

Reaching 5,500 Food
Executives & Over 6000
Plants Worldwide

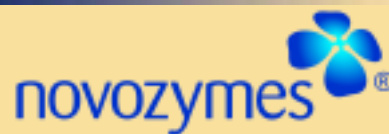
fall 2005

behind the **Union** *symbol*

A publication for ® certified companies

Novoenzymes

**Unlocking the Magic
of Nature Through
(OU Kosher)
Biological Solutions**



NOVOZYMES is the biotech-based world leader in enzymes and microorganisms. Using nature's own technologies, at Novozymes we continuously expand the frontiers of biological solutions to improve industrial performance everywhere. In 2004, Novozymes had a market share in industrial enzymes of approximately 44 percent, and sales of approximately \$100 million.

Novozymes' more than 600 products are a key factor in the production of thousands of products you use in your everyday life – from the textiles in your clothes to the food you eat. In more than 40 different industries and 130 countries, our biological solutions improve industrial performance and quality, while at the same time saving water, energy, raw materials and waste.

continued on page 6

behind the **Union** symbol

Fall 2005

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From the Editor

“You shall live by them, but you shall not die because of them.”

Basing themselves on the verse in Leviticus, “You shall live by them” (i.e., the laws of the Torah), the Rabbis concluded that the Torah’s laws are intended to enhance life, never to cause death. Thus, whenever observance of the law endangers life, the requirement to observe is suspended, unless one is confronted with committing the three cardinal sins of murder, idolatry and adultery. Judaism teaches that the **value of human life is supreme and takes precedence over virtually all other considerations.** Human life is not a good to be preserved as a condition of other values, but as an absolute, basic, and precious good in its own right. The obligation to preserve life is commensurately all-encompassing.

With that in mind, all Jewish sources have ruled that saving human life takes precedence over all other observances. Indeed, Maimonides rules that in those instances when the Sabbath must be violated, it is preferable to have an adult and scholarly Jew do so, “to teach that the purpose of the laws of the Torah... is to bring mercy, loving kindness and peace upon the world.”

It is this basic premise that is the guiding principle in allowing the ingestion of any medicine for any illness that is even remotely life-threatening, without any concern as to its kosher status. One need not be concerned as to whether the prescription drug, tablet or pill prescribed by the physician is kosher. Jewish law requires that it be taken so that health is quickly restored.

Many over-the-counter consumer health products, such as cough syrups, however, are another story. Overwhelmingly, they are taken in non-life threatening situations, and whenever possible ought to be kosher certified, as many contain ingredients and flavors that may not be kosher. Moreover, the product could be a liquid that is ingested, much like food, and should be treated as food. Flavorings actually give the product a pleasant taste, making it even more like a food.

It is therefore of tremendous significance that Novartis Consumer Health, Inc., a leader in pharmaceutical consumer health, has joined with the Orthodox Union, the world’s leading kosher certifier, in launching a new era of kosher certification of major OTC medications, beginning with the announcement last year of OU certification of their Triaminic products. Indeed, no kosher story in recent memory has received the media attention that OU certified Triaminic did, starting with a feature story in *The New York Times*’ science section and followed by a major AP story covered in nearly 100 papers nation-wide.



Now, Novartis’ Maalox products, the popular heartburn remedy, join all eight varieties of the Triaminic liquid for children in bearing the OU trademark. All Maalox chewable and most liquid formulations are now certified by the OU. The Orthodox Union salutes Novartis Consumer Health, Inc. yet again for its historic undertaking, continued commitment and accomplishments, as we commend and applaud the skilled, caring and professional follow-through of its Maalox and Triaminic teams and personnel of its Lincoln, NE plant, whose meticulousness matches the OU’s commitment to excellence.

Best regards,

Rabbi Dr. Eliyahu Safran

Experiencing a Maalox Moment:

Following Triaminic, the OU Certifies Novartis Consumer Health's Famed Heartburn Remedy

NOVARTIS CONSUMER HEALTH, INC. and the Orthodox Union have jointly announced the first kosher certification of a mainstream adult over-the-counter (OTC) medication, Maalox®, the popular heartburn remedy. Today's announcement is the second time Novartis has received a kosher certification on one of its OTC products.

With last year's announcement of the kosher-certification of Triaminic®, a children's cough, cold and allergy product, Novartis became the first major OTC company to receive OU certification.

Maalox® will begin carrying the kosher certification symbol in early October. However, formulations of Maalox® that are currently on the shelves already are kosher compliant. This includes all chewable and most of the liquid formulations. The only product that is not kosher-certified is Maalox® Total Stomach Relief.

Now Maalox® will be available to the kosher consumer as well as to those who may not keep kosher but who look for the OU symbol as a sign of quality. Those OU products which do not contain meat or dairy are also popular among vegetarians and those who are lactose intolerant.

"The kosher certification of Maalox® is another effort by Novartis Consumer Health, Inc. to fulfill the needs of our diverse consumer base," said Brian McNamara, Senior Vice President and General Manager of Novartis OTC North America. "We were the first to offer a kosher certified medicine with last year's release of Triaminic®, a children's medication. The certification of Maalox makes us a trail-blazer in the adult medicine category."

"The certification of Triaminic paved the way for the certification of Maalox®," explained Rabbi Menachem Genack, Chief Executive Officer of OU Kosher. "With Triaminic®, a formerly untouched frontier in kosher certification was reached when the over-the-counter pharmaceutical received the OU symbol. Now we extend that frontier with the certification of Maalox®."

Kosher certification is not required for prescription medications, but it is a requirement for over-the-counter med-

ications—such as Maalox® and Triaminic®—which are not used in life-threatening situations or in cases of serious illness.

The Orthodox Union is the world's largest kosher certification agency, certifying over 400,000 products produced in nearly 5,000 plants located in 77 countries around the world, including the Novartis Consumer Health plant in Lincoln, Nebraska, where all Maalox® and Triaminic® products are manufactured.

The newly certified products include Maalox® Regular Suspension cherry and mint; Maalox® Max Suspension cherry, mint, wild berry, lemon and vanilla crème; Maalox® Regular Chewable wild berry and lemon; Maalox® Max Chewable assorted fruit, wild berry and lemon and Maalox® Antacid Barrier Chewable cherry and mint.

Rabbi Dr. Eliyahu Safran, Senior Rabbinic Coordinator of OU Kosher, supervised the certification process of Maalox® and Triaminic®, and noted that the taste of the medication remains the same.

"OU certification came about after a comprehensive review by the OU and cooperation by Novartis," said Rabbi Safran, who noted that in the case of Maalox®, as with Triaminic®, Novartis' experience in dealing with the rigors of the FDA regulatory process made it particularly easy to work with the company on meeting the OU's strict requirements. He lauded Novartis' "full compliance to assure that Maalox®' ingredients met OU standards." **U**



With Triaminic®, a formerly untouched frontier in kosher certification was reached when the over-the-counter pharmaceutical received the OU symbol. Now we extend that frontier with the certification of Maalox®.

Chemical Engineer & Kosher Coordinator



OU RFR Dr. John Meyer gave a two-day seminar in late summer to Novozymes personnel from around the world at the company's headquarters in Denmark.

By Jes Knudsen

I NEVER LEARNED about kosher rules when I studied at the technical university. And did not really know what kosher was all about, except that it was something about not eating pork. Consequently there was a great deal for me to learn when I became involved in coordinating Novozymes' kosher compliance.

I first assumed that there would be a textbook that could tell me all I needed to know. But the only books I could find were written for Jewish housewives, rather than for production engineers. I therefore had to pick up the information I needed from my frequent meetings with OU representatives, primarily Rabbi Menachem Adler and Dr. John Meyer.

In principle, I could coordinate Novozymes' kosher compliance without knowing very much about kosher myself. As long as we meet the requirements in the OU contract and are aware of possible restrictions on Schedule A, we should be on safe ground. However, there have been situations where these two documents together did not give the whole story. In such situations, knowledge about kosher rules can prevent violations before they arise.

Furthermore, when training other people in kosher rules and compliance, it is extremely helpful to have a greater knowledge, just as I expect my children's teachers to know more than just what they need to teach. And I also learned that the more I knew about the kosher rules and their background, the more interesting my job was as a kosher coordinator.

I fully realize that I am only familiar with a very small fraction of the complete set of kosher rules. However, I believe that I have learned most of the rules that are of direct relevance to Novozymes' processes. This knowledge enables me to better

Colleagues sometimes ask me if it isn't frustrating working with something as "non-scientific" as kosher. I then tell them that on the contrary, I find it very challenging to make old religious rules and modern biotechnology meet and go hand in hand.

understand OU's decisions and to find applicable solutions in discussions with Rabbi Adler and Dr. Meyer.

