work adopted in the "real world." It is not often that a mathematician in academia gets an opportunity to have his or her work influence decisions and processes in industry, especially in such a short time. I found my work for the OU to be interesting and rewarding and the people I worked with there dedicated to providing an important service to the Jewish community.

BRUCE BUKIET



is Associate Professor of Mathematical Sciences and Associate Dean of the College of Science and Liberal Arts at New Jersey Institute of Technology.

After completing his undergraduate education in Applied Mathematics and Biology at Brown University, Dr. Bukiet received his M.S. and Ph.D. in Mathematics from the Courant Institute of Mathematical Sciences at New York University. He was a Post-Doctoral Fellow at the Los Alamos National Laboratory in New Mexico and then a staff scientist there, up to 1989, and has been at NJIT ever since.

Dr. Bukiet's research interests include computational fluid dynamics (especially of detonation dynamics), mathematical modeling, and the application of math in biology and in sports. To that end, WCBS uses Dr. Bukiet as its statistical consultant to predict the outcome of the World Series when the Yankees are playing in it.

Dr. Bukiet is "a proud exponent of the power of math," a power that he has brought to the world of kosher thanks to his relationship with the OU.

All of these items initiated watershed events in the history of mankind.

The steam engine transformed the world from an agricultural to industrial society by providing the foremost energy source for the emerging Industrial Revolution.

Automobiles heralded the end of the horse and buggy era and changed forever man's mode of travel.

The OU Universal Data Base is perhaps the most significant innovation of the past century for industrial kosher supervision and will facilitate further dramatic changes and modernization.

So now your appetite is whetted. What is this miraculous Universal Data Base?

As you probably know, the bedrock of kosher supervision is the Schedule A, which contains a listing of all raw materials used in a manufacturing facility. Since *Kosher* means "fit to eat" according to Biblical dietary laws, each ingredient on

delay, it is forwarded to you. You quickly submit the LOC to the OU for approval only to receive a letter back in the mail stating that the LOC you submitted was for Peanut Oil Blend 483B and does not match your request. So you go back to the distributor and say, I need the LOC for Blend 483A and you wait two more weeks for the requested letter to arrive. What a drain!

About 15 years ago, a team of rabbinic coordinators at the OU thought that this drudgery could be eliminated by having the major kosher agencies regularly download their databases of certified products into a central computer system, which could be accessed by certified companies. Unfortunately, the idea preceded the technological know-how, and the dream was put on hold. Today, the vision has become a reality with the unveiling of the OU Universal Data Base. The UDB contains a record of thousands

products that are dairy might not be suitable for use in plants that manufacture pareve products.)

The UDB also allows you to utilize our powerful search engine to locate acceptable ingredients and sources of supply for raw materials.

The value of the UDB does not end here. The establishment of the UDB is the first step in our anticipated automation of your kosher program. We are currently developing a web-based system that will allow you to apply for approval of new ingredients on line. You will search the UDB, select an ingredient and submit it electronically for approval. No more paper. Kashrut is entering the 21st century and will be handled as easily as online banking and payment of bills.

The OU has provided free access to the UDB to all OU certified companies. A letter was recently sent to each company informing them how to access the



THE BEAUTY OF THE UDB IS THAT IT ALLOWS YOU TO APPLY FOR THE APPROVAL OF NEW INGREDIENTS WITHOUT PROVIDING A LOC.

the Schedule A must be approved by the certifying agency. Evidence of kosher acceptability is generally provided by a Letter of Certification (LOC) issued by a certifying agency. But here is the rub. Collecting Letters of Certification can be as frustrating as trying to catch a bus while wearing flippers on your feet and running through two feet of snow.

Here's a typical scenario. You want to use Peanut Oil Blend 483A from the Nutty Company. You contact your supplier and ask for an LOC. The supplier asks the Nutty Company for a letter, and when they receive it after a two-week of kosher products that are certified by the OU and other major Kashrut organizations. At the present time, the UDB has a regularly updated record of approximately 90 percent of all certified products that are acceptable to the OU, and we hope to continue to expand the participation of more agencies in the near future.

The beauty of the UDB is that it allows you to apply for the approval of new ingredients without providing an LOC. If the item appears in the UDB, simply email the screen to our office, or print a copy of the screen and submit it to us for processing. (You should note that

UDB. Simply go to https://ou-udb.org and enter your unique user name and password. If you have any difficulty or have not received a password, contact Aryela Myers at 212.613.8341 or email UDB@ou.org.

Watershed events don't come along that often. Just think. Fifty years from now you can tell your grandchildren about the UDB and the early beginnings of the modern kosher revolution.

RABBI YAAKOV LUBAN

is Executive Rabbinic Coordinator of OU Kosher.



THE OU UNIVERSAL DATA BASE IS PERHAPS THE MOST SIGNIFICANT INNOVATION

OF THE PAST CENTURY

FOR INDUSTRIAL KOSHER SUPERVISION AND
WILL FACILITATE FURTHER DRAMATIC
CHANGES AND MODERNIZATION.

HOW TO NAVIGATE THE UNIVERSAL DATA BASE (UDB)



- 1. Go to the UDB website at https://ou-udb.org
- 2. Enter the unique LOGIN and PASSWORD information received from the OU
- 3. A search can now be done by either clicking on the 'Search Tab' or the 'Click here to launch a search' link
- 4. A search is done by entering information about the Company/Brand/Product/Dairy, Pareve, Meat Status/Passover. Any combination of fields can be entered (only one field or all fields).
- 5. Use the 'filter' buttons on the side of each field which you are searching to narrow down the search. Options for the 'filter' button include:

- a. Any The search will look for the entered criteria anywhere in the field.
- b. Exact The search will look for the criteria exactly as entered.
- c. Start The search will look for the entered criteria in the beginning of the field.
- d. End The search will look for the entered criteria at the end of the field.
- 6. When a list of products appears, the user can click on the one needed and a display of detailed information on the product will appear. This information can be printed out and sent to the OU in place of an LOC.

ENJOY!!

Bodek Kosher Produce - First in the Kosher Vegetable Revolution

By Frimet Blum

O YOU'RE LOOKING FOR AN EASY SALAD? No problem. Rip open a bag of lettuce, add dressing, and voilà - you've got your salad. Want something more exotic? Try the freezer section - broccoli, cauliflower, asparagus, frozen strawberries - all strictly kosher and ready to use. No big deal, you think. Couldn't be easier.

Not so, says Yechiel Weinman, one of the founders and developers of Bodek Kosher Produce. Quite recently, lettuce only came on heads, broccoli only came in bunches, and kosher consumers thought twice before using them and many others. Despite their health benefits - cabbage, broccoli, cauliflower, and other vegetables are nutrient powerhouses - the kashrut implications were weighty. These vegetables are prone to insect infestation – and insects are strictly forbidden by the Torah.

It is its insistence on high standards that makes Bodek a leader in the bagged produce industry.

About twenty years ago, Tzvi Gartenhaus, together with Mr. Weinman and Shaul Perlstein, embarked on a mission to provide kosher consumers with insect-free produce.

"I was speaking to Rabbi Shlomo Gissinger and Rabbi Dr. Yitzchok Sokol, who had begun an intensive campaign to educate kosher consumers," says Mr. Gartenhaus. "They realized that people weren't aware of the issues. The average head of lettuce contains as many as 30 thrips and aphids, and certain vegetables, like broccoli and cauliflower, are so infested, they are practically impossible to clean by hand. The rabbis were making presentations in schools and yeshivas and waking up people to the problem. It was incredible - eating an insect is six times worse than eating treif, and people just didn't know."

"I always had this dream of providing kosher consumers with insect-free vegetables," Mr. Gartenhaus said, "and as we were talking, we realized that there had to be a way to clean vegetables with high-pressure water. So guided by these experts in bedikat tolaim - in inspecting foods for insects-we researched water systems and began experimenting. Soon, we found that we could indeed render lettuce and cabbage insect-free-and Bodek was born."

From the start, Bodek was embraced by kosher consumers. Suddenly lettuce, cabbage, and specially-grown broccoli, cauliflower and other vegetables were back on the menu, in thousands of homes, restaurants, and food manufacturing plants. Consumers began to ask for the Bodek sign.

"Bodek became almost a symbol of kashrut," says a company representative. "But it was our kashrut certification that helped us become that symbol."

Bodek products are certified by the OU, the CRC, and Rabbi Gissinger of Lakewood. Bodek chose the OU both for its high standards and for its universal acceptance. The OU is accepted by virtually every segment of the Orthodox Jewish community.

"The rabbis at the OU were so excited about Bodek, and encouraged us to expand and find ways to remove insects from more vegetables," said Mr. Gartenhaus. Many, if not all, of Bodek's clients, both in the wholesale and retail markets, choose Bodek especially because of its kosher certifications.

Interestingly, Mr. Weinman adds, Bodek soon became known for its high quality as well. Because insects tend to infest lesser-quality produce, Bodek purchases only the highest grade vegetables. And it is constantly developing new ways to improve its products.

