

behind the

Union symbol

A PUBLICATION FOR CERTIFIED COMPANIES

Reaching 4,000 Food Executives & Over 2,500 Companies Worldwide

Summer 2004

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Cardboard No More

“Consumers see the OU and look upon it as a seal of approval.”

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► Spotlight on OU Companies

Dawn Food Products: Where Bakery Success Starts

By Jim Peacock

SINCE OUR BEGINNING in 1920 as a thriving bakery in Jackson, Michigan, we have grown to become one of the world's largest full-service, family-owned bakery industry suppliers. Dawn is a single source supplier to the bakery and food-service industry providing a complete range of mixes, bases, icings, fillings, frozen and ready-to-bake products, ready-to-sell products and equipment, plus commodities, packaging, ingredients – literally everything one needs to run a profitable bakery. We know “Bakery” – it's all we do, and we do it with 14 manufacturing facilities and 19 distribution centers in North America. We are American-owned and operated to provide friendly local service to our customers through 46 manufacturing and distribution locations worldwide. Visit our website at www.dawnfoods.com to contact one of our 2,600 employees near you.

All our North American production facilities are certified kosher, the majority by our OU partnership that began in

1985. We have never had a customer's rabbi reject OU certification. Many consumers don't realize that our industry is inspected by organizations such as the American Institute of Baking and the Food and Drug Administration. But they do see the OU and they realize that an outside agency is certifying our facilities and look upon it as a seal of approval.

Strict vegetarians and some Islamic communities seek OU certification as well. In 1991 we began pareve production of many fillings and icings at our plant in Louisville, KY, and can now serve bakeries that produce only pareve products. Lactose intolerant consumers know that OU pareve means that there are virtually no traces of dairy allergens in the product. Rabbi Yisroel Bendelstein in New York and Rabbi Yosef Levy in Louisville assist me in maintaining the OU's high standards.

Dawn became so famous for our donuts in 1920 that our competitors would ask for our prepared mix. Demand



"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 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. This noble attitude is most eloquently summed up in a talmudic passage regarding the creation of Adam: "Therefore only a single human

being was created in the world, to teach that if any person has caused a single soul to perish, Scripture regards him as if he has caused an entire world to perish; and if any human being saves a single soul, Scripture regards him as if he saves an entire world." 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 observances including the holy Sabbath day. 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." Even on Yom Kippur, the most sacred of days when fasting is paramount, when human life is at stake it is obligatory to eat and not fast. The great Jewish scholar Rabbi Hayyim Soloveitchik of Brisk was

"The value of human life is supreme and takes precedence over virtually all other considerations."



known for being particularly lenient in permitting very sick people to eat on Yom Kippur. When challenged about this, the great sage responded, "I am not at all lenient about allowing sick people to eat on Yom Kippur. I am just very strict in matters involving endangerment of life." 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 be promptly restored.

Many over-the-counter consumer health products and medications, such as cough syrups, are however, another story. Overwhelmingly, they are taken in non-life threatening situations, and wherever 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 with the recently announced OU certification of their Triaminic products. You can read about this important news in this issue of Behind the Union Symbol.

The Triaminic brand has always committed itself to a standard of excellence in pediatric OTC medications by providing a complete range of multiple

Orthodox Union

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kosher pizza Cardboard No More

by Rabbi Andrew Gordimer

SIMILAR TO MANY OTHER INDUSTRIES, kosher pizza has finally come of age. Whereas many years ago, kosher pizza was limited to one brand, and its texture (and taste) resembled cardboard more than pizza, today's kosher market is flooded with an abundance of top-quality product in a multitude of varieties.

The OU is proud to certify the large bulk of kosher pizza; in fact, nearly all recognized brands of kosher pizza bear the OU symbol. Our certification extends to internationally famous pizzerias, domestic frozen pizza factories, and even some Italian pizza companies.

WHAT IS INVOLVED IN CERTIFYING PIZZA AS KOSHER?

INGREDIENTS: The most sensitive ingredient in standard pizza is cheese. Kosher hard cheese has a special requirement that it be rabbinically supervised from setting to packaging; mere assurance that the cheese's ingredients are kosher is not enough. Thus, only cheese which is manufactured under constant rabbinic watch is permitted.

Although sauce and spices are not encumbered by special supervision requirements, they too must be kosher-approved. Many tomato sauces and pastes are processed in plants which also handle non-kosher meat and/or cheese; thus, pizza sauce sources must be carefully examined for kosher status. So, too, many spices must be verified as to kosher specifications, as the OU needs to assure that the spices are processed in an innocuous environment and are free from infestation.