However, from my desk in Novozymes' headquarters I cannot ensure compliance at all our plants in Denmark, Switzerland, the United States and China. It is therefore critical that I am able to translate the requirements into systems and terminology that can be understood by all Novozymes employees who are involved daily in kosher compliance. I do this in a number of ways:

- I have written a set of global procedures for kosher compliance. Each procedure is specific for one function: QC, purchasing, laboratories, production, etc.
- I arrange training sessions at all Novozymes' sites. These sessions start with a general introduction followed by detailed instructions about the rules that specifically apply to that audience.
- I am right now arranging a two-day training seminar for kosher coordinators from all Novozymes' sites. I will do most of the training myself, but Dr. Meyer will also show up and give a probably very colorful presentation.
- I have made myself known all over Novozymes as "Mr. Kosher." Therefore, people throughout the organization know that they can contact me if they have any questions about kosher certification and compliance.

Colleagues sometimes ask me if it isn't frustrating working with something as "non-scientific" as kosher. I then tell them that on the contrary, I find it very challenging to make old religious rules and modern biotechnology meet and go hand in hand, and thereby enable even more people to benefit from Novozymes' high quality products. **U**



Jes Knudsen

graduated with an M.Sc. in Chemical Engineering in 1980 and has worked for Novozymes (previously part of Novo Nordisk) since 1981. He worked for two years in R&D and then 17 years in production. This period also included service in Novo Nordisk's plants in Japan and Italy. He has worked as a senior manager in Quality Management since 2000.

Mr. Knudsen first became involved in kosher certification of enzyme products while working as a fermentation plant manager in the early nineties and has had the global Novozymes responsibility for kosher certification since 1999. Mr. Knudsen is also Quality Management representative in Novozymes' Industry Product Groups for starch and ethanol enzyme products.

When It's

Enzyme Time

Call on the OU

by Rabbi Menachem Adler

THE ENZYME INDUSTRY and its component, the food grade enzyme industry, are areas that have grown rapidly over the last forty to fifty years. Enzymes are currently used to create all sorts of different properties in foods, throughout food manufacturing. Examples include the starch industry, production of cheese and other dairy products, bakery products, the egg industry, juice and wine production – and we could go on and on. Enzymes have been found to do all sorts of interesting things such as liquefy solids, sweeten starch syrups, curdle milk for cheese production, act as a clarifier in juice production, de-sugar egg whites to prevent browning during drying – and again the list goes on and on. It can truly be said that the use of food grade enzymes is now “mainstream,” as their usage is found in all sorts of production situations, large, medium and small.

While in almost all cases these ingredients are used in small quantities, under kosher rules the OU is obligated to ensure that each and every ingredient is derived exclusively from kosher sources.

The restriction against the usage of non-kosher enzymes at even small levels dates back to ancient times. The Talmud requires rabbinic supervision of cheese to ensure that rennet derived from a non-kosher animal is not used. While the sources of the catalysts may have changed (for example, the American cheese industry uses almost exclusively microbial rennets or chymosin in modern cheese production), the concepts remain the same.

Most enzymes today are manufactured through a biotechnology process. That is, a company will start the grow-up of a microorganism that has the desired property. The propagation generally goes through graduated stages beginning with a small flask, moving to a seed fermenter and then to a main fermenter. This is followed by the harvesting steps where filter aids, preservatives, other processing aids and diluants may be added. We do have some companies in the Far East that also use koji fermentation. This is a variation on the submerged fermentation process, in which the propagation takes place with the nutrients on solid trays, instead of in a liquid solution in a fermentation vessel.

At all stages of production growth, it is the OU's responsibility to ensure the kosher status of each and every ingredient, whether nutrient, antifoam or any other processing aid used. In addition, we need to ensure that the equipment used is in kosher status. That is, if the equipment had previously been used with non-kosher ingredients (or in the case of an OU pareve product, even if used with dairy ingredients), the equipment would require kosherization (generally under the guidance of an OU rabbinic field representative) to restore to the required status. When we talk about equipment, we are referring to fermentation vessels, recovery vessels and in the case of dried products, spray dryers or crystallization equipment.

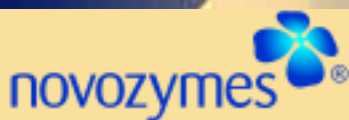
Another important topic in food grade enzyme production is kosher for Passover status. During Passover, there are more stringent kosher requirements and no derivatives of any of the “five grains” (wheat, barley, spelt, oats and rye) may be used. In addition, ingredients derived from the legume family (rice, corn, soybeans, etc.) are generally not acceptable. Many products manufactured with enzymes are manufactured as Kosher for Passover, and as such the enzymes used must meet Passover approval as well. The most common examples are cheese prod-

ucts, as well as enzymes used in grape juice or wine production. This is especially important regarding enzymes for wine/grape juice production, as wine crushes only take place once a year and wine/grape juice are highly desired products for Passover.

Another important issue regarding Passover is corn syrups. While corn syrups are from the legume family and accordingly by definition should not be acceptable for Passover, the OU does accept legume derivatives in the fermentation industry due to the extreme changes that happen during the fermentation, with the result that at the end of fermentation, the contents have completely changed. This only applies to legume derivatives, as the stricter nature of the prohibition on the “five grains” does not allow for similar acceptance.

The most common Passover applications for corn syrups are in fermentation products such as citric acid, microbial rennet, and MSG, among others. These corn syrups will be certified *chametz*-free, meaning that all ingredients, specifically the enzymes used in corn syrup manufacture, besides having the regular kosher requirements, are also kosher controlled to ensure that no derivatives of the five aforementioned grains are used.

continued on page 7



continued from cover

In partnership with customers, technology leaders and other stakeholders, Novozymes' 4,000 employees use nature's diversity and our advanced biotech platform to make these unique qualities available for businesses everywhere. We imagine a future in which our biological solutions create the necessary balance between better business, cleaner environment and better lives. We call it the industrial evolution.

Novozymes' enzyme products are used all over the world by companies with a wide variety of food and beverage applications, including baking, starch, sugar, vegetable oil, nutrition, functional food, juice, brewing, wine, beverage alcohol and many others. Since many of these companies sell their products with kosher certification, the enzymes used as processing aids must, of course, also be kosher certified.

When Novozymes first applied for OU certification, a few of the products used animal based ingredients. These were, of course, substituted with ingredi-

ents of non-animal origin. Some years later, when there was a major concern about BSE and similar diseases, it turned out to be an advantage that we had already eliminated these animal-based ingredients. In addition, Novozymes' OU products are manufactured without any dairy ingredients; that is, they are all certified *pareve*.

Novozymes also manufactures a large number of enzyme products for non-food applications, including detergent, textile and animal feed. Some of these use non-kosher ingredients, and it is therefore critical to ensure the integrity of the OU certified products. Due to the complex processes and logistics of the plants, this is not always so straightforward. Fortunately, Novozymes' rabbinic coordinator and rabbinic field representative, Rabbi Menachem Adler and Dr. John Meyer respectively, have both worked with Novozymes for many years and have a thorough understanding of our processes and plants. They are therefore usually able to come up with smart solutions that fit into our operations without compromising the integrity of the OU certification.

Novozymes obtained its first OU certification in 1991 and the OU now certifies enzyme products from Novozymes' plants in Denmark, the United States, China and Switzerland. Novozymes even offers OU certified *chametz*-free kosher and kosher for Passover products, primarily for the starch industry.

Previously, Novozymes' products were only OU certified when we received requests from our customers. Some years ago, however, we changed the procedure and will now apply for OU certification before starting sales of a new product. This means that the OU certificate is already there when the customer asks for it.

What once started as a special quality stamp for a selected part of the product range has now become the standard for nearly all Novozymes' food grade products. In this way, we are unlocking the magic of nature as we reach even more customers. **U**

Rabbi Menachem Adler

*serves as the Orthodox Union
rabbinic coordinator for Novozymes.*

OU PROFILE



*Rabbi
Menachem
Adler*

Rabbi Menachem Adler attended high school at the *Ner Israel* Yeshiva in Baltimore, and continued his studies at the *Chofetz Chaim* Yeshiva in Jerusalem and at *Ner Israel Rabbinical College* in Baltimore, where he was awarded the Bachelor of Talmudic Law degree and received rabbinical ordination. He also earned a B.S. degree with a major in computer science from the University of Maryland Baltimore County.

Rabbi Adler did post-graduate study at *Bais Medrash Iyun Hatalmud* in Monsey, NY, has served as a tutor in advanced Jewish studies, and as a member of a community night kollel (program for teaching advanced Jewish studies to the local community) in

Paramus, NJ.