"Within the last year, technological developments in both the washing process and packaging have more than doubled our products' shelf life," says Mr. Gartenhaus. "And we are always developing new vegetable blends and packaging concepts to provide consumers with more choices."

Some recent developments?

Sliced fresh onions; new soup mixes and frozen blends; and the Bodek salad bowl, for health-conscious consumers seeking a satisfying meal on-the-go.

Bodek also changes its product line to reflect market conditions. This year, the asparagus crop was infested - so Bodek temporarily stopped processing asparagus.

One thing that never changed at Bodek is its insistence on cutting lettuce and cabbage into thin strips. That is because it is the only way to ensure that water reaches all surfaces. Larger cuts tend to leave clumps of lettuce or cabbage intact, and it is impossible to clean between the leaves.

It is its insistence on high standards that makes Bodek a leader in the bagged produce industry. Or, in the words of a housewife, "I trust Bodek. They invented the product, they created the standard, and they stick to it."

RABBI DAVID BISTRICER

serves as Orthodox Union's rabbinic coordinator for Bodek Kosher Produce and Sally Sherman Foods.



Family Values Make Sally Sherman Foods a Salad Lover's Delight

By Vasili E. Zisis

MERICA HAS A SOFT SPOT for entrepreneurs and family operations. But make no mistake: the reputation of Sally Sherman Foods goes far deeper than a sentimental nod to the passage of two generations of leadership. With continued growth over the last half century, the strength of this familyowned business (the Endico family retains ownership) is that it functions as one big family.

Over the last thirty years, Sally Sherman Foods has been a pioneer in the kosher processing and marketing industry. The Orthodox Union cites multiple criteria for which the company has exceeded all expectations. But the reasons for the widespread consumer admiration for Sally Sherman Foods can really be boiled down to one: Boy, do these guys know how to make salads kosher and tasty! When searching for an organization to certify the company's kosher status, the decision was easy. The Orthodox Union was the obvious choice. The trust and respect of the kosher observant community afforded to the Orthodox Union was decisive in the selection process.

Nowhere is Sally Sherman Foods' savvy more evident than in the operations of its business. The majority of the raw materials are grown on our farms and inspected by rabbinic field personnel for their kosher integrity before they get to the plant. Management's background and expertise in farming, coupled with its unparalleled commitment to use the highest possible quality ingredients, makes it a unique company. Management's expertise, along with assistance, research and development from universities throughout the country, make Sally Sherman Foods a pioneer in the kosher food processing field.

Sally Sherman Foods has fostered a relationship with the Orthodox Union which has benefited everybody, particularly the consumer, who is being offered a product of the highest quality at an affordable price.

Over the last thirty years there have numerous rabbinic coordinators supervising the kashrut program at Sally Sherman Foods. Each of them, along with management — individually, collectively and cooperatively – has built the steppingstones of a model plant. Management's commitment to quality and expertise in produce makes it easy to maintain the kashrut program. It is very challenging to do so, but the trust and relationship built between management

and rabbinic personnel was strong enough to solve

any issues that have arisen.

Sally Sherman Foods has fostered a relationship with the Orthodox Union which has benefited everybody, particularly the consumer, who is being offered a product of the highest quality at an affordable price. The constant calls, emails and letters we receive, especially during the Jewish holidays, are testimony to our commitment.

MR. VASILI E. ZIZIS

is Vice President of Operations at Sally Sherman.

Van Drunen Farms: Commitment to Quality for More Than a Century

OR MORE THAN ONE HUNDRED YEARS, the Van Drunen family has been committed to quality. From the selection of the finest raw ingredients to the processing, packaging and shipping of each product, Van Drunen Farms strives to provide ingredients with the best flavor, color and texture. Our fruits, vegetables, herbs,

grains, dairy and other ingredients are produced to flavor, enhance and create today's food products.

Quality begins from the ground up. As growers as well as processors, we are

uniquely able to produce products that have been under our control from seed to shipping. For those ingredients that we do not produce ourselves, our role as growers helps us to identify suppliers whose standards and qualifications match our own.

Van Drunen Farms produces ingredients that are consistent, wholesome and functional. We offer a variety of productsincluding frozen herbs and vegetables, freeze-dried fruits, vegetables and herbs, drum-dried fruit and vegetable powders or flakes, and several sugar-infused fruit products as well.

OU certification became necessary in recent years because customers started demanding kosher products; therefore, food companies were looking for kosher certified ingredients to meet demand. As the most recognized certifying agency, OU was an easy choice for us.

Because of our wide variety of products, our careful tracking and segregation of kosher and non-kosher raw materials, and the constant monitoring of our fields and processing standards, kosher certification is a constant challenge. The reward, however, is the ability to sell to a growing number of companies that produce kosher products for today's food service needs.

At Van Drunen Farms, we appreciate the great working relationship we have with Rabbi Elimelech Friedman and Rabbi Aaron Karmon, our local representatives, and Rabbi David Bistricer, our national OU representative. We look forward to many more years of working with the Orthodox Union for our kosher certification.

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RABBI DAVID BISTRICER

serves as the Orthodox Union's rabbinic coordinator for Van Drunen Farms.

OL VIOS

IS A HIT - NOT IN RECORD STORES, **BUT IN LIQUOR STORES — FOLLOWING OU CERTIFICATION**

Quiz: Tequila is

>>> Mexico's primary spirit (alcoholic beverage), which is proprietary to Mexico and is not permitted to be produced in any other country;

>>> The 1958 mega hit instrumental by The Champs, which stayed on the charts for 19 weeks, reached number one, sold more than six million records worldwide, and won a Grammy for the best rhythm & blues record of 1958; its single lyric, sung exuberantly, is "TEQUILA!"

>>> The latest liquor to be certified OU kosher.

ANSWER: *All three*.

ROMTHETOWN OFTEQUILA in the State of Jalisco in Mexico (baseball fans, of course, know that Fernando Valenzuela, the one-time Dodger superstar, hails from Jalisco) comes Tequila, a liquor known for its distinct flavor that is almost tart and leaves the tongue with a tingling feeling. In Tequila, a New York-based company called Sol Dios manufactures a premium version of the product. Until very recently, no brand of Tequila was kosher. Not anymore.

Sol Dios CEO Avery Goldman made the decision that since there was no kosher tequila his would be the first. He chose the OU because, as he explained, "OU certification is not only the most well-known, but also the most highly accredited of all kosher certifications. People," he said, "seem genuinely surprised and pleased to hear that there is kosher tequila on the market."

Tequila is obtained from the distillation of the fermented juice of the mescal plant, which is a species of the agave plant. Tequila is required to be at least 51 percent agave, with the remainder usually being maize or sugar cane. Because Sol Dios is a premium tequila, however, it is



The aging process takes at least three years.

made from one hundred percent agave.

BLANCO

Agave plants, also known as century plants, are long-living, large, and produce a spectacular flowering stalk. Agave plants have many uses, including the extraction of fibers from the leaves to produce rope and nets, but are most commonly known for their role in the manufacture of tequila. Mexican blue agave is grown commercially for this very purpose.

A sugar-rich solution is extracted from the center of the rosette of leaves and then is fermented and distilled to produce the drink. Agave plants are unique in that they can only be found in a very geographically limited area, chiefly in Mexico, but sometimes also in parts of the southern and western United States as well as in parts of tropical South America.

The production of tequila is by no means a snap your fingers and it is done affair. The product is produced by removing the heart of the plant, once it reaches





THE REASONS BEHIND a thriving organization's success lie squarely at the doors of its trailblazers, the dedicated forefathers who laid the essential groundwork. In the booming OU Kashrut Division's case, you could try knocking on the two Giants of Kashrut's doors, but you probably won't find them home; they're on the road happily priming the next generation of experts.

Between the two of them, Rabbis Chaim Goldzweig and Sholem Lifchetz have given 60-plus years (and running full-throttle) of unsurpassed kashrut expertise, ensuring that the OU's highest standards prevail in thousands of plants across the globe.

RABBI CHAIM GOLDZWEIG -THE MAKING OF A SUPER-MASHGIACH (RFR)

One day back in 1960, while America was in the midst of the Cold War and about to enter the space age, the phone rang in the Goldzweig home in Chicago. At the request of Rabbi Alexander S. Rosenberg, Rabbinic Administrator at the OU from 1950-1972, Rabbi Shlomo Hecht, of Chicago, asked Rabbi Moshe Goldzweig, an esteemed master of Jewish mysticism from Sefat, Israel, if he knew of anyone in the area able to fill a position as an RFR for a company just starting to run kosher glycerin. Rabbi Hecht called, hoping Rabbi Goldzweig's oldest son would take the position. There was one problem; his son didn't drive a car. Then Rabbi Goldzweig's fateful question: "What about my younger son, Chaim?"