PROCESSING: Although many OU-certified pizza plants are all-kosher, others are not, and the OU therefore needs to set up elaborate systems for production, which ensure kosher status of ingredients and equipment.

All-kosher pizza plants often operate without full-time rabbinic supervision. In such cases, the OU visits frequently to monitor the use of all ingredients. Kosher pizza cheese (made under special supervision, as noted above) must be sealed and signed by the supervising

rabbi at the cheese plant, and OU visits to pizza facilities must include verification of seals on all cheese.

Non-kosher plants, which schedule separate kosher productions, pose a much greater challenge.

There are two types of such plants:

(a) *Cold-process* plants apply all pizza ingredients at ambient temperatures. In such facilities, the oven is used only for baking plain pizza crust (or shells); sauce, cheese, spices and any additional toppings are applied once the dough is cool.

These facilities are simpler to deal with from a kosher perspective, as the non-kosher cheese (and any other ingredients) used during non-kosher production does not have hot contact with equipment, thus alleviating the need for kosherization (kosher sanitizing after hot non-kosher use). Nevertheless, the presence of non-kosher residue on belts which convey product under sauce and cheese stations and on cutting and packaging equipment requires thorough, abrasive cleansing before kosher campaigns. Full-time rabbinic supervision is needed to take care of these procedures, as well as to assure segregation of non-kosher ingredients during kosher productions and to monitor the use of kosher packaging materials.

(b) *Hot-process* plants bake the entire pizza — including toppings — in the oven. Thus, regular non-kosher runs utilize the oven for non-kosher cheese (and perhaps meat and other non-kosher ingredients), rendering the oven fully non-kosher and requiring complete kosherization prior to kosher production.

In such plants, the rabbinic field representative must see to it that the oven is heated to its maximum, which must be at least 950°F. Otherwise, a blow-torch is necessary to scald the oven's interior. So, too, kosher product must be made on kosher-dedicated baking pans, which are sealed by the supervising rabbi between each kosher campaign. If dedicated pans are not used, the baking

CONTINUED ON NEXT PAGE

Nearly all recognized brands of kosher pizza bear the OU symbol



Since 1968, Macabee Foods has produced premium quality kosher frozen pizza products for the entire family.

We started with a variety of delicious items, including pizza bagels, pizza squares, regular pizzas and French bread pizza products. Over the years, we've extended our delicious line, and today we keep pace with the nutritional requirements of carbohydrate-conscious consumers with products like our brand new Low Carb 3 Cheese Pizza Bagels.



All of our products carry the OU symbol.

For over 35 years we've remained committed to product quality and to our relationship with the Orthodox Union. On an individual basis, our products are Cholov Yisroel, Pas Yisroel, Bishul Yisroel, Parve or Yoshon, and all of our products carry the OU symbol of kashrut and quality. We specially design our products for flavor, cooking convenience and value.

Our relationship with the OU is critical to the quality of our products, the satisfaction of our customers and our ultimate business success.

Discerning kosher customers will only purchase products with kosher symbols they recognize and trust. At Macabee Kosher, we believe that the OU is a symbol of true kosher certification for the broadest base of our core kosher consumers.

For our entire existence we've been a category leader and product innovator, with a deep commitment to developing quality products. Working with the OU, our industry leadership will surely continue.

Rabbi Yosef Goldberg

is Rabbinic Coordinator for Macabee Kosher Foods.

pans need to be passed through the oven during its kosherization or torched directly at 950°F (quite a scary scene, for those of us who have witnessed it).

All belts, trays and holding equipment which contact hot non-kosher pizza subsequent to its exiting the oven must be kosherized with boiling water. Practically, this is usually accomplished by using a steam generator ("genny"). Steam is directed for long periods at all parts and equipment requiring kosherization, so that the steam condenses on the surface of the equipment and heats it to its maximum.

As in the case of cold-process plants, full-time rabbinic supervision is necessary for the entirety of kosher runs (and kosherization beforehand), and cold-use equipment (such as conveyors and packaging machinery) must be cleansed, ingredients must be monitored, etc.

FOOD-SERVICE ESTABLISHMENTS:

The above protocol is standard for all frozen pizza plants. However, the OU certifies many retail establishments whose main fare is pizza, and the kosher programs at these facilities have additional features.

In a food-service setting, the OU requires full-time on-site rabbinic supervision, despite the establishment being all-kosher. Many such establishments are Jewish-owned, and are thus subject to a special requirement that a portion of each batch of dough — called challah — be separated as a tithe prior to use. The on-site rabbi usually handles this procedure.