Rabbi Adler has been active in leading sessions in the *Daf Yomi* program, in which one Talmud page is studied each day as part of a seven-and-a-half year cycle, using as his classroom a Long Island railroad train, with commuters as his students.

Besides enzymes, Rabbi Adler has served as RC for other OU certified biotechnology companies, as well as for companies in the emulsifier, vegetable oil, dairy and coffee creamer industries; previously he was involved in the egg and salad dressing industries.

Married and the father of two children, Rabbi Adler resides in Far Rockaway, NY.



ENZYME TIME continued from page 5

Another area of enzymes can be termed “natural enzymes.” These are enzymes such as papain (extract of papaya), ficin (extract of figs), bromelain (extract of pineapple plant) and beta amylase (steeping of barley). While in this case the raw materials are non- animal and should be intrinsically kosher regarding regular kosher rules, kosher control is needed to ensure kosher status on ingredients on the diluants used. Some of these products are very powerful and in order to be usable the company will need to dilute them down to the proper strength. If the product is in a liquid form, glycerine could be used, which is kosher sensitive as it could be animal derived. In a dried product with a kosher pareve certification, lactose would be proscribed and a pareve diluant such as maltodextrin would need to be used. If the product is needed for Passover, sorbitol could be a concern as it could be wheat- or even corn-derived.

It is very important both that our client companies understand our requirements and that the OU understands our clients’ business objectives as well. If we understand each other’s requirements, we will be in a more advantageous position regarding working out our clients’ needs while maintaining kosher standards, at the same time allowing our clients to service the kosher consumer with a top of the line kosher certification.

In that regard, the OU is very proud that we partner with the leading food grade enzymes manufacturers worldwide to offer first class kosher certification on enzyme products that are considered top of the line in terms of quality and functionality.

We currently certify products from **AB Enzymes, Amano Enzymes, Bio-Cat, Biochem Europe, Daiwa Kasei, Danisco, Degussa Food Ingredients, DMV International, DSM Food Specialties, Dyadic International, Fordras, Enmex, Genencor International, HBI**

continued on page 12

NAIM
North American Inclusion Month

October is National Inclusion Month at the OU

OU Kosher Reaches Out to Client Companies to Implement Inclusion of the Disabled in their Workforce



MANY PEOPLE ARE NOT AWARE that the Orthodox Union, besides OU Kosher, has many agencies and programs that deal with a wide variety of Jewish needs. One of these agencies is the National Jewish Council for Disabilities (NJCD), and its signature program, Yachad.

Thanks to NJCD, October 2005 will be a very special month at the OU, as it has been designated *North American Inclusion Month*, or *NA'IM*, which happens to be the Hebrew word for “pleasant.” NJCD has been creating, promoting and implementing projects and programs which will emphasize and facilitate the inclusion of individuals with disabilities into the full spectrum of community life.

Utilizing its own impressive range of programs, the OU will be focusing on inclusion throughout October. *Yachad* (Hebrew for “together”) was established by the OU in 1983 to meet the special needs of individuals with developmental disabilities. Today, Yachad/NJCD serves as a national resource center providing both direct and informational services to the broader Jewish community and all persons with any kind of disability. For over 20 years, its primary mission has been to enhance the life opportunities of people with special needs; these goals are addressed and implemented through a wide array of activities and services.

One of the most essential elements of social inclusion is job preparedness. If people with disabilities are to become integrated into their respective communities, they must become part of the economic engine that fuels America. It is for this reason that the OU has decided to utilize its prominent position as the premier kosher certification agency in the world to encourage its client companies to join with it to empower and encourage individuals with disabilities to become as independent as possible. Individuals with disabilities are a virtually untapped resource in the competitive job market. Hiring persons with disabilities creates a more viable consumer force. Historically, individuals with disabilities tend to be incredibly loyal as consumers for companies who understand and appreciate their desire for independence and full integration into American society.

More than 54 million Americans (or one in five) according to the latest census data, have a disability. These individuals have emerged as a very necessary segment of the population, a valuable consumer source, as well as one of manpower. Social responsibility and economic and consumer capability, however, are not the only reasons to hire individuals with disabilities. Federal and most state governments provide substantial tax credits to those employers who hire individuals with disabilities. The federal tax credit provides up to 40 percent of the first \$6,000, or up to \$2,400, in wages paid during the first 12 months for each new hire. Additionally, the majority of states provide support to both the employer and employee in the form of job coaching and training.

For more information on hiring individuals with disabilities, please contact Jason Lieberman of Yachad/NJCD at 212.613.8229 or via email: njcd@ou.org.



From right: Cynthia Kupper and Anna Ashworth of Gluten Intolerance Group® (GIG); Rabbi Menachem Genack, Rabbi Abraham Juravel, Rabbi Gad Buchbinder; Eric Zitaner of GIG.



New Food Safety Program:

Independent Certification Program for Gluten-Free Food Processing Utilizes OU Kosher Expertise

This new independent food processing inspection program will verify that food products meet the highest standards for gluten-free ingredients and safe processing environment.

A

NEW GLUTEN-FREE (GF) CERTIFICATION mark on food labels will allow consumers who are medically required to only eat gluten-free foods to easily identify safe food. This new independent food processing inspection program will verify that food products meet the highest standards for gluten-free ingredients and safe processing environment. The Gluten-Free Certification Organization (GFCO), a program of the Gluten Intolerance Group® (GIG), is the first program of its kind in the world. The addition of a gluten-free certification mark to a food label quickly gives the increasing number of gluten-free shoppers assurance that the product is safe to eat, meaning the product is free of gluten and possible cross-contamination from gluten.

Gluten in the food industry refers to storage proteins found in grains. These storage proteins are beneficial in certain types of food production. For instance, wheat gluten gives baked products elasticity and texture. However, in persons with celiac disease (a condition that affects around 1% of the general population also known as gluten sensitive enteropathy or celiac sprue) and dermatitis herpetiformis, ingestion of the specific storage proteins in wheat, rye and barley damage the small intestine. Gluten-free diets that eliminate the storage proteins found in wheat, rye and barley are the only treatment for this condition.

Key elements of the GFCO process include:

- Ingredients review, down to the original supplier
- Onsite inspections by experienced, trained Field Inspection Agents
- Product and ingredient testing using scientifically proven tests

Today's Gluten-Free Certification program announcement heralds an unprecedented improvement in food shopping for people on a gluten-free diet.

- GFCO certification mark located on product packages for easy identification

GFCO maintains a system of independent verification through plant visits to assure that there have been no changes that might compromise its gluten-free status. GFCO certification uses the highest standards for gluten-free ingredients and safe processing environment, and cannot be altered or compromised. The GFCO certification standards exceed the requirements of current government laws and regulations. The voluntary participation of companies in this program will ensure public confidence in the gluten-free status of their products.

The GFCO was developed in cooperation with the Orthodox Union (the "OU"), the world's largest and oldest kosher certification agency. The OU's nearly 500 field representatives, proficient in modern food production techniques and chemical and biological processes, will conduct plant inspections and product reviews for the GFCO.


"The Orthodox Union is pleased to be included in this key development on behalf of those who for health reasons are required to be gluten-free," declared Rabbi Menachem Genack, Chief Executive Officer of the OU. "The OU's standard of excellence in kosher certification is recognized worldwide. OU field inspectors are deeply familiar with modern food technology and with the intricacies of industrial food manufacturing equipment, which will be applied to their work with Food Services, Inc. We look forward to this opportunity to use our expertise on behalf of the gluten-free consumer."

"Today's Gluten-Free Certification program announcement heralds an unprecedented improvement in food shopping for people on a gluten-free diet, and represents a major new area of support by GIG to dramatically improve

quality of life for those with gluten intolerance, celiac disease/dermatitis herpetiformis and their families," said Cynthia Kupper, RD, CD, Executive Director of GIG.

Products labeled with the GF certification mark allow consumers to easily identify products that have been independently verified to meet the highest standards for gluten-free ingredients and safe processing environment. Shopping for gluten-free foods now takes an average family between 10-20 extra hours per month, including contacting food manufacturers, reading product labels, and searching the Internet to identify foods that are free from gluten ingredients and cross-contamination. Consumers previously had to rely on product information provided by food manufacturers, usually through their customer service representatives.

Although many more gluten-free products have become available in the past few years, adhering to a gluten-free diet remains difficult and frustrating, since wheat is so prevalent in processed foods. A great deal of time is required to read food labels, contact food manufacturers and search GF product lists. The risk of consuming gluten persists, as much of the information available is second- or third-hand, unclear or contradictory.