After ten spiritually lucrative years at Telshe Yeshiva in Cleveland, Rabbi Chaim Goldzweig accepted the OU job

as Rabbinic Field Representative for Proctor & Gamble. At the time, the world of organized kashrut supervision was still very young. "The public didn't know about ingredients in those days," says Rabbi Goldzweig. "As long as the ingredients panel didn't list lard, everybody thought it was fine. And companies didn't have to list everything."

Learning as he went, Rabbi Goldzweig educated the companies along with himself. "Everything has to be looked into," he says. "When checking out a new plant I get all the information I can." He began jotting each relevant fact on paper, putting slip after slip into his pockets and committing every essential detail to memory. "When I started out, there were maybe ten people in the OU office," says Rabbi Goldzweig. All issues of ingredient approval would go through him. He would take along stacks of papers of ingredient requests submitted by companies, relying on his foolproof memory, which predated and was likely more reliable than the computer. As his experience in kashrut supervision increased, so did his breadth of knowledge - about ingredients, ingredients within ingredients, all aspects of food manufacture, and every nook and cranny of plants worldwide.

WHAT'S THIS GUY DOING IN OUR PLANT?

Although he's considered the OU's undisputed most senior expert in the field, Rabbi Goldzweig never wears his revered reputation on his sleeve. During his initial visits to plants requesting OU certification, employees' heads will inevitably turn as an elderly gentleman with a straggly beard and bulging pockets (filled with notes and an array of pens), saunters past them, smiling broadly at each puzzled face. But once the rabbi begins his impressive work, their initial doubts quickly dissipate.

"I once visited a plant with him," recalls Rabbi Menachem Genack, Chief Executive Officer of OU Kashrut. "We found a box without kosher certification on it or any indication of what it contained. The plant manager hadn't a clue as to what it was. Rabbi Goldzweig eyed the assorted numbers on the package and nonchalantly said, 'Don't worry; it's a Durkee code' (a manufacturer of shortenings). He knew exactly what it was."

Within a short time, everyone on the plant floor considers him his buddy, certain that the feeling is mutual. It's all genuine and crucial in getting the best job done. "He's a master at being able to win people over and making them feel comfortable as he's getting the necessary information from them," says Rabbi Yaakov Luban, Executive Rabbinic Coordinator. "This is one of the most important aspects of kashrut supervision. You don't want the company to feel that you are checking up on them or looking over their shoulders. No one likes to be monitored. He is extremely successful in his own home-style way of getting the needed information."

Rabbi Goldzweig often adds a package of salami to his pocket assemblage as a gift of goodwill and gratitude to many a plant manager. "He may seem, at first, in a state of endearing disarray, but one soon realizes he is a man with outstanding ability, direction, and warmth," says Rabbi Genack. "He's the OU's kosher Columbo."



Rabbi Goldzweig (center) with Rabbi Moshe Gutnick of Sydney, Australia, and Mr. Reisenbegler of JLS Foods

For the past
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For the past 45 years, "Reb Chaim," as his colleagues affectionately refer to him, has brought his disarming personality and kosher expertise to people and plants around the world. He's been to China, the Far East, Kuwait, India, and Poland, to name a few. "I have more stamps than Carter has liver pills," says Reb Chaim in his inimitable fashion. He has also had to keep up with the food industry's technical advances, as well as the increasing number and complexity of ingredients. "We constantly face new issues, lines that are crossing from products to products. I have to make sure non-

kosher and kosher don't end up on the same system," he says. "We have to make sure that the new techniques, if they are affecting kashrut, are helping rather than hurting. I'm always learning."

DON'T WORRY – THE CAR'S BULLETPROOF!

After a few-day stint supervising the kashrut at a plant in a faraway continent, Rabbi Goldzweig often returns home with many enthralling, sometimes chilling stories to tell; the "miracle in Colombia," for instance. His plane landed at the airport, on September 9, 2001, two days before the horrific 9/11 attack. Rabbi Goldzweig waited for his pick-up person to take him to his assigned plants. He waited and waited, wondering if someone would show up. A man approached him and asked in English, "Rabbi, are you lost?" He replied with his customary quipping. "I know what country I'm in, but have no idea who's coming to get me." He showed him a piece of paper with the name of the company. Recognizing the name, the man made a number of calls on his cell phone, speaking fluent Spanish. He informed Rabbi Goldzweig that he would be picked up shortly. "I'm thinking," says Rabbi Goldzweig. "I don't know this guy; he could be a terrorist." The man pointed to his car and instructed Rabbi Goldzweig to wait there with his suitcase for a minute. "I looked at his license plate and felt relieved; it read: U.S. State Department," says Rabbi Goldzweig. continued on next page

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"When he returned he said I shouldn't worry about going into his car because it was bulletproof! Then he advised that I not take any cabs in this city and never leave the hotel without someone who speaks fluent Spanish."

The competent (and courageous!) RFR finished his work in two days and eagerly anticipated his flight back home. As he entered the airport, all the monitors flashed the dreadful sight of two planes pummeling through the World Trade Towers. Loudspeakers repeatedly blared, "THE AIRPORT IS NOW CLOSED." The rabbi reluctantly stayed another week in Colombia, not sure when he'd be able



Rabbi Goldzweig with manager of plant in Mexico

to get back to the United States. And Rosh Hashana was only a few days away. It dawned on him that he still had the card of the fellow who had helped him at the beginning of the trip. He fished it out of one of his crammed pockets and realized the man was a diplomat from the United States. That Saturday night, after the Sabbath, his helpful acquaintance arranged for a treasured ticket home. "I got back just hours before Rosh Hashana," recalls Rabbi Goldzweig. "God wanted me home for the High Holidays.

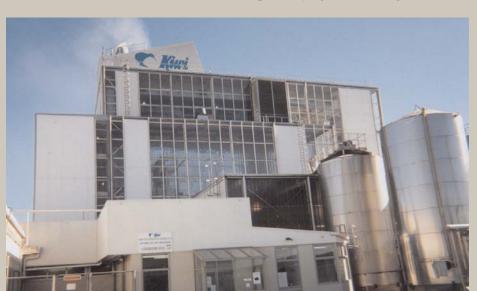
A MAN OF KINDNESS

With all his traveling around, the crazy hours, and unusual interactions with all kinds of individuals, Rabbi Goldzweig absolutely loves his work, and it shows. "I dream about ingredients!" he says. "I believe it's a mitzvah to help people eat kosher food. An RFR has to be a person who wants to help people." According to all those fortunate enough to cross Reb Chaim's path, he delights in reaching out to others. "I was single and working in the West Coast region," says Rabbi Michael Morris, Rabbinic Coordinator. "One evening, I had just finished eating my dinner, which, for a bachelor, consisted of a sandwich, when the phone rang. It was Rabbi Goldzweig calling from a plane flying to Los Angeles from San

Francisco. He told me that he was changing planes at LAX (Los Angeles International Airport) to return to his hometown in Chicago and had a few hours to spare. He said, 'You probably haven't had a good meal in a while. Pick me up at LAX; we'll go to a restaurant for dinner and then you can bring me back to the airport to continue my journey.' I cherished both the meal and the company."

Whether a kashrut veteran or novice, Rabbi Goldzweig's colleagues know personally of his no-holds-barred willingness to go all out to improve another's lot. "When I was a relative newcomer to the OU," says Rabbi Avrohom Gordimer, Rabbinic Coordinator, "I met with Rabbi Goldzweig to review some potato plants in Maine. This was my first long-distance OU business trip. As he drove me to the airport for my return flight to New York, it began to storm heavily. We found out the flight had been cancelled. Seeing I was itching to return home, he insisted upon driving me to another city in Maine, to catch another flight. After finding out that flight had also been cancelled, he told me to call my wife to let her know what was happening. Five minutes after I hung up, he advised I call her again to say hi and schmooze, as it was the right thing to do. He then took me to a local hotel. As I exited the car about to thank him, he got out with me, accompanied me to check in, and escorted me to my room to make sure it was okay. I will never forget his amazing kindness and warmth."

Rabbi Goldzweig's ample experience, knowledge and congeniality make for the consummate OU RFR."I learned how to relate to people when conducting an inspection with him," says Rabbi Luban. "He has also demonstrated to all of his colleagues that the more one knows about food technology, the more profound must be one's understanding of everything going on in a facility. The RFR's responsibility grows as the industry becomes more complex. He is called upon by virtually all kashrut organizations for his services." Company managers and employees worldwide have become



Kiwi has plants in Australia and New Zealand

aware of his acute attentiveness to detail. "Once, during an annual inspection, Rabbi Goldzweig saw a single pallet on the top rack of our warehouse," says Jim Peacock, former Kosher Coordinator at Dawn Food Products in Louisville, KY. "From 15 feet below he recognized a particular product and supplier as one that required a rabbi's signature on the label, and he knew exactly which rabbi. I am happy to say it had the signature."