So, too, the use of fresh additives in retail pizza operations presents the need for careful inspection

“ In a food-service setting, the OU requires full-time on-site rabbinic supervision, despite the establishment being all-kosher. ”

A PIZZA SUCCESS STORY:

Bake It, And They Will Come

AFTER ARRIVING FROM POLAND following World War II, Rabbi Mayer Mendelsohn opened a small pizza shop in Brooklyn, NY. With no seating and a menu consisting of only pizza, falafel and French fries, he established the first kosher pizza store in Boro Park. People would come from far and near to taste and experience the sweet and succulent taste of his products.


In 1975, Mayer's son Kalman came aboard and helped expand the store by adding seating and featuring new items on the menu. Within five years he made Mendelsohn's a household name, attracting customers from around the world. Lines would stretch out the door with people wanting to experience his delicious pizza.

Kalman's son Junior (Moti), the third generation of Mendelsohn's, started his career in the pizza industry in 1990. He also added many new items to the menu and revolutionized the frozen pizza concept by making it available to the kosher consumer for the first time, shipping the pizza, manufactured in the Boro Park facility, far and wide. It was at this time that the OU began certifying Mendelsohn's.

"Attaining OU certification brought us new opportunities in the kosher market," declares another of Kalman's sons, Heshy. "I'm able to sell the frozen pizza

everywhere because the OU is accepted everywhere. Being certified brings out the relationship we have with the OU." Of course, the OU symbol gives great confidence to the local clientele as well.

In 1997 a devastating fire broke out in the store and burned down a true landmark. When the store reopened the following year, fans were relieved that their favorite pizza store was once again back and bigger and better than ever. Today Mendelsohn's Pizza is the tri-states' largest pizza store, with a seating capacity of 175 persons and a menu featuring over 100 items to satisfy every taste. Besides pizza, the menu now includes a full line of Italian dishes, many different pizza toppings, and a fresh salad bar, among other goodies.

Now, there is a second Mendelsohn's, in Flatbush, another heavily Jewish area of Brooklyn, which opened several weeks after Passover. Like its Boro Park counterpart, the store is certified by the OU. There are many elements in the success of Mendelsohn's which led to its expansion – starting with a delicious product – but as Heshy Mendelsohn affirms, having OU certification is a key component of that success. 


Rabbi Dov Schreier

serves as the Orthodox Union's Rabbinic Coordinator for Mendelsohn's.



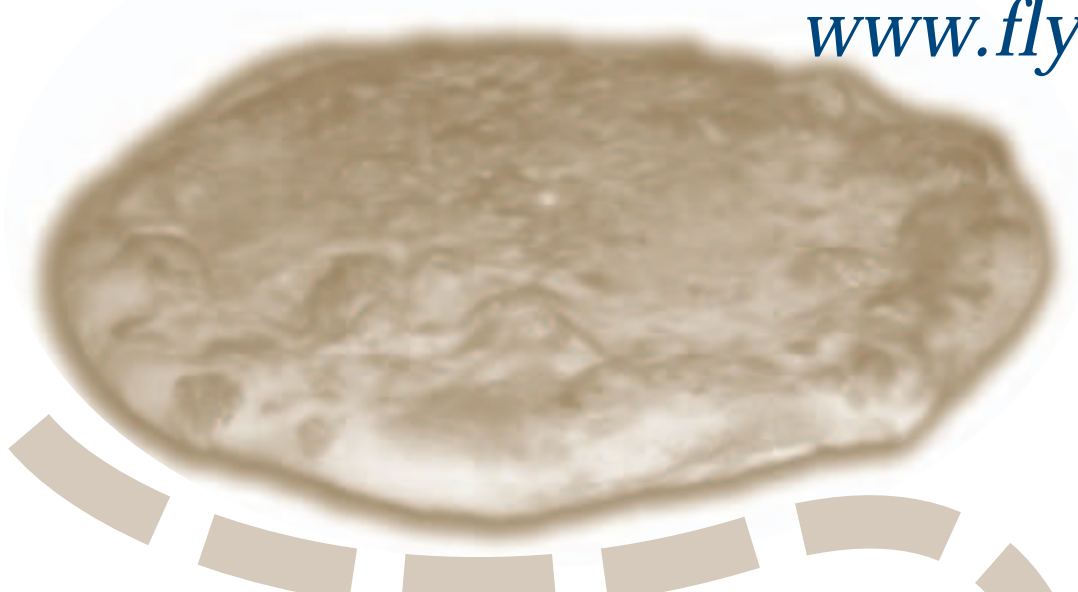
before use, as certain types of produce are very prone to infestation. The on-site OU rabbinic supervisor must be trained to target and inspect all such ingredients. (Included in the list of kosher-sensitive fresh produce are spinach, lettuce, broccoli, cauliflower and many leafy spices.)