Enjoy Life Natural Brands and PureFit Nutrition Bar are the first food manufacturers to join the GFCO supervision program. These pioneering companies will start displaying the GF certification mark on their food products by the beginning of 2006. "Enjoy Life has a strong commitment to the celiac community. We hear from consumers everyday, expressing how much difficulty they have identifying foods that are safe for their gluten-free diet," said Scott Mandell, President and CEO of Enjoy Life Natural Brands. "We're proud to be able to provide them with the extra convenience and safety assurance this new certification provides." 

OU POLICY REVIEW

It is the obligation of our OU certified companies to notify their rabbinic coordinators of all changes in suppliers. Similarly, if the supplier changes names or is taken over by another, then in order to maintain an up-to-date Schedule A, a new kosher Letter of Certification should be forwarded to us with the comment that the new certificate replaces the old vendor.

OU POLICY REVIEW – 2

Companies should bear in mind that their certified product listing (their OU Letter of Certification) is the way to communicate to others exactly what products the OU certifies. If your company has different names for different products, each listing should appear exactly on the Letter of Certification. The extra time dedicated to detail in this matter can yield significant results, especially when a company receiving your product is denied permission to use it in a kosher factory because the product received does not match the Letter.

OU POLICY REVIEW – 3

The OU only takes responsibility for baked goods that are manufactured, packaged, sealed, and labeled under its supervision. Labeling of product with the OU trademark may not take place at a location that is not under OU supervision, such as a franchise retail bakery. The Orthodox Union does not take responsibility for products once they are removed from its original packaging.

“I Have to Check With the Senior Rabbis”

What Happens When A Question of Jewish Law Goes to the OU's Poskim

By Rabbi Dovid Cohen

THE PROCESS OF CERTIFYING AN ITEM AS OU KOSHER is based entirely on *halacha* – Jewish law. OU RC's and RFR's are of course well versed in *halacha* and apply Jewish law in all aspects of the certification process. During the course of their work, however, when unique situations arise with no clear cut answer or precedent to *halachic* questions, rabbis in the field and their coordinators in New York have a mighty resource to call on – OU *poskim*, or experts at the highest levels in Jewish law. The following is a case study on how OU *poskim* make their decisions, and on the dynamic process which is involved in their deliberations. For this case study, we must travel all the way to Australia, home of a dairy company named Murray Goulburn.

HITTING A CEMENT WALL

Murray Goulburn, Australia's largest milk processor, was planning to have another of its plants certified. After the company provided details of its Kroit, Victoria plant to the OU, it was obvious that the person most suited to make the initial inspection at this complicated facility was Rabbi Yaakov Blugrond, senior RFR, from Baltimore, MD.

In preparing for the visit, Rabbi Blugrond spoke to plant personnel and to Rabbi Michael Coleman, RC for Murray Goulburn, and learned the following. The plant has been drying whey from many plants, including some which aren't kosher; management understands that they will have to kosherize the equipment. That didn't pose any problem for Rabbi Blugrond because, as anyone who has ever met him knows, kosherizing concentrators and spray dryers is what keeps the blood flowing through his arteries.

The issue that caught his attention was the concrete bunker used to store the plant's "cow water" (water recovered from the concentration of milk or whey). If the whey isn't kosher, then the cow water made from that whey is also not kosher, and that means that the huge concrete bunker would also have to be kosherized. The deal breaker was that in most cases, concrete can't be kosherized! Did the situation at hand qualify as one of those cases in which Jewish law allows one to kosherize concrete? If yes, the plant's

kosherization and certification could proceed, but if not there were big problems.

Rabbi Blugrond posed the question to Rabbi Coleman, who decided that the issue would have to be brought to the attention of the OU's *poskim*.

WHAT'S A POSEK?

A *posek* (plural: *poskim*) is someone thoroughly versed in Talmud, Jewish law and Codes, who can give authoritative answers to questions of *halacha*. In the case of kosher law, the *Posek* must also understand food technology and be able to apply ancient laws to modern situations. In earlier years, Rabbi Menachem Genack, Chief Executive Officer of OU Kosher, served as *posek*, but as the Kosher Division grew, he shares much of that responsibility with Rabbi Yisroel Belsky and Rabbi Hershel Schachter.

Both Rabbi Belsky and Rabbi Schachter are deans and lecturers at the most respected post-graduate Talmudic academies in the New York area, and are widely sought after for their expertise in Jewish law. Each of them spends one day per week at the OU office, where they answer questions on the full range of kosher law. In the two decades since they joined the OU, they've dealt with innumerable issues, ranging from the surgery done to relieve displaced abomasums in cows which threatened the kosher status of all dairy products a decade ago, to the relatively new method of creating tartaric acid; and from the tolerance level for



(TOP) Pipe/vent exiting a spray dryer, with spray balls every 1-2 feet up its entire height; the spray balls were specially added to facilitate kosherization.

(BOTTOM) The inside of the pipe/vent shown in picture 3, showing the spray balls poking into the pipe.



An aboveground cement tank for holding cow water, similar to the underground cement bunker discussed in the article.

small insects in vegetables, to the latest innovations in biotechnology. In the style of Talmudic scholars, they've written extensively on many of these topics. As they are arguably the foremost experts in the application of Jewish law to modern food production, their views are respected and reviewed by the full spectrum of kosher certification organizations throughout the world. In this way, their opinions set the tone for kosher policy across the country and beyond.

However, the continued growth of the OU and the wide variety of decisions made over the years meant that even three *poskim* – Rabbi Genack, Rabbi Belsky and Rabbi Schachter – couldn't answer the myriad questions facing the RC's and RFR's; that's where I came into the picture. No, I'm not the OU's fourth *posek*. My job is to clarify, record and disseminate the *poskim*'s positions so that they can focus on "new" questions or on the new facets of an "old" question. This helps the *poskim* maximize their time and helps people get answers to their questions more quickly than otherwise possible.

The following will give a taste of what goes on when your rabbi says, "I have to check with the senior rabbis."

BUNKER BUSTER

Rabbi Coleman and Rabbi Blugrond called me to discuss the issue of the kosherization of the cement bunker. We discussed previous decisions on related issues and it was decided that I would draft a position paper on the issue and ask Rabbi Belsky to critique and eventually sign it. Some of the issues involved had been unclear to much of our staff for some time, so I used this as an opportunity to

write on the broader topic of kosherizing after non-kosher whey, whose status is complicated by the surprisingly numerous 'degrees' of non-kosher that whey can attain, which has itself engendered much rabbinic discussion.

Within a few days, Rabbi Belsky had made an initial assessment that the bunker didn't qualify for any special leniency and could not be kosherized. After a draft document to this effect was emailed to both Rabbi Coleman and Rabbi Blugrond, we spent some time on the phone clarifying the details of the ruling, and Rabbi Blugrond started thinking of how he could possibly help the plant overcome the seemingly insurmountable issue of the cement bunker.

Before we get to the end of our story, we have to detour a bit and follow the aforementioned document.

DOCUMENT DATABASE

In order to maximize the benefit of the documents written or approved by the OU's *poskim*, those documents don't just get stuffed into the company's file for future reference. Rather, they are catalogued and put into a document database on the OU's intranet, where the OU staff can find appropriate documents using a search engine that resides on the OU's computer servers. Access to previous rulings facilitates the independent research and resolution of issues by the OU staff, while guaranteeing that any conclusions reached are consistent with OU policy in other plants facing similar issues. The aforementioned document was catalogued as K-348. The "K" identifies as being in the section of documents dealing with Kosherization; the number "348" means that this is the 348TH document in the Kosherization section.

DEBUNKING THE POSITION

In addition to posting the document in the database, it was also distributed to a number of people for their review and comments that would assist Rabbi Belsky in coming to a final decision. One of them, Rabbi Yitzchok Mincer,

OU PROFILE

Rabbi
Dovid
Cohen



Since 1999, Rabbi Dovid Cohen has been on the staff of the OU Kosher Division, where he coordinates *halachic* policy – the focus of the accompanying article.

Rabbi Cohen studied in *Yeshiva Rabbi Chaim Berlin* in New York, from 1985-1989; in *Yeshiva Mir Yerushalayim* in Jerusalem from 1989-1994; and from 1994-1997 in a kollel (institute for advanced study) in Far Rockaway, NY headed by Rabbi Feivel Cohen, who conferred rabbinic ordination on Rabbi Cohen.

Concurrent with his Torah learning, Rabbi Cohen received a B.S. in accounting from Touro College in New York and passed all four parts of the CPA exam in one sitting in 1989. Since 1997 he has been working on a book on the laws of Passover; he has also published articles in respected, scholarly and popular journals, including *The Journal of Halacha and Contemporary Society*, and the OU's own *Jewish Action* magazine.