According to Rabbi Genack, Rabbi Chaim Goldzweig is the OU. "The kashrut department is built on his shoulders," he says. "He is a man of commitment, knowledge and concern for every aspect of the job, the technical and human. He views kashrut as a mission. I can't imagine Chaim Goldzweig not doing kashrut work. He is what we call the 'Super-Mashgiach."

RABBI SHALOM LIFCHETZ – CONSUMMATE MASHGIACH AND MENSCH

How many of us consider our work holy? Perhaps even more rare - how many can say they are never bored with their job, ever? Rabbi Shalom Lifchetz, the OU Kashrut Department's dedicated RFR since 1975, holds these sentiments close to his heart as strongly today as he did three decades years ago. "Every Jew who eats kosher helps to fulfill his purpose in this world," says Rabbi Lifchetz. "If I am a vehicle to help Jews eat kosher, I feel I am also helping the entire Jewish people." He says he looks forward to each new day on the job, meeting new people, responsibilities, questions, and new challenges to solve. "I would like to continue to 120 years!" And the OU responds with a resounding "Amen!"

Rabbi Lifchetz's passion for kashrut work blossomed back in the 1970's under the warm Miami sun. As Beth Israel Synagogue's youth director, he developed a close relationship with Rabbi Berel Wein, the synagogue's then spiritual leader and the OU's representative, who set up the RFR's at a number of Miami Beach hotels. Rabbi Lifchetz had moved



Two more conscientious decades later and Rabbi Lifchetz continues to enjoy a superlative reputation among his colleagues and plant managers throughout the New York Tri-State beat, for his scrupulous work.

on to teaching fulltime at the Hebrew Academy when Rabbi Wein thought he might be interested in doing some kashrut supervision on the side. He gladly accepted the offer and not long afterward welcomed the opportunity to join Rabbi Wein (who had assumed the Rabbinical Administrator position at the New York OU office) as a fulltime RFR.

Rabbi Lifchetz's career at the OU began with visits to New York area plants, in all the five boroughs. The OU realized that it had a diligent professional on its hands and took full advantage of the blessing. His duties expanded to include the entire state of New York, most of New Jersey, and various locations in

Pennsylvania and Connecticut. During his first five years, Rabbi Lifchetz's work involved the inspections of plants and special productions for Passover, as well as the complete kosherizing of non-kosher facilities. "I remember going on a particular special production involving kosherizing a huge plant in Delaware that made emulsifiers," he says. "It took two-and-ahalf days, around the clock. I would stay in a motel about a block away and they would call me every two hours to come back to take care of the next step of the process." He did this four to six times a year for a ten-day production, for ten straight years.

Two more conscientious decades later and Rabbi Lifchetz continues to enjoy a superlative reputation among his colleagues and plant managers throughout the New York Tri-State beat, for his scrupulous work."He is someone you can trust; his word is his word," says Rabbi the Executive Rabbinic Coordinator. "We currently have 6,000 certified plants. With each one, we inspect the facility, construct the contract, and recommend certain changes. Afterwards, the office sends an RFR to see that the company maintains the requirements. Then we assign a top RFR to go to the plant to conduct a thorough review, making certain that everything is operating properly. Rabbi Lifchetz is one of those selected few."

In 1998, when Rabbi Eliyahu Safran, Senior Rabbinic Coordinator and Vice President for Communications and Marketing, created the "Review Division," comprised of three senior RFR's, he valued his closer working relationship with Rabbi Lifchetz. "He's my first phone call of the day," says Rabbi Safran. "Our morning conversations have become increasingly global, covering the prospective new companies and the crucial reviews he has done in an effort to upgrade standards. I've learned an enormous amount from him, not only about the technical aspects of kashrut, but the attitude towards kashrut; he's a man of exceptional loyalty who never cuts corners."

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Rabbi Lifchetz evaluatina using loins from Ecuador (Manta) for the tuna industry in Puerto Rico (1982)

A generation of the OU Kashrut Division's RFR "GP's" are indebted to Rabbi Lifchetz' sterling example.

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SHOWING METICULOUS CARE -**BOTH HUMAN AND TECHNICAL**

Rabbi Lifchetz's painstaking devotion to his job flows from his depth of character and genuine love for people - clearly demonstrated through the lives he has affected over the years. A New Jersey plant owner confided in Rabbi Lifchetz about his disturbing estrangement from his son. "He told me how painful it was for him," recalls Rabbi Lifchetz. "He didn't know what to do about it." Rabbi Lifchetz felt compelled to speak with the man's son. "I told him that he won't have a father forever. And by the time he comes to his senses, his father may be gone and then it will be too late. You have a chance to do this now, so do it now." The father and son reconciled.

Rabbi Lifchetz believes that an essential aspect of an RFR's work is how he interacts with others. "He should speak respectfully to the workers, owners and staff of a plant, as well as conduct his work professionally and efficiently," says the rabbi. "He must always present himself in the proper way."

The OU requires that new RC's and RFR's invest significant time in the field with Rabbi Lifchetz, a seasoned professional who personifies the very essence of "proper." "I learned everything from him," says Rabbi Avraham Stone, RFR, who trained with Rabbi Lifchetz. "By

watching and observing him, I learned how to inspect a facility, speak with people, problem-solve and analyze a situation in an organized manner, and prioritize. He engenders and commands respect from others, because they recognize his commitment and integrity." Rabbi Stone was struck by his mentor's extraordinary precision on the job. "If there is something that necessitates a closer look, a label on an ingredient or something that seems out of place sitting on a rack 18 -20 ft. high, he'll get everyone to stop what they're doing and have it pulled down," says Rabbi Stone. "There is no stack left unturned, no label unread, no aberration left uninvestigated. When Rabbi Lifchetz comes into a factory, they know to get the forklift ready!"

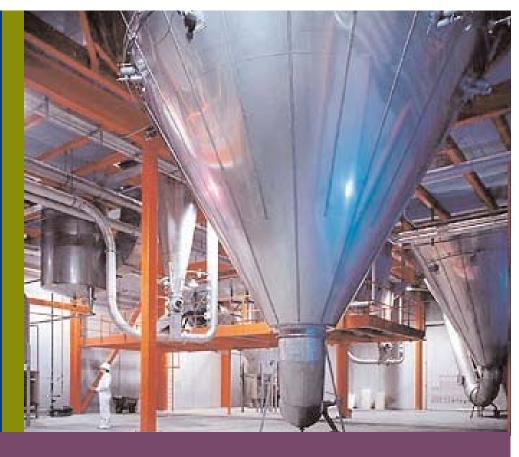
Companies demonstrate complete trust in Rabbi Lifchetz's impeccable judgment. "Back sometime in the 1980's, I encountered a problem in a Delaware plant," says Rabbi Lifchetz. "While kosherizing the facility, we had to have the equipment we were kosherizing cut off from the non-kosher equipment to prevent contamination. I told them they needed a piece of equipment that would cost them close to \$100,000 (a tremendous expense at that time). I assured them that, in the long run, it would save them money."The company made the purchase without hesitation.

THE BEST TEACHER **KEEPS ON LEARNING**

Rabbi Lifchetz's meticulousness has kept up with three decades worth of technological advances in the food industry. "Companies today have extremely sophisticated operating systems," says Rabbi Luban. "There are all kinds of complicated equipment, reactors, spray dryers, homogenizers. Everything is computerized and the RFR's have to understand exactly how each system works. Rabbi Lifchetz is constantly familiarizing himself with different types of manufacturing facilities and has gleaned a profound understanding of all the kashrut issues one has to look out for. He never stops learning. After 30 years, and countless visits to thousands of plants, he maintains the same high level of enthusiasm towards his work."

Those blessed to know Rabbi Lifchetz, as well as those who have had brief contact with him, are witness to the nobility a human being is capable of achieving. "A few years ago I visited Caravan Products Company (a major baking facility) with Rabbi Lifchetz, to train a new contact," recounts Rabbi Israel Paretzky, an RC. "The visit occurred during the 'three weeks' (Jews observe an annual three-week period of mourning for the destruction of the Temple in Jerusalem, during which time they refrain from haircuts and shaving.) This is sometimes a bit uncomfortable due to our seemingly unkempt appearance. Rabbi Lifchetz began the meeting by acknowledging that they might have noticed we looked a bit disheveled. He then gave a brief, yet crystal clear, explanation of what had happened in Jewish history and the important customs of mourning. They were noticeably impressed that we were still commemorating the destruction of our Temple, so many years later, in such a tangible way. It was a typical example of Rabbi Lifchetz's brilliant and characteristically professional approach."

According to Rabbi Genack, Rabbi Lifchetz's approaches everything he does



Spray Dryers & the Koshering Process

The kosher status of spray dryers and their correlating equipment is particularly important when assessing food production areas where sprayed dried food chemicals and minerals are used.

by Rabbi Raphael Ya'acov Blugrond

PRAY DRYING IS AN EFFECTIVE MODE of drying due to simultaneous mass and heat transfer. Spray dryers are used by the industry in chemical and food processing to manufacture dried eggs, powdered milk, animal feed, cake mixes, citrus juices, coffee, corn syrup, cream, creamers, fish and meat concentrates, infant formulas, potatoes, shortening, starch derivatives, tea, tomato puree, yeast, and yogurt. The substances are homogenous in nature and the powders are usually spherical in shape and approximately 10-140 microns.