The OU is proud to certify the following pizza companies and retail establishments whose main fare is pizza: Amnon Kosher Pizza, Continental Food Products,

Eddie's Broadway J-2 NYC Pizza (Brooklyn, NY and Manhattan locations), Il Patrizio, Macabee Foods, Mendelsohn's Pizza, Mey Trading and Upscale Foods. 

Rabbi Andrew Gordimer

is Orthodox Union Rabbinic Coordinator for a number of certified pizza companies.



LOOK UP IN THE SKY:

It's a Bird, It's a Plane – No, It's a Kosher Pizza

A PIZZA, IT IS TRUE, looks like a flying saucer, or even a giant frisbee. But despite their appearance, pizzas won't fly unless they are Eddie Fishbaum's "Flying Pizzas," baked at Brooklyn's Broadway's Jerusalem 2 pizza parlor, which is OU certified.

Eddie's pizzas fly wherever Federal Express will take them, which is far indeed. They have gone to a honeymooning couple at the Grand Canyon, to Puerto Rico, Hawaii, and all across North America, not to mention Russia, South America, Europe and Asia.

Eddie's website www.flyingpizzas.com includes the following pizza and non-pizza selections: "Real New York Pizza," for \$19.95 with free shipping; one pound of cinnamon rugelach (a small, very tasty pastry), for \$17.95, also with free shipping; a "Broadway Gift Pack," including one pizza and a pound of rugelach for \$32.90; two pounds of rugelach, for \$32.95; four cheese pizzas for \$64.92 with free shipping; 12 cheese pizzas for \$179.95, and other treats.

Eddie Fishbaum has been in the pizza business since he started making kosher pies after school in Brooklyn, NY when he was 12 years old. By the age of 14, Eddie was a master pizza maker, serving as many as 300 pies in a single day. Years later, he and his brother Ari (now deceased) opened Jerusalem 2, on Broadway, in the Manhattan Garment Center, not far from Times Square. Now the business is based in Brooklyn, where he serves some 2,000 pizzas every week (except during Passover), plus other dishes.

In November 1995, after developing special packaging, the brothers started flying their pizzas, according to Eddie, "because so many people from all over the country ask us to open up a pizza store in their neighborhood. We're giving them the next best thing. It's as if they have us right next door." 

Rabbi Dov Schreier

serves as the Orthodox Union's Rabbinic Coordinator for Broadway's Jerusalem 2.



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.

An Upscale Brand of Pizza

UPSCALE FOODS, OF THE ST. PAUL, MN suburb of New Hope, was established in 1998 when the Orthodox owners of a kosher food distribution company acquired a kosher food manufacturing facility with a product line known as “The Old City Café.” Old City was originally a restaurant, but over time it evolved into a producer of frozen foods, most notably frozen pizza. Shortly after the acquisition, the new owners arranged for Orthodox Union supervision, which — in a major business development for Upscale — enabled the new company to produce pizza for “Empire Kosher,” which uses OU certification exclusively on all of its poultry and frozen food products.

Upscale currently manufactures a variety of products under a number of different national brands and private labels, including its own “The Old City Café” award-winning pizza and burrito lines. The company’s production line is run on a day-to-day basis by Managing Partner Rabbi Yaakov Roberts, who worked under the guidance of his late father, Rev. Shepsel Roberts. Yaakov Roberts is no stranger to the food industry, having over thirty years experience with food processing and distribution.

“There is no question that the OU is the best known and best recognized kosher certification available today, just as it was thirty years ago when I went into the business,” declared Rabbi Roberts. “Having OU certification in our plant has enabled us to enter into relationships with companies whose customers demand the highest level of kosher supervision.”

In 2002, Upscale Foods began plans for upgrading and relocating its plant in New Hope to a new state-of-the-art facility with greater capacity and improved capabilities. From the initial design elements to the finished construction, the Upscale Foods facility was built to be a fully certified USDA meat and poultry processing plant, with pareve and dairy components as well.


The company specializes in all-natural, ethnic, and gourmet frozen specialties — all kosher, of course. Products manufactured at its facility in New Hope include pizza, burritos, wraps, enchiladas, macaroni and cheese and other varieties. They are manufactured for the retail, food service and private label trades and include a

wide variety of items made for nationally known OU certified companies.