To supplement his education in Jewish law, the OU has sent Rabbi Cohen for technical training regarding steam systems, retorts, dryers, heat exchangers, pasteurization systems, homogenizers, boilers, cooling systems, cleaning, evaporators, chemistry, and distillation columns at specialized university and plant courses across the country, held at the University of Wisconsin, Rutgers University in New Jersey, and companies in South Carolina, Indiana and New Jersey among other locations.

Rabbi Cohen has been married since 1991 and has children ranging in ages from 1-13. He resides in Far Rockaway, NY.

searched for earlier documents on the issue and found that in K-200 and K-331 Rabbi Belsky himself had ruled leniently on some of the issues presented, citing additional sources and giving a detailed explanation for that ruling. While we prepared to bring this information to Rabbi Belsky's attention, I informed Rabbi Blugrond of the developments.



Water coming out of an evaporator at boiling temperatures during a kosherization

While he was happy to hear that we might be able to be lenient about the cement bunker, he pointed out that he'd be visiting the plant in just a few days, and needed clear directions by that time.

I conferred with Rabbi Belsky who agreed with Rabbi Mincer's points and

agreed that we there was sufficient basis for not being strict on the matter. K-348 was significantly revised, Rabbi Belsky signed the finished document, and I faxed it to Australia late on a Friday afternoon – less than 72 hours before Rabbi Blugrond's planned visit to the plant on Monday morning.

Rabbi Blugrond was pleased with the revised document, but wanted additional rulings on issues that were very specific to the plant in question. The problem was that Australia is more than a half a day ahead of New York time, which means that when the fax arrived in Australia – sometime early on Saturday morning – it was the Jewish Sabbath and it was forbidden for Rabbi Blugrond to make a phone call. By the time the Sabbath ended in Australia, it was already the Sabbath here in New York, and Rabbi Blugrond knew that I wouldn't answer his phone call.

Time was running short, so Rabbi Blugrond faxed me sketches and notes about the equipment he would encounter in the plant, and called me as soon as the Sabbath ended in New York. Although K-348 made it clear to both of us what Rabbi Belsky would say about each of his specific questions, he insisted that Rabbi Belsky rule in writing on each item. So on Sunday morning I made a special visit to Rabbi Belsky to finish up these final details. Then I faxed this last document to

Rabbi Blugrond's hotel with a few hours to spare before the plant visit.

OUT OF THE BUNKER

Having resolved the issue for Rabbi Coleman, Rabbi Blugrond and Murray Goulburn, the revised K-348 document was posted in the database and I made a note to bring it to the attention of Rabbi Schachter and Rabbi Genack for their review sometime in the future.

Within a surprisingly short time, we began reaping additional benefits from K-348, as Rabbi Abraham Gordimer and Rabbi Avraham Ossey applied the principles spelled out in that document to difficult situations in (different) plants that they administer.

CONCLUSION

Kosher certification is based on Jewish kosher law. The example of Murray Goulburn makes it clear that although most questions that come before the OU *poskim* are quite straightforward, our *poskim* must be prepared to confront issues and circumstances that can cause them to revise their thinking based on the specifics of the situation they are encountering. It is my objective in preparing this article to provide insight into the process of how issues of Jewish law are resolved at the OU, and how that law is applied to modern applications. **U**

ENZYME TIME continued from page 7

Enzymes, Chr. Hansen GmbH, Kerry Bioscience, Meito Sangyo, Novozymes, Shin Nihon Chemical, Sankyo Lifetech and Valley Research among others.

If your kosher product requires a food grade enzyme, you can be assured that there is a very good chance that one of our OU companies has what you need in an OU certified version, and where applicable, certified as kosher for Passover/chametz free. Even if it is not currently available as kosher according to your needs, there is a good chance that the product can be manufactured to your specifications and be kosher certified. If

The worldwide food grade enzyme industry continues to expand and to offer new and exciting products which can help improve product quality and consistency, and to hasten production time.

you find yourself in such a situation, please contact the enzyme company and inform it that you need kosher certification on the desired product. The enzyme manufacturer can then contact its rabbinic coordinator at the OU office and discuss kosher certification for the new product.

The worldwide food grade enzyme industry continues to expand and to offer

new and exciting products which can help improve product quality and consistency, and to hasten production time. If your product needs a food grade enzyme solution and also needs kosher certification, working with the OU will enable you to utilize leading food grade enzyme manufacturers worldwide while servicing the kosher public with the respected OU symbol. **U**

THE CHINA SYNDROME

PRODUCTS HELP TO FUEL GIANT ECONOMIC GROWTH

By Rabbi Mordechai Grunberg

THERE IS NO DOUBT that anyone who has visited China in the last decade as a tourist or businessman has seen the unbelievable growth taking place in every phase of the Chinese economy, save for population. (As of this writing the population is holding at approximately 1.3 billion people.) Like any other industry in China, the food industry is hardly an exception. When numbers are spoken about in China they are not in terms of tens of thousands or even hundreds of thousands, but rather in terms of millions and billions.

The Chinese want to be the winner in everything, and they are doing a good job of it. Recently, a leading newspaper published a photo of a tightrope walker standing on a wire, with the caption, "A wire walker has just completed 37 days living on the wire, a new world record."

China plans on sending its first man to the moon in the near future, after its successful mission in outer space last year. In the daily press one can read that Airbus and Boeing just signed a \$150 billion deal with China Airlines; that the final cost of the "Three Gorge Project" will amount to \$280 billion, with four million Chinese having to be relocated; that Beijing is investing \$80 billion in the 2008 Olympic games; or that each year there are one million new automobile sales. When Disneyland opens in Hong Kong in September, the forecast is that one million mainland Chinese will be visiting weekly.

Napoleon Bonaparte is quoted as saying about the Chinese, "Let them sleep for now, for when they awake, they will move the world."



Manual hand separates milk fat from the liquid



Cheese cloth to separates liquid from solid

The food industry is growing rapidly as well and exports are in the billions of dollars; of course the kosher food industry is also undergoing significant growth. Today there are hundreds of plants which have kosher certification in Mainland China, most of them producing food additives; food chemicals, such as antioxidants; preservatives, health supplements, dehydrated vegetables and frozen processed fish; and food chemicals for the food and pharmaceuticals industries globally.

There are now several hundred OU certified plants in China, a total that will double each year at the present rate, not including the plants requesting supervision for special runs, for which we have to be prepared if we want to maintain our position in the country. I predict that before long we will be sending over slaughterers and certifiers for the production of meat, which will be shipped kosher worldwide from China.

At present, most certified facilities in the food industry are relatively simple operations consisting of chemicals and freeze-dried/dehydrated fruits and vegetables which require periodic inspections by a qualified team of *mashgichim*. These plants are growing at an ever-increasing rate.

There are currently many joint ventures in which large companies from Japan, the United States, England and Canada, to name a few, are investing billions of dollars to open factories on the mainland because of cheaper labor, and in

continued on page 15



THE NEW CHINA:

BOOMING ECONOMY, GROWING OU PRESENCE

By Rabbi Donneal Epstein

APPROXIMATELY 25 YEARS AGO, the Chinese government decided to remake the country. China was up to that point a completely Stalinist-Maoist economy, wallowing in poverty, despite the fact that it is the world's third largest country, blessed with various climates and abundant natural resources.

The Chinese government decided to privatize all state owned industry and encouraged foreign investment, ending the old policy of isolation. The results have been nothing short of miraculous.

China is the only country in the world where there has been seven percent annual economic growth for the past ten years and it has grown into an economic powerhouse. Chinese companies are now trying to buy and merge with American and other Western companies, as China is now quite cash rich and seeking resources to fuel its rise even further. Chinese exports have grown by 32.7% to \$645 billion. It's GDP has quadrupled since 1978.

This has had a direct effect on the kosher marketplace. Food companies across the globe have turned to China to source ingredients. This naturally has led to a rise in the number of kosher certifying agencies trekking to China to ascertain the acceptability of these items from a kosher perspective. The OU alone has grown close to 200 percent in China in the last three years.

Agricultural products have become a major Chinese export. This is especially true in coastal areas near Hong Kong and opposite Taiwan, from the Jiangyuan province through the Guangdong province.

Many mammoth-sized U.S. food corporations are purchasing their dehydrated and frozen fruits and vegetables from this region. Among the many OU kosher certified companies that have plants there are Euro-Asia Fruits, Hangzhou Landbridge, Hefei Mettle Trading, Huzhou Kangfalai Dehydrated, Huzhou Taurus, Jiangxi Jinyuan Agricultural Development, Kimeta International, Laiyang Luhua Foodstuffs, Linyi DH WM Freeze Dry Foods, Linyi Quanyi Foodstuffs, Linyi Shenhe Foodstuffs, Linyi Wanquan, Ningxia Lihe, Qingdao Fusi Wanfu, Qingdao Fuso Refining, Qindao Huajie Foods, Shanghai Richfield International and Zhejiang Zhongda Newland. The Howenia company also has several certified plants in mainland China.