The spray drying process begins as preheated solution and is pumped to an atomizer. The atomizer increases the surface area of the solution by creating a fine mist. The mist is then sprayed into a chamber of air heated to a temperature above the vaporization temperature of the solution's solvent. As the mist contacts the hot air, the solvent (typically water) vaporizes. The rate of solvent vaporization is dependent upon the solution flow rate, temperature of solution, flow rate of air, temperature of air, size of the mist droplets, and total solid concentration. The vaporized solvent and dried particles are then removed from the main chamber. A cyclone separates the entrained particles from the humid air. The dry particles are forced to the bottom of the cyclone separator and the air is expelled to the atmosphere or goes to a scrubber.

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The drying kinetics as represented by a mathematical model is the core of a dryer-wide computational fluid dynamics model. As a drop of solution is sprayed through a hot gas, heat transfer occurs through the transfer of heat from the gas to the particle. This method of heat transfer is commonly referred to as convection. As the particle passes through the hot gas, vaporization occurs. The energy associated with this term is latent heat. The latent heat of vaporization is the specific enthalpy¹ change associated with a phase change (i.e. liquid to gas).

KOSHERING CONCERNS AND PROCEDURES

The kosher status of spray dryers and their correlating equipment is particularly important when assessing food production areas where sprayed dried food chemicals and minerals are used. For example, an inherently kosher product that was dried on a non-kosher spray dryer or its accompanying equipment cannot be certified kosher. Additionally, production plants often desire to alternate the designation of their product from dairy or non-kosher to kosher pareve or kosher dairy. Thus, the integrity of the koshering process is intimately related to the koshering of spray dryers.

There are over 20,000 drying facilities in the United States alone. These can be divided into two groups: those dedicated spray drying facilities committed to a specific product, and toll drying facilities that contract to spray dry food products of any variety. There are some products reaching these facilities that may be non-kosher by nature or non-kosher because they contain some form of non-kosher ingredient.

Spray dryers in this field come in many varieties, such as tall tower dryers, box dryers (both flat bottomed and coned shaped), rotary dryers, vacuum dryers and many other systems that are still in development. As some varieties of the spray dryer are designed to be product specific (groups of products) the design and the characteristic of the heat transfer occurring between the air and the solution to

Therefore, the goal is to kosher the equipment in a manner that will not cause any damage to the equipment

while simultaneously achieving the goal of rendering the equipment kosher or kosher non-dairy as needed by the company.

be dried changes often. Therefore, we cannot design a standardized protocol for the koshering of all spray dryers.

These design changes are made due to the viscosity of the solution sprayed into the equipment, the viscosity of the solvent and the desired final particle formation. The dryer operates on high temperature and the particles are removed of a majority of their humidity via their first contact with the airflow, whether the airflow is static or spiraling. Additionally, the particles land on the walls of the dryer, its ductwork, cyclones, bag house, etc. and the product is actually "baked" so to speak, on the surface. An ideal method of koshering this equipment would be to raise the temperature of the spray dryer to 450°F + surface temperature. Unfortunately, a spray dryer that can realistically endure temperatures of this magnitude does not exist.

Another method that theoretically could be used is to fill the body of the main chamber, the ductwork, and the bag house with boiling water. However, this method is impractical, as the equipment is not designed to withstand the pressure and the heat velocity of the volume of water necessary for the koshering process. Therefore, the goal is to kosher the equipment in a manner that will not cause any damage to the equipment while

simultaneously achieving the goal of rendering the equipment kosher or kosher non-dairy as needed by the company.

Fortunately, in the past few years methods have developed to achieve this goal. For example, in a dairy company where milk arrives with a very low solid content in ratio to water, the company would like to incorporate a non-dairy and/or kosher dairy drying system. In this scenario, the rabbi needs to establish the status of the steam system. Thus, the Rabbi will review the equipment being used in the process of koshering, as well as the heat sources (i.e. steam) and its kosher status.².

This company is using an evaporator to strip the excess water from the milk to a ratio of 40-60 percent solids/water. The water (also known as cow water) is collected and fed into the boiler system from one or two stages of the evaporator in order to create new steam. The water collected from the evaporating system might be non-kosher if the evaporating system was used previously for the evaporation of certain whey powders of non-kosher origin. Thus, the steam is either non-kosher or kosher dairy.

What this means in terms of the plants ability to incorporate a kosher dairy or kosher pareve drying system into their operations, is the necessity to drain and replace the water supply of the boilers. This must be achieved in a manner that is within the guidelines of kosher laws without creating financial burden to the plant or damage to the boiler and steam systems.

In a different scenario, an industry that creates a solution on site by blending a group of raw materials with water or another liquid as a solvent, into a sprayable solution, wants to render their system kosher dairy or kosher pareve. Here the rabbi must examine the plant kitchen were the solution was developed and assess which equipment was used and in what manner. The rabbi must always thoroughly examine the rest of the spray drying facility. He will take into account the existence of fluid bed dry-

OU PROFILE



Rabbi Raphael Ya'acov Blugrond

THE REMARKABLE Rabbi Raphael Ya'acov Blugrond, OU Kosher Senior Field Representative, has been with the Orthodox Union for almost 20 years, a period in which he has traveled to every part of the United States and to most of the countries around the world serviced by the OU.

Rabbi Blugrond was born, raised and educated in Israel. He received his rabbinical ordination from three leading scholars there and holds a B.A. from an Israeli university. Rabbi Blugrond was awarded his M.A. from the College of St. Thomas Aquinas in New York State, and completed post-graduate studies specializing in engineering, which provided him with his expertise in the engineering components of the koshering process of even



the most complex pieces of plant equipment.

Acknowledged as a recognized expert in plant equipment and machinery, his input is sought by OU certified companies which invite him for special consultations, as well as by OU RFR's throughout the world for a better understanding of equipment and for guidance in the kosherization process.

Rabbi Blugrond is a retired Major in the Israeli Defense

Forces and was a Platoon Commander of the renowned Golani Brigade. He worked in the Israeli Foreign Service for more than five years, serving in Africa. He is fluent in Hebrew, English, Arabic, Yiddish and other languages. Rabbi Blugrond has four children and 11 grandchildren and resides in Baltimore, where he is active in many communal and charitable activities.

ers and whether they are a part of the main chamber or freestanding units.

The rabbi will examine the agglomerating system to assess whether it is a freestanding unit with its own heat source or whether it has been incorporated into the atomizing system on top of the main chamber. All homogenizers, the power pump, product pumps, the pressure line into the chamber, and the return lines, the atomizing system and most importantly the CIP (Cleaning In Place) system will be noted. He will then develop SOP's (Standard Operating Procedures) for the most effective method of koshering the facility.

We must note that every koshering process of a spray drying facility will start by a meticulous cleaning of all equipment and a 24-hour down time to follow. This is the precursor to any koshering process performed.

As such, the main facility for koshering will normally be the CIP kitchen. We

must ensure a high volume of boiling water can be used for the koshering process and the systems ability to deliver this boiling water in a large enough line with enough pressure for the koshering. The atomizer and the spray nozzles can be koshered separate from the dryer as for the most part small equipment can be connected through the CIP system and looped to have water circulating into them with a measured return temperature that exceeds 200°F. However, the main chamber, the cyclones, the arms, and the ductwork are more difficult to engulf in the boiling water that is necessary for koshering

If we spray water at 211°F at the entry into the chamber the water will cool off as it cascades on the walls of the chamber and will exit at about 150°E. This is because every gram of water that is sprayed on the walls will extract 500

BTU's as it moves downwards. The accumulated BTU force is "looking" for the closest escape rout out of the main, and in most cases, the heat will escape to the cyclone's arms, and be sucked out towards the exhaust to the atmosphere. The water which cascades down by gravity will be therefore cooled off, and as a result, we will not have the necessary exit temperature of 200°F at any given time.

Therefore, we have to design a program that will specifically address the main chamber and its characteristics suitably. The preferred way to accomplish this would be to enter the system with the highest temperature of water possible, by boosting the temperature with a steam injector as close as possible to the entry into the chamber. The water will then circulate at the highest volume possible to the kitchen or the CIP kitchen. There the water can be re-heated and returned to

continued on page 31

ORTHODOX UNION

108th Anniversary National Dinner



A wide variety of Ajinomoto products proudly carry the OU symbol. As a result of the long-term and close OU-Ajinomoto relationship, Ajinomoto USA and its President, Mr. Shinichi Suzuki, will receive the OU's National Kashrut Leadership Award at the Orthodox Union's 108th Anniversary National Dinner

Ajinomoto U.S.A., Inc.

will receive the Orthodox Union's National Kashrut Leadership Award at the 108th National Dinner on

Sunday, April 2, 2006 at the Grand Hyatt New York

Mr. Shinichi Suzuki, President of Ajinomoto U.S.A., Inc., will accept the award on behalf of the company.

For more information, please contact Malka Laks at 212.613.8144 • EMAIL: malkal@ou.org FAX: 212.613.0744

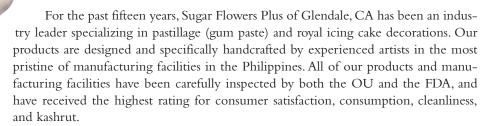


Welcome to Sugar Flowers Plus's Garden of Eden, where you will find our magnificent collection of orchids, roses, and bouquets. Our decorative flowers look so real, you may find yourself smelling them or have the inclination to water them (although if you try that, you may end up with syrup).

Sugar Flowers Plus

WHEN A WEDDING BECOMES
AN EVEN GREATER CELEBRATION

by Terry Becker & Alex Koffler



This brings us to a very important element: Kosher.

Sugar Flowers Plus's founder is actor, director, and television/film producer Terry Becker. Among his many credits, he is best known as television's "Chief Sharkey," from the classic program "Voyage to the Bottom of the Sea."

Pastillage flowers were typically manufactured with gelatin, but from the company's inception, Mr. Becker, proud of his Jewish heritage, was determined to bring these gorgeous cake decorations to the Jewish community. After literally searching the world over, he found a kosher ingredient that can replace gelatin. The result is a more elegant, delightful product. Enough of the drab royal icing wedding cake decorations! Now, when a kosher observant bride goes to a baker to get her wedding cake, she can order the cake of her dreams. Any style or design she may have seen in a wedding magazine is now possible — even Martha Stewart's.

Throughout this entire process, the OU has been very supportive and encouraging, and the OU symbol has been a most definite key to unlocking the doors of the kosher marketplace.

Remember, "It's always a celebration when you use our decoration!" www.sugarflowers.com; www.cakedecors.com

RABBI DAVID ROCKOVE

serves as the Orthodox Union rabbinic coordinator for Sugar Flowers Plus.



MARKET INTELLIGENCE:

>>> WHAT YOU DON'T KNOW CAN HURT YOU



by Elie Rosenfeld

VER THE TEN YEARS that I've been in kosher/ Jewish marketing, I've received dozens of phone calls from brand mangers, manufacturers, importers and the like asking what the kosher consumer would think of this new product or that.

"Will the consumer purchase our item if we make it dairy? "What about if we create a single serve or a family pack?" "Do you think Passover can use another cake mix SKU?" Strangely enough, I give most of these calls the same answerwhy not ask the consumer?



The Jewish consumer is chock full of very valuable information, yet is the last place brand mangers turn to learn about the market.

The Jewish consumer is chock full of very valuable information, yet is the last place brand mangers turn to learn about the market. Unfortunately, there are many examples of projects which have been turned on their heads because the consumer didn't buy in to them.

Take Stella D'oro cookies for example. A number of years ago the brand team decided it would begin to introduce dairy ingredients into some new products and reformulate older ones as dairy as well. For the previous 40 years kosher consumers had come to rely on Stella D'oro to be their pareve cookie brand. Now what were they to do? Well, they stopped buying Stella D'oro; they simply had no need for it. Yes, they may be very delicious, high quality cookies, but these consumers bought them to serve after meat meals (kosher households don't mix dairy and meat and thus won't serve a dairy dessert after a meat meal) and now that was gone. So following a consumer revolt, and the resulting slower sales in kosher/Jewish neighborhoods, 13 months later Stella D'oro returned to pareve status to the delight of Jewish homes coast-to-coast.

What could have averted this 13 month debacle? Surveys and focus groups are the easiest, quickest and simplest way to gauge the consumer. I've heard many times that "There is no way to study the Jewish consumer" or "Kosher consumers are hard to find, there's no way to survey them." In fact there are a number of ways to do this quickly and very inexpensively.

This past spring Joseph Jacobs Advertising, the decades-old Jewish marketing firm, founded the Jewish Consumer Advisory Panel (JCAP), a 500-plus group which has signed up to be the voice of the Jewish/kosher consumer and to be available to reply to on-line studies and surveys. The JCAP consumers have already been instrumental in one brand's decision to create a new product line, and have informed another manufacturer of its displeasure with some if its production and marketing plans.

Qualitative research, such as use of focus groups, is another research tool available to brand teams. Taking ten or so consumers, putting them in a room and eliciting their thoughts, can be very eye opening to even the most seasoned marketing manager.

I recently ran some groups for a one of our largest Jewish targeted clients, and during the second of a set of four, the vice president of marketing sat there staring through the one-way mirror, amazed at how little some of these Jewish consumers knew about his decades-old brand.

These research projects can be cost-saving too. Last year I convinced a client to test a new product concept on four groups of kosher-keeping housewives. With less than eight weeks to go before the targeted product launch, we spoke with nearly forty women over two days and learned some of the most interesting things about this new product, most of which no one else had thought of. Overall the concept tested well, but we learned that consumers may have issues with the packaging and that the mix of varieties in the line wasn't perfect. Just a few days of work, along with a modest budget, saved the client hundreds of thousands of dollars in a potential failure. Not surprisingly, the project went back to the drawing-board for redesign.

There is one other, very quick place to look for initial thoughts on product ideas and kosher consumer acceptability the OU. Your rabbinic coordinator is also your consumer and he can help direct you to professionals who can give you further guidance.

Overall, the people who are best equipped to answer questions about marketing plans are the people who will be most affected by them - your consumers. Why not ask them?

ELIE ROSENFELD

is CEO of Joseph Jacobs Advertising, a full-service communications and marketing firm, specializing in targeting the Jewish consumer. Its website is www.josephjacobsadvertising.com. Mr. Rosenfeld can be reached at erosenfeld@josephjacobs.org.

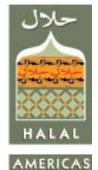
OU AND THE KOSHER WORLD SHOW

>>> WORKING TOGETHER TO HELP YOU MAXIMIZE YOUR KOSHER INVESTMENT









NCE AGAIN THIS YEAR the Orthodox Union is pleased to be a sponsor of the Kosher World Conference and Expo, to be held March 23-24 at the Anaheim (CA) Convention Center. This event is the only kosher trade show on the West Coast, and will be the cornerstone of the new World Ethnic Market. The show will provide you, the OU client, with an exciting platform to not only demonstrate your kosher certification, but to reach out in a fertile cross-marketing environment to a broad base of strongly motivated and focused retail and specialty buyers.

World Ethnic Market, the first of its kind in the United States, will include separate exhibits dedicated to kosher, halal and ethnic food under one roof, and will be presented simultaneously with the New Hope Natural Media's Natural Products Expo West, one of the largest and most established shows in the natural foods niche.

Recent research shows that kosher has a broad cross-market appeal. For example, according to *Mintel Organization International*, a leading global research group, only 15 percent of those purchasing kosher foods "keep kosher" all the time." In California alone there are some 1.1 million Muslims – many of whom see kosher as consistent with their own halal standards – and over three million strict vegetarians, who rely upon kosher pareve as an indication that products are free of both milk and meat. Some 20 percent of the U.S. population is lactose intolerant. For these people, pareve is a major purchasing factor.

For OU companies seeking to reach key buyers, this show offers a unique opportunity. As Phyllis Koegel, *Kosher World's Show* Director, points out, "Very often, individual buyers responsible for stocking the shelves of supermarkets and gourmet shops don't just buy kosher products." They would appreciate the opportunity to shop at an exhibition dedicated not only to kosher, but to halal and ethnic foods ranging from Indian to Filipino to Mexican — all for the first time, under one roof. This, combined with the shows' immediate proximity to

Recent research shows that kosher has a broad cross-market appeal... For example, according to Mintel Organization
International, a leading global research group, only 15 percent of those purchasing kosher foods "keep kosher" all the time."

Natural Products Expo West makes the Expo a unique and valuable opportunity.

In 1995, 96 percent of exhibitors found the stand-alone *Kosher World Show* productive. This year, the inclusion in a broader forum makes it invaluable. The venue also provides some exciting value-added opportunities. The "Power Buyer" program allows exhibitors 10-minute sessions with some of the industry's biggest players, including Ralph's, Costco, Gelson's and Albertson's, at no charge. With 10x10 booth packages starting at only \$2,500, both the OU and Kosher World hope to see you there.

For booth space and additional information, call Kosher World at: 877.567.4376. Please also visit their home on the web: www.kosherworld.com.

RABBI AHARON J. BRUN-KESTLER

OU Rabbinic Coordinator – Marketing and Communications – has worked closely with the Ms. Koegel from the Show's inception. He and the OU delegation hope to see you there. For more information about the OU's involvement, making the most of your OU certification at both Kosher World and Natural Products Expo, please contact Rabbi Brun-Kestler at 212 613 8364; aharonb@ou.org.