In addition, industry is increasingly turning to China for food additives, including nutritional supplements, flavoring

agents, coloring agents and texturing agents. Foreign capital investment has led to the construction of many state-of-the-art factories which specialize in the production of food additives. Among food additives companies the OU certifies are the BBKA Group and Shandong Gold Millet.

Another area which has grown is that of the casein industry; casein is the protein of milk. The main geographic location of casein processing is the Tibetan highlands, where millions of yak graze.

The process of becoming OU kosher certified is actually simple. An application (which is available in Chinese and accessible from our website) is submitted to either me or to Mr. Zhu Yanan, who runs the OU Beijing office. We then assign one of our rabbinic field representatives to visit the plant and to help us make a determination if the plant can be kosher certified. Usually it can, though sometimes we may have to make changes in ingredients or sourcing. At this stage too, Mr. Yanan's role is highlighted as he helps Chinese companies understand what the OU is all about and what we are asking for.

Our rabbinic field representatives who work there are for the most part based in China. They are familiar with Chinese culture and respect it; they are well liked and respected in return.

We use three rabbinic field representatives. They are Rabbis Martin Grunberg, Shalom Greenberg and Shimon Freundlich. Rabbi Grunberg has 25 years of experience in the field of kosher certification, having worked in the OU New York office before his relocation to Israel in 1996. Subsequently, he joined the team of rabbinic field representatives, earned a reputation of distinction, and has since become one of our senior operatives in the Far East.

Rabbi Shalom Greenberg left a comfortable existence in Brooklyn, NY seven years ago to create and run the Shanghai Jewish Center. This entity consists of a synagogue, Hebrew school, adult education center and kosher restaurant.

Rabbi Shimon Freundlich, originally from South Africa, went to school in the United States and was ordained in Brooklyn. Five years ago he moved to Beijing to build the Chabad Center of Beijing, which consists of a synagogue, Hebrew school, adult education center and kosher restaurant.

It should be noted that both of these restaurants specialize in kosher Chinese food – no surprise, given the growth of the OU in China. **U**



Rabbi Donneal Epstein

Rabbi Epstein has been on the OU Kosher staff since

1995. Born and reared in Bridgeport, CT, amidst what he fondly recalls as "the rolling hills of New England, where the foliage can melt the stoutest heart," he was educated at the New Haven Hebrew Day School and the Chaim Berlin Rabbinical Seminary, where he was ordained in 1993. In addition, he studied in Israel at Yeshiva Pachad Yitchak. At the OU, he formerly headed the fish department, but now directs the Asian Desk of the Kosher Division's New Companies Department, which processes all applications received from China and the Far East. Married in 1989, Rabbi Epstein has five sons, with whom he enjoys playing ball, in addition to his studies in Talmud, philosophy and history. He lives in Brooklyn, NY.

CHINA SYNDROME continued from page 13

the process are introducing very sophisticated technology. The government encourages privatization and joint ventures so that all the previously state-owned companies are being spun off to these businesses in what I would term pure capitalism.

Because ninety percent of the mainland is agricultural, most plants are found or are being constructed near the location of the agricultural product. Consequently, the OU certifies 12 *Tunhe* group plants in Xianjiang Province in the northwest, where tomatoes and apricots are harvested three months a year. It is no wonder that state-of-the art plants were constructed near the farms which have the most up-to-date equipment, imported from Italy. The tomato paste produced by the *Tunhe* group is shipped in 100 kilo drums and/or 300 metric ton plastic totes to large plants in the United States, which in turn use this tomato paste as a primary

Today just about every Chinese has a mobile phone, even the farmers and the peasants in the fields; and the sense of freedom and security are paramount as is the entrepreneurial feeling.

ingredient in their ketchups and soups. The same goes for the Qingdao region and Yantai in the central east, across the straits from Japan; as a result there are many factories being run by the Japanese with the state-of-the art technology for which Japan is known.

The shipping industry boasts that it is the largest in the world with the largest cargo ports, for example in Shanghai, so there is no problem sending product worldwide.

In the past few years transportation has improved dramatically and super highways crisscross the country, including the rural areas, so that trucking raw material to the plants and/or the ports has become much easier and more efficient than previously. It goes without saying that it also becomes easier for the RFR to reach the plant than in the past. In addition, even in the most remote cities airports are being built at a very fast rate, providing the RFR with easier and more efficient access.

When I first was sent to Shanghai in 1981 to visit a citric acid plant seeking kosher certification, I arrived at a rat-infested hotel, my contact was nowhere to be found, and there were no telephones or any method of communicating. Moreover, I was being followed around. I couldn't wait to leave the country. Today just about every Chinese has a mobile phone, even the farmers and the peasants in the fields; there are five-star hotels in all the major cities; and the sense of freedom and security are paramount as is the entrepreneurial feeling.

My most difficult trip was to the Tibet region of western China, which came at the end of an 18-day journey visiting 20 factories (15 of them as initial inspections), in which my mission was to witness the making of dried milk by the Tibetans from yak milk. To get to my des-



Fat separated from the yak milk

tination I had to fly in to Lanzhou, and the drive from Lanzhou took almost six hours through the most treacherous terrain and roads; I had to go back the same way. It was a most interesting trip, as I had to enter a Tibetan home to see the process. It was eye-opening to see people who are still living the exact same way they did hundreds of years ago with

continued on page 18

OU COMPANIES SPEAK

And OU Tea from Argentina Too

By Horacio Clein

WHEN A COMPANY decides to sell its products worldwide and therefore needs to improve its quality standards, and if the company is from Argentina, a good product or attractive packaging are not sufficient. At Heredia, we knew that the OU symbol would assure that our company's standards would be acceptable everywhere.

Laboratorios Heredia is a family-owned company established in 1996 to manufacture herbal products, including tea. At its plant at Boulogne, Argentina, Heredia processes and packages its own brands and brands for numerous labels that trust their products to us. We use the best raw materials, including herbs from Argentina and elsewhere around the world. The company uses the most modern technology, which is constantly updated according to the needs of the marketplace. Our plant is approved to manufacture phytotherapeutic, food and organic products and our quality is supervised by external audits, which verify the quality control work of our technical personnel.



In the last few years, Argentina has become an exporting country; responding to this challenge, Heredia decided to open new markets, based on its policy of quality and very competitive prices. We knew that OU certification would assure confidence in our

company and guarantee worldwide acceptance of our products. We were further encouraged and motivated when we met Rabbi Eliyahu Safran who represented the Orthodox Union at the 2004 *TodoKosher*

show in Buenos Aires. His persistence and professionalism both moved us to join with the world's most respected kosher certification agency.

We weren't wrong. Two weeks after obtaining OU certification, our products were found on the shelves of Wal-Mart, and we received orders from Israel and France. **U**

Horacio Clein

is President of Laboratorios Heredia



OU Certification Suits Sri Lanka Company to a Tea



TEA IS A TRADITIONAL INDUSTRY in Sri Lanka, which took root in the late 18th century when Sri Lanka was a British colony better known as Ceylon. Today, tea manufacturing and exporting is one of the largest industries there.

Heritage Teas Premium Services (Pvt) Ltd is one of the leading exporters of high quality teas from Sri Lanka, with a global customer base extending over 35 countries.

The Heritage group commenced tea operations in 1994, and in 2001 Heritage Teas Premium Services (Pvt) Ltd was established to serve the most quality-conscious and discerning tea drinkers around the world. The company's commitment to quality stems from the vast experience of its tea experts, which collectively amounts to more than 100 years. The core business includes processing, cleaning, blending and value addition (*i.e.*, flavouring, tea bagging, packaging, etc.) of high quality teas for customers worldwide.

The company has received several quality certifications since its inception, but one certification in particular is held by the company as its most valuable asset in dealing with "special requirement" markets. In 2003 Heritage Teas Premium Services (Pvt) Ltd was honored to be the first company in Sri Lanka to

be awarded OU Kosher certification for its brand of tea bag products. The decision to obtain certification was made by Managing Director/C.E.O. Anel De Silva. "Our company is based on the principle that each of our customers has individual needs and requirements," Mr. De Silva explained. "It is our policy to make every effort to fulfil these needs, and what better way is there to get this point across than by obtaining kosher certification."



OU certification has tremendously improved the exposure of Heritage Teas Premium Services in terms of new markets and the awarding of contracts by large supermarkets in the United States, for which the company packs private label brands. Heritage's kosher line includes black and flavoured teas with several new flavors and varieties now being researched for introduction in the future.