Michelman: Your One Source for True Kosher Packaging, With OU Quality Assured

From our first contact with the OU, the level of professionalism and technical knowledge was obvious.

hink about the actual packaging materials that hold the products we see on grocery shelves every day... produce, fish, meat, dairy, bakery items, nuts, snack foods, candy, canned foods and beverages. All are packaged primarily with freshness, protection, consumer appeal and convenience in mind.

The coatings used on common packaging materials such as paper, film, foil and metal make these food products capable of being shipped, and keep them fresh and attractive on the grocer's shelves. A truly kosher coating would require a forward-thinking company to make a concerted effort to meet stringent and consistently enforced formulation requirements. Some coatings have long been formulated using raw materials that are not of animal origin. However, that fact alone does not necessarily result in a kosher coating.

Michelman, a U.S. based coatings company and leader in innovation and ground-breaking product development, made the decision to be that forward-thinking company. Michelman formulates and makes available coatings for packaging that are completely and confidently kosher. To assure the integrity of the process it developed, the company also made the decision to pursue kosher certification by an independent authority. This would provide customers total assurance that the kosher status of their food products would not

be compromised by contact with non-kosher packaging.

Michelman was founded in 1949 in Cincinnati as a specialty chemical products company. The firm developed its very first product-called "ResistoCoatTM"-for the package coating industry. Many other industry "firsts" followed as Michelman developed the reputation as a true pioneer in the industry, most notably in the area of water-based, recyclable and repulpable coatings for paper and corrugated packaging. Today, Michelman products are used in a full range of FDA-compliant food contact packaging applications, from corrugated boxes used to ship produce, meat, and fish, to paper plate coatings, and film coatings for snack food bags.

After making the decision to become certified, the choice of kosher certifying agencies was clear. Michelman wanted to choose the most respected and well-known of all certifying agencies. The OU was the first and only choice.

"From our first contact with the OU, the level of professionalism and technical knowledge was obvious," said Dr. John Michelman, Chairman. "The OU and our rabbinic coordinator, Rabbi Chaim Goldberg, made the process of certification very smooth. While they were impressed with our manufacturing facilities, they were able to offer great suggestions on how to improve our processes." According to Jennifer Reed, Michelman's Safety, Health, Environmental Regulatory Analyst, as well as Kosher Coordinator, "Our partnership with the OU has been enjoyable as well as fruitful. The availability of our OU-certified kosher food package coatings has definitely raised the bar for the coating industry."

For those who wish to be assured of the integrity of a kosher lifestyle, you shouldn't have to worry about food packaging. Simply let the expert in kosher food packaging coatings – Michelman – give you peace of mind and a true kosher experience.

MICHELMAN

KEEPING AHEAD OF THE GAME

By Rabbi Chaim Goldberg

FOOD CONTACT APPLICATIONS aren't exactly the "bread and butter" of kosher certified products. They aren't designed to get "shmeared" on a bagel, nor do they go particularly well with gefilte fish. What does a company like Michelman gain from OU certification?

customers were calling their "plain" (that is, uncertified) kosher statement into question. The company responded by quantifying the kosher statement in the best way possible, by backing it up with the industry standard OU certification.

NEW MARKETS: Michelman hopes to expand its product line to include applications which would benefit significantly from kosher certification.

EXPOSURE: For less than the price of an ad in the media, being kosher certified makes your product available to another market.

PERCEPTION OF QUALITY: OU kosher certification is viewed as a quality assurance, and is recognized as such worldwide.

Michelman is educating its customers about the concerns a kosher customer might have when purchasing a competitor's product. Coatings can frequently contain such non-kosher ingredients as bovine fatty acids and the pork-derived porcine. Manufacturers are often unaware of this fact, and a Michelman product can guarantee avoiding the issue entirely.

OU kosher certification has offered Michelman opportunities in other markets, such as potentially expanding into fruit coatings. Many fruit and vegetable manufacturers have contacted the OU looking for kosher certification for their coated produce; Michelman is looking into providing the coatings for those companies committed to being kosher certified.

Though many companies contact the OU only after they have customers requesting OU certification, Michelman is using its certification to get those customers. When it comes to thinking ahead, Michelman is ahead of the game.



RABBI CHAIM GOLDBERG serves as Orthodox Union's rabbinic coordinator for Michelman.

YOU CAN HAVE YOUR (PAREVE) CAKE MIX AND EAT IT TOO



MANISCHEWITZ IS CONSTANTLY **LOOKING FOR** WAYS TO MEET THE NEEDS OF TODAY'S CONSUMER.

certification from the Orthodox Union, Manischewitz has announced the introduction of a new line of pareve (nondairy) cake mixes. This new line, which consists of Extra Moist Yellow and Chocolate Pareve cake mixes, was introduced at the Kosherfest exposition in November at the Jacob Javits Center in New York City.

"Quality non-dairy products are very important to OU consumers and this is an important addition to the list of quality pareve products we proudly certify," declared Rabbi Moshe Elefant, Chief Operating Officer of OU Kosher. "It is no secret that the OU's non-dairy endorsement is sought after

by many in the marketplace, including, among others, those who are lactose intolerant. The OU is very

tionship with the Manischewitz Company and looks forward to assisting it to bring many more quality items to the kosher marketplace."

"Manischewitz is constantly looking for ways to meet the needs of today's consumer," said Jeremy J. Fingerman, President and CEO of R.A.B. Food Group, LLC, owners of the Manischewitz brand. "We decided to introduce a new line of pareve cake mixes when we realized that the kosher consumer needed a simple and delicious solution to their everyday pareve needs."

Manischewitz cake mixes will be available in early May, 2006 in 18.25 oz. boxes and will retail for approximately \$2.49 a box.

The OU certifies over 600 Manischewitz products, including these new cake mixes, which are listed at www.oukosher.org.

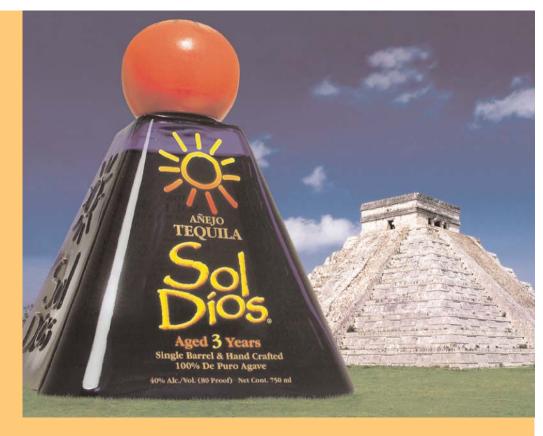
QUALITY NON-DAIRY PRODUCTS ARE VERY IMPORTANT TO OU CONSUMERS Previous to tequila,
Sol Dios chose the
OU to certify its
Liquid Ice Vodka,
because in CEO
Goldberg's words,
"we wanted to
make super
premium vodka
kosher for the
upscale Jewish
market."



Agave plants, also known as century plants, are long-living, large, and produce a spectacular flowering stalk.

RABBI DR. ELIYAHU SAFRAN

serves as Orthodox Union's rabbinic coordinator for Sol Dios Tequila



continued from page 13

a maturity of nine years; this heart generally weighs between 75-200 pounds. Once the heart is harvested, the plant is stripped of its leaves and heated to remove the sap, which is fermented and distilled. *Sol Dios* Tequila uses only the heart of the plant. It is first steamed, twice distilled in a pot, then filtered four times in small batches. It is then aged in oak barrels for at least three years. This 12-year process gives *Sol Dios* its golden flavor and color.

Tequila is an alcoholic beverage as a result of the fermentation and distillation processes used in its production. Rabbi Avrohom Resnicoff, the OU's RFR in Mexico, reports, "The most important thing to be checked in the plant is the production system and equipment used for producing the tequila. Sol Dios' plant uses a fairly simple and pure tequila recipe, without the additions of flavors, glycerin or foreign sugars, very common things in other tequila plants, and a cause of serious kashrut concerns."

Rabbi Resnicoff also notes, "The personnel at the plant are very kind and helpful, and were very eager to learn more about what is kosher and how it is done. Their process is top-notch, and they export all their production to the United States, their main consumer."

Critics rave about *Sol Dios*. The Chicago-based *Beverage Tasting Institute*, which is well-known for its beverage critiques and ratings, gave *Sol Dios* Tequila a gold award, declaring it, "Exceptional...with deep golden amber color, and flavors of buttery caramel, leather, and spice aromas." On the palate, *BTI* continued, *Sol Dios* has "a soft, round entry leading to an off-dry medium-tofull bodied palate, with lush butter toffee, dried fruit, roasted nuts, and brown spice flavors. *Sol Dios* finishes with a long, sweet grilled pineapple, cedar and brown spice fade"

Previous to tequila, *Sol Dios* chose the OU to certify its Liquid Ice Vodka, because in CEO Goldberg's words, "we wanted to make super premium vodka kosher for the upscale Jewish market." Next in line, he says, will be the Napasaki Sake line and in 2007, upon its release, Treasure Island Rum.