Heritage Teas Premium Services (Pvt) Ltd is a young company with a dedicated team of experts and a modern facility which is considered to be one of the most sophisticated in the Sri Lankan tea industry. These attributes, together with our unwavering commitment to quality and our objective to serve all of our customers worldwide, can only result in Heritage fulfilling its promise to supply the highest quality tea to the most quality conscious customers. **U**





Yakety yak: Rabbi Mordechai Grunberg searching for yak milk in Tibet grassland

My most difficult trip was to the Tibet region of western China, which came at the end of an 18-day journey visiting 20 factories.

CHINA SYNDROME continued from page 15

nothing changed, no running water, no electricity, no gas heat, and no refrigeration. Old cast iron stoves were fired with sticks of wood, a barrel of water was used for washing purposes, and they were still using the sun to make dried milk which is sold to casein manufacturers. Since there is no refrigeration they had to dry the product the day the yak was milked so it would not spoil.

There is no doubt that although the OU is presently providing supervision primarily to food additives, food chemicals and pharmaceutical ingredients which are used as ingredients in intermediary and/or retail consumer products, it is just a matter of time before the demand for certification from Chinese manufacturers producing retail products will come as well. In fact, we are already supervising the hand-decorated candies and lollipops you find in the retail market, especially before holidays such as Purim and Chanukah.

There are now many food exhibitions in China at which the OU has a booth in order to better educate the interested companies about kosher. It is truly amazing how “kosher” is now a household word in Chinese food plants,

especially those that process and manufacture food additives.

Originally it was brokers or trading agents who had to encourage and convince Chinese manufacturers to apply for kosher; however in the last year or so it is already fashionable for the plants in China to apply directly to the OU, especially now that the OU has a Chinese website, an office in Beijing where Mr. Joe Yannan is the OU liaison representative, plus brochures and literature in Chinese.

It is also very interesting that the Chinese are proud of their history of harboring the Jews in Shanghai during World War II. The Chinese feel they have a lot in common with Jews, at least when it comes to business and trading, so when they realize that kosher is a Jewish concern, they are very open to the idea and are curious to learn about it.

After I made a plant inspection I was talking politics with the plant manager. I had just read that the Chinese Foreign Minister had snubbed the Japanese Prime Minister by not showing up to a scheduled meeting with him. I said to the plant manager, “I understand China and Japan don’t have such good relations right now.” He responded, “Yes, no more

friendly relations with them, just business!” That’s how China can be described in today’s world, “All business, yes everybody’s business!”

That business, increasingly, includes OU Kosher. **U**

Rabbi Mordechai Grunberg

has been associated with OU Kosher since 1981, serving as a long-time rabbinic coordinator, until he settled in Israel, from which he has been traveling as a rabbinic field representative to Asia, India, Madagascar and Bulgaria. Born and educated in New York City, Rabbi Grunberg studied at the famed Rabbinical Seminary of America – Yeshiva Chofetz Chaim, from which he was awarded the advanced rabbinical ordination of Yadin Yadin. Rabbi Grunberg graduated from Queens College in New York with a B.A. in Accounting and subsequently received a Masters degree in Business Administration from Adelphi University. He is also the recipient of an authorization in all areas of kosher slaughter rituals from the well known academy in Jerusalem headed by the late chief rabbi Pesach Zvi Frank.



Looking for Kosher Sushi or MSG?

If it's OU Certified, it's on the New Website Product Search

by Rabbi Yonatan Kaganoff

We believe that this will be another value added benefit to OU Kosher certification for the entire OU Kosher family as well as for the consumer who looks for the OU symbol as sign of quality and the highest level of kashrut.

W

ITH THE OBJECTIVE of providing more accessible information to kosher consumers and kosher manufacturers, OU Kosher has created a product search feature on its website, listing all OU certified products. The feature can be accessed by clicking on "Products" on the OU Kosher homepage.

The product search allows anyone to search or browse through the hundreds of thousands of retail and industrial products certified by the OU. It is a free (value added) service which the OU provides to its certified companies and in the process gives the companies free advertising to industrial and retail kosher clients.

Kosher consumers who are looking for a particular product, such as a salsa or a pareve cake mix, can easily see the many varieties which are certified kosher by the OU. Alternatively, they can confirm that the products bearing an OU that they see at a local store are in fact certified by the OU.

Manufacturers can use the product search as an easy way to find kosher ingredients. Even companies certified by another kosher agency can use the OU search engine to find OU certified kosher sources.

continued on next page



A customer might see an OU^{PAREVE} designation on an all-natural butter-flavored oil and want verification that the product is indeed pareve.

PRODUCT SEARCH continued from page 19


For companies searching for a kosher ingredient, such as MSG, this feature will make it as simple as clicking on an icon to determine which MSG is OU kosher. However, even though this feature gives companies access to information, the companies will still have to apply to the OU in the regular way to use any ingredient in their product.

There are numerous ways that consumers can benefit from the feature. Instead of searching through the supermarket shelves trying to find a pareve (non-dairy) margarine, they can find out before they go to the market which ones they can use. Consumers interested in learning about the range of products available will also find the feature useful. For example, if a consumer wanted a list of the numerous kosher sushi products on the market, the product search can provide the information easily and quickly.

The most common use, however, is for consumers to verify that a product is OU Kosher. A customer might see an OU pareve designation on an all-natural butter-flavored oil and want verification that the product is indeed pareve.

While the web project has been almost a year in the making, a product listing is not a new concept for OU Kosher.

Previously, the OU published a book listing all of its certified products. However, certification was subject to change and these changes took place often. The books could become outdated within a few weeks. The website, however, allows for up-to-the-minute changes, making all the information as accurate and timely as possible.

Already, the feature has become one of the most popular on the OU Kosher website. The product search went up in July and it is clear that many people are using it, simplifying their search for information. At OU Kosher we hope that as the word spreads, more people will be able to utilize this very helpful and informative product search. We believe that this will be another value added benefit to OU Kosher certification for the entire OU Kosher family as well as for the consumer who looks for the OU symbol as sign of quality and the highest level of kashrut. 

Rabbi Yonatan Haganoff

serves as the Orthodox Union's website manager and as director of consumer relations for OU Kosher.



Rabbi Eliyahu Safran, Senior Rabbinic Coordinator, represented the Orthodox Union once again this year at the ArgenKosher 2005 show at the Marriot Plaza Hotel in Buenos Aires, Argentina on June 21-22.

FROM LEFT – Mrs. Bernardo Drachman; Mr. Bernardo Drachman, Founder and Director of TodoKosher, Argentina; Rabbi Safran, and Dr. Matias Sacla, Representative of the State of Israel Veterinary Services – Latin America. While in Buenos Aires, Rabbi Safran was joined by Rabbi Abraham Juravel of the OU's Ingredient Research Department, who visited with the Food S.A. Company to assist in completing its OU certification. Food S. A. is a well-known Argentinean company producing non-conventional ingredients such as stabilizers, whipping agents, enzymes, releasing agents, baking powders, flour improvers, emulsifiers and milk powder for industries that include pastry, chocolates and ice cream. The company is anticipating major business growth thanks to its OU certification. Rabbi Safran also welcomed to the OU's ranks the Indalo Company, a growing Argentinean olive oil concern.



SO YOU HATE REGULATORY PAPERWORK? THE OU COMES TO THE RESCUE

By Howard Katzenstein

Everyone, it seems, hates regulatory paperwork. So here is some good news: the Orthodox Union is now available to help your company comply with the kosher laws of New York State and New Jersey.

In New Jersey, the Consumer Affairs/Kosher Enforcement Bureau conducts an annual audit of supermarket brands. An inspector will randomly select 25 store brand products with a kosher symbol and request a valid Letter of Certification (LOC) for those products. The product and brand name on the LOC must match exactly what is written on the label. (An LOC for mustard, for example, will not be acceptable for Honey Dijon Mustard.) Since the audits were regarded as being too easy in

past years, this year the Bureau required a single item LOC. (If BBQ Potato Chips were audited, the LOC could not include other varieties of potato chips.) The LOC also had to be valid when the audit was conducted, December 2004.

The Orthodox Union was eager to help manufacturers and supermarkets comply with the audits. The OU even reached out to supermarkets saying, "Give us your audited OU products and we'll give you LOC's." Most requests for LOC's were turned around in four hours or less, if the OU was provided with the proper information. Some products required changes in our database. (It is always helpful to supply the OU with copies of the labels. It is also advisable to check that the product registration matches the product label.)

Also in December 2004, New York State enacted a new kosher law requiring all food items (both retail and industrial) that bear a kosher symbol to be registered. The purpose is to make information available to the public regarding who is certifying a product. This is really only helpful for products with "no-name" kosher symbols or the generic "K". For those companies whose products proudly bear the world renowned OU, the symbol speaks for itself.