Given the impact that OU certification has on product sales, Mr. Goldberg and *Sol Dios* can anticipate great success in its market for the tequila, sake and rum products.

Or, as The Champs said back in 1958, and as radio listeners can hear on oldies stations to this very day:

"TEQUILA!"

continued from page 18

with an air of importance, including his active concern for people. "He will call to inform me about someone in a particular company experiencing a happy occasion or, God forbid, tragedy," says Rabbi Genack. "He tells me, 'You ought to write them a letter."

Rabbi Lifchetz's demonstrates his atthe-ready love for people inside and outside the plant walls, among friends, colleagues, and acquaintances. Rabbi Gavriel Finkel, a New Jersey-based RFR with the OU for 15 years, got his start through Rabbi Lifchetz. "He helped me at a time when I needed a job," says Rabbi Finkel. "And I'm not the only one. There are many others whom he helped over the years. He does it gladly." Rabbi Finkel found himself substituting for Rabbi Lifchetz while his colleague was recuperating from an accident. He met with the same greeting at every plant he visited. "Without exception, all the workers asked me where Rabbi Lifchetz was. They were all very concerned about his welfare. They said: 'He's such a nice fellow, such a professional.'"

So what separates the boys from the men and today's RFR's from the OU's proficient pioneers? Rabbi Lifchetz was attending a bar mitzvah celebration hosted by one of the top administrators in OU Kashrut. Many rabbis from different certifying agencies sat around Rabbi Lifchetz's table. An elderly gentleman, who owns a kashrut agency, asked the young rabbis at the table what each of them does. One said, "flavors," another, "spices," the next, "chemicals," and the following, "bakeries." He turned to Rabbi Lifchetz and asked him what he does. "Me?" he answered. "I'm a GP!"

A generation of the OU Kashrut Division's RFR "GP's" are indebted to Rabbi Lifchetz' sterling example.

BAYLA SHEVA BRENNER

is Senior Writer in the OU Communications and Marketing Department.



A tanker from Northland Industries, Northland, MN (Maine)

OU Policy Review:

Transportation Policy

OU policy requires that liquid bulk commodities, such as high fructose corn syrup or vegetable oils, must be transported in trailers that are acceptable to the OU. Ideally, a company should use trailers that are kosher certified by a recognized certifying agency. In such cases it is not the responsibility of the company to handle issues such as whether the trailer was washed in a kosher wash, or what a trailer's previous load was; these are the responsibilities of the agency certifying the trailer. It is only necessary that the company be sure that the trailer number identified on the current certificate matches the number of the trailer that is being used to bring in, or take out, liquid bulk ingredients.

If a company chooses to use trailers that are not kosher certified per se, but have been washed out at a kosher wash or have been dedicated to specific commodities, the system should be discussed with the RFR and RC. Because the variables are many, these situations are best handled on a case-by-case basis. The RC and the RFR may be aware of local resources that can make kosher transportation easier and more practical.

MARKETING TIPS

If You've Got It— Flaunt It.

- Letting your customers know that you are OU certified should be as much a part of your marketing strategy as any other significant benefit your product offers.
- ✓ Be sure the OU logo is clearly visible in your advertising either on the product label or elsewhere in the ad.
- ✓ Feature OU certification on your website.
- Ask our marketing department how best to reach the kosher consumer—thousands of them contact us every day about food products they can buy, places they can shop and eat, and information about kosher in general.
- Plan special promotions around Jewish holidays: Passover (March/April), Rosh Hashanah September) and Chanukah (December) are the most widely observed.

the chamber. The same applies to the cyclones and the ductwork.

Modern equipment has spray heads, some of which are retractable and can ensure a high volume of water reaching many areas of the chambers and arms, thus shortening the duration of the koshering process dramatically. This will also result in conserving the amount of water and energy used. Spray dryers equipped with bag houses where the fine powders of the drying are trapped and recirculated into the system, as an agglomerating media, need to be koshered separately. This can be achieved through the CIP system.

Our target is to have a high volume of water spray the equipment thoroughly, at a minimum of 210°F. The water temperature will be measured at the exit or return at the lowest point of the equipment, or at the return point to the CIP system. The exit temperature must not be lower than 200°F.

As you can see, it is incumbent upon us to respond consistently to the unique needs of the various spray dryers, the associated equipment, and the substances

SOLICITUD DE CERTIFICACIÓN KOSHER

APPLICATION FOR KOSHER CERTIFICATION ORTHODOX UNION - KASHRUTH DIVISION 11 Broadway ♦ New York, NY 10004 Applications Desk: 212-613-8249 ♦ Fax: 212-613-0749 E-mail: newapp@ou.org ♦ http://www.oukosher.org/

Teléfono gratuito/Toll Free (

Código Postal/Zip:

City/Ciudad:

Fax:

Titulo/Titl

Pais/Country:

being dried with innovative and scientifically sound koshering methods. That is, as mentioned above, there are no uniform methods that will suit all the needs of these various systems. It is only through the collaborative efforts of the Rabbi, with the facility's engineering team, management, and employees, that the unique koshering needs of each spray drying facility can be met.

OU KOSHER APPLIES ITSELF TO A **NEW TASK:**

A SPANISH APPLICATION

It is not called "Application for Kosher Certification," but rather "Solicitud de Certificación Kosher," and it is in Spanish (with an English translation included).

Under the direction of

Phone/Teléfo Persona de Contacto de Facturación/Billing Contact Titulo/Title Loma conoció a Orthodox Union (p.e.), feria, proveedor, cliente, sitio web)?

Where did you heur about the Orthodox Union (e.g. show, supplier, customer, website)?

¿ Ha sido alguno de sus productos corficado como Kosher en alguna ocasión?

⑤Ves

Hawa any of your products ever been certificial Kosher?

En caso affirmative, por quién U/I yes, by whom?:

﴿
Jetyuno de dichos productos está ac tualment certificado como Kosher?

⑤Ves

Are any of them currently certificad Kosher?

En caso affirmative, ¿por quién U/I yes, by whom?: Are any of them currently certified Kosner.
En caso afirmativo, zpor quién?If yes, by whom?:
Cuditats plantas se incluyen en la p resente solicitud?/ How many
(4.5)-ute un modelo de solicitud por cada planta/Attach a set of fo SOLICITANTES EXTRANLEGAR ROGAMOS NOS PROPORCIONE INFORMACIÓN DE UNA DE SUS OFICINAS EN LOS ESTADOS UNIDOS VIU OTRA FORMA DE CONTACTO SI LA HUBIERA POESSOA PER PORTATO PLASE PROVUE INFORMATION FOR AUS OFFICE AND OR CONTACT WHERE AVAILABLE .

Name X-marbe: Phone Teléfone: Phone Teléfone: TODA LA INFORMACIÓN REMITIDA SERÁ TRATADA CON ESTRICTA CONFIDENCIALIDAD
Página 1 de 6

State Estado/Provincia

NOMBRE DE LA COMPAÑÍA/ COMPANY NAME:

U

Rabbi Yonatan Kaganoff, OU Kosher has just produced this application; given the widespread use of Spanish around the globe, and OU Kosher's worldwide presence, it is clear why the application has been made available. RC's have been issued copies for use with appropriate companies.

An application in Chinese is already found on the OU Kosher website, www. oukosher.org, to be joined now by the one in Spanish.

Don't speak Spanish or Chinese? Not to worry. Forms in other languages are now in development.



When attending your industry conferences or exhibiting at shows be sure to display your "We Are Proud to Be an OU Company" sign. Your marketing people and show organizers ought to always have the signs in their show kits. They are sure to attract the kosher buyers to your booth If you need more copies of the sign, we will be glad to supply them. Email BeckS@ou.org for your copies.

¹ The thermodynamic function of a system, equivalent to the sum of the internal energy of the system plus the product of its volume multiplied by the pressure exerted on it by its surroundings.

 $^{^{2}}$ Keep in mind though that this will change in reference to the specific industry in which the spray drying facility operates.



OU KOSHER VIDEO-THE SEQUEL

If you liked the first OU Kosher Video, you'll love the second one, "The Kosher Standard." Here in 20 minutes is everything you need to know about the procedures and requirements necessary to produce an OU Kosher product, and how to design an effective system at your company. Recommended for personnel in management, production and quality control and for in-house training.

TO ORDER EXTRA COPIES

CALL 212.613.8115

E-MAIL SAFRANE@OU.ORG

VISIT WWW.OU.ORG

Is there anyone 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 add to our mailing list. . . .

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NEW
COMPANIES or
ADDITIONAL
PLANTS, call
Civie Birnbaum at the OU
Applications Desk
212.613.8249

or email

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