Once again the OU was ready to help. Working closely with the New York State computer programmers, the OU devised a download program for product registration. Confidentiality, as always, was built into the program so that the identity of who is co-packing or private labeling for whom, would not be revealed. The OU sent out a mailing to its certified clients offering to register in-house products, all private labels and/or selected private labels. Almost 1,000 companies were thrilled not to have to deal with government paperwork. Many were surprised to learn that there was no charge.

If the products you manufacture are sold in New York State, it is still not too late to have the OU register them. (Sorry, we won't do your taxes or fight your parking tickets.)

If your products are being exported to Israel, make sure that you are in compliance with Israel's laws before a product being represented as kosher is imported there. A permit must be

Orthodox Union

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July 19, 2005

TO WHOM IT MAY CONCERN:

This is to certify that the following products, listed under their respective brand names, prepared by Novartis Consumer Health, Inc., Parsippany, NJ 07054-0623:

At the following facility:

Novartis Consumer Health, Inc., Parsippany, NJ

are manufactured under the supervision of the Kashruth Division of the Orthodox Union and are kosher when bearing the symbol adjacent to each product as indicated below. Products designated below as OU are certified kosher products. The company is authorized to place only this symbol on packaging:

Brand: Mavlon	Synthesized
+ (33200) Mavlon Max Suspension, Lemon	OU
+ (33200) Mavlon Max Suspension, Cherry	OU
+ (33200) Mavlon Max Suspension, Mint	OU
+ (25100) Mavlon Max Suspension, Wild Berry	OU
+ (25200) Mavlon Max Suspension, Vanilla Cream	OU
+ (22800) Mavlon Regular Strength Suspension, Cherry	OU
+ (22800) Mavlon Max Chewable Tablets, Lemon	OU
+ (22800) Mavlon Max Chewable Tablets, Wild Berry	OU
+ (22700) Mavlon Max Chewable Tablets, Orange	OU
+ (22800) Mavlon Regular Strength Suspension, Mint	OU
+ (25200) Mavlon Artificial Barrier Chewable Tablets, Cherry	OU
+ (24400) Mavlon Artificial Barrier Chewable Tablets, Mint	OU
+ (37000) Mavlon Regular Strength Chewable Tablets, Wild Berry	OU
+ (36200) Mavlon Regular Strength Chewable Tablets, Lemon	OU

This certification is in effect from July 19, 2005 through March 31, 2006, and is subject to renewal at that time.

Howard Katzenstein
Rabbi, Kashruth Division
Executive Administrator

Revised from O.U. Form 100-100 (10/1/2004)
Page: 1 of 2

continued on page 23



The Kashrut of Color Additives

By Rabbi Gavriel Price

Kosher considerations for colorants focus not only on the manufacture of colorants themselves but on any ingredients that may be used with colorants to help make them compatible in a given food system. The first part of the article will survey natural and synthetic colors, and the second part will describe the types of additives used in colorants.

The number of colorants used in the food industry is not endless. Economic and regulatory considerations limit the use of many synthetic and natural coloring materials. The FDA, for example, because of safety considerations, permits only seven synthetic colors – although labs can produce considerably more. Other countries have similar, but not identical regulations. Although 26 natural colors are permitted for use in the United States, the economics of production for most natural colors do not lend themselves to commercial use. Trade books for the food industry count only a handful of natural colors that are commonly used. From the finite number of colors available, an almost infinite number of hues can be created.

Synthetic colors, when not dissolved in a solvent, do not pose any kosher concerns. Identified by Food, Drug and Cosmetic (FD&C) numbers on ingredients labels—for example red #40—synthetic colors are petroleum-based and factory made. Some of these colors are only permitted for drug and/or cosmetic use, and are not permitted in foods.

Botanicals are responsible for most natural colors. Beets furnish a deep red; annatto, which is from a plant found mostly in South America called bixin, provides a yellow-orange; saffron, from the crocus bulb, a yellow; and paprika, a deep red. Turmeric is another popular source of yellow. When colors are extracted from plant material the product is called an oleoresin. Although these colorants are inherently kosher, they, like their synthetic counterparts, may be dispersed in a medium or otherwise processed in ways that merit review. In section II those possibilities will be discussed.

Although most botanical sources are inherently kosher, grapes, or more precisely grape derivatives, are almost always not kosher. Grape skin extract is used in the food industry to dye a food red, blue, or purple, depending on the nature of the food system it is used to color. This extract, which is also called enocianina, is often used to color red wine vinegar. Red wine vinegar, left uncolored, is usually pink, and grape-skin extract imparts the dark red associated with wine.

The plant kingdom is not the only source for natural colors. Cochineal extract is a red colorant derived by extracting pigment from the dead bodies of cochineal insects. Carmine color is a derivative of cochineal extract. The OU considers carmine to be not kosher.

Fermentation can also be used to create natural colors. Fermentation refers to chemical changes of a given substance induced by a living organism or an enzyme.

Often, the changed substance is sugar or starch based. Beta-carotene, a yellow-brown color, is made by one large manufacturer by fermentation.

Caramel color is made by heating sugars. The source of the sugar could be dextrose. In the United States the source of dextrose is usually corn. Lactose, or milk sugar, is another possible source for caramel production, although its use in caramel production seems to be only theoretical at this time.

When it comes to
kosher
let's not be color blind

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were thrilled not to have to deal with government paperwork. Many were surprised to learn that there was no charge.

PAPERWORK continued from page 21

In an article in the August, 2002 issue of Food Product Design set forth some of the factors food manufacturers should think about when using a colorant. Most of them— pH, shelf life of the colorant, brightness — are, for the most part, irrelevant to kosher considerations. One problem, however, the problem of solubility, does touch upon a kashrus issue. Overcoming solubility may involve using sensitive ingredients.

Solubility refers to the capacity of a solute — in this case a color additive — to dissolve into a solvent — a food. Certain colors are water-soluble, which means they dissolve in water. Caramel, for example, is water-soluble. It can be used to color soda, which is water-based, brown. Colas typically contain caramel. But caramel is not oil-soluble. An attempt to use caramel to color an oil-based system, such as an imitation cocoa butter, would, without the help of other ingredients, run into problems.

Food colorants, in their pristine form, are either water-soluble or oil-soluble. They are not both. A medium, called a diluent, is one means available to help make a colorant miscible — dissolvable — into a food that it may not otherwise be able to dissolve in. One producer of beta-carotene has no less than 14 different beta-carotene products. Each product is dispersed in a medium or otherwise processed to make each one operable in a specific application. One of the products is dispersed in vegetable oil, making it soluble in oils and fats. Another is dispersed in vegetable oil and emulsified with glycerol. Others are in powder form, embedded in soy protein and glucose powder. Without certification these colorants would not be acceptable because they contain kosher sensitive ingredients. One OU field representative has reported seeing chlorophyll, the green colorant of plants, prepared with lactose (milk sugar), which would make it at best kosher dairy.

A lake is a water-soluble colorant prepared on a base of aluminum or calcium salt. These too can be dispersed in kosher-sensitive diluents.

Colors are often spray-dried. Spray-drying a colorant — or any other ingredient — could jeopardize its kashrut. Spray-driers are expensive pieces of equipment (a large one costs about \$5 million). Those who own them often seek clients for whom to do custom drying and blending. Those food manufacturers who need their products spray-dried often look to a custom blender because the investment in purchasing a spray-drier is so great. Since custom-blenders typically spray-dry a variety of ingredients, some of them not kosher, spray dried products require supervision. A group one (that is, innocuous) ingredient may not be so innocuous if it has been spray-dried.

Because colorants can be processed with an emulsifier, dispersed in a diluent, spray-dried, or possibly adulterated, colorants that have been identified as a group one ingredient only meet that status if they are pure, with no additives.

When it comes to kosher, let's not be color blind. Please be sure to note the group status of every coloring agent that your company uses. **U**

Rabbi Gavriel Price

serves as Orthodox Union rabbinic coordinator for the vinegar and transportation industries and specializes in ingredient research.

obtained from the Chief Rabbinate. Failure to do so can result in the product's withdrawal.

As you might imagine given the OU's prominence in kosher certification, both the New York and New Jersey kosher agencies were grateful for the OU's assistance to its clients in complying with the laws. When your products are OU certified, not only do you have the most recognized and respected kosher symbol on their labels, but you also have a full service kosher agency behind you.

If you need information or help on any of these issues, please contact this writer, Howard Katzenstein, at 212.613.8169, via fax at 212.613.0679 or e-mail at howardk@ou.org. **U**

Howard Katzenstein

graduated from the City College of New York with a B.A. in Economics and Business Management. He has previously served as director of a genetic screening program and taught high school biology. He is currently Director of Business Management & Trademark Compliance at the Orthodox Union.



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