Given the fact that Upscale Foods manufactures pizza to be sold under a variety of brand names, it uses different recipes given the requirements of each of the brands. For example, some of the brands will be made with an apple cider mix, others with a water mix; whether the pizza includes apple cider or not sometimes determines the kind of blessing to be made over the pizza when it is eaten.

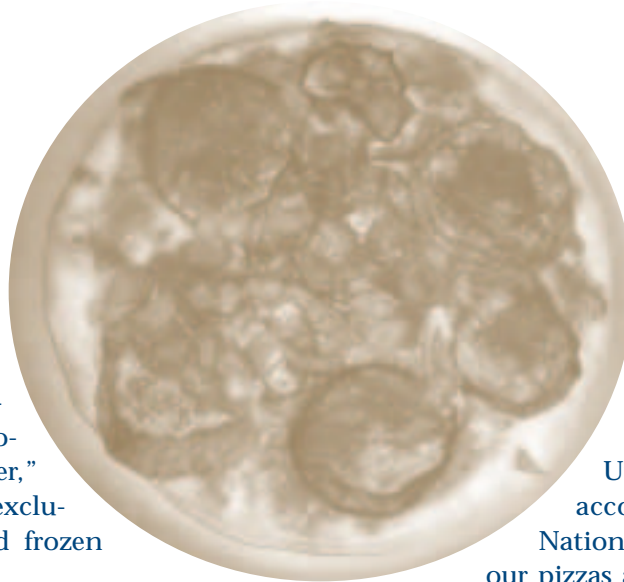
Nevertheless, there are certain characteristics that all of the Upscale Foods pizza lines share, according to Vice President of National Sales, Yaakov Bellinsky. “All of our pizzas are produced under OU supervision,

at an Orthodox-owned, Sabbath-observant company,” he explained. “Likewise, all of the pizzas are not only kosher, but are all-natural – that is, they contain no preservatives. So you will find us in two locations in a store, the kosher section, and the all-natural section,” Mr. Bellinsky explained.

Regarding the Upscale Foods-OU relationship, Mr. Bellinsky declared, “From our perspective, it has been a pleasure working with the Orthodox Union. The OU is always available to answer our questions and is very responsive to our needs. We’ve enjoyed our relationship with the OU and look forward to extending it as we add more private label brands to our product line in the future.” 

Rabbi Andrew Gordimer

is Rabbinic Coordinator for Upscale Foods.



For applications
to certify
**NEW COMPANIES or
ADDITIONAL PLANTS,**
call Civia Birnbaum at the
OU Applications Desk
212.613.8249

Nothing to Sneeze at: Orthodox Union Certifies Triaminic Pediatric Cold/Cough/Allergy Liquid Medications as Kosher

By Stephen Steiner

IN AN IMPORTANT BREAKTHROUGH for kosher consumers, the Orthodox Union (OU) and Novartis Consumer Health, Inc., a NJ-based Novartis company, jointly announced in June that the company's Triaminic® brand pediatric cold/cough/allergy liquid medications have been certified as kosher by the OU. Novartis Consumer Health, Inc. is the first major over-the-counter company to attain OU certification for pediatric cold/cough/allergy medications.

OU has certified eight varieties of Triaminic liquid. The products will be available in packages bearing the famed OU Kosher symbol this summer. They have been certified as OU pareve, meaning they contain neither meat nor dairy ingredients.

The eight varieties of Triaminic liquid are: Cold & Cough, cherry; Cough, berry; Chest & Nasal Congestion, tropical; Cough & Nasal Congestion, orange-strawberry; Flu, Cough & Fever, bubble gum; Cold & Allergy, orange; Night Time Cough & Cold, grape; and Cough & Sore Throat, grape.

The Orthodox Union is the world's largest kosher certification agency, certifying over 275,000 products produced in nearly 6,000 plants located in 68 countries around the world.

"This is a very significant development for the kosher world," declared Rabbi Menachem Genack, Rabbinic Administrator of the OU Kosher Division. "In addition to the enormous growth of food products being certified as OU Kosher, now a major line of over-the-counter pharmaceuticals is also being made avail-

able to the kosher consumer. Triaminic is respected as an effective cold/cough/allergy medication for children, but because of the presence of possibly non-kosher glycerin, among other products, kosher observant parents could not give Triaminic to their children. Now, thanks to the Novartis Consumer Health, Inc. – OU collaboration, they can."

"The kosher marketplace has expanded to such a degree that manufacturers welcome the opportunity to receive OU certification and are willing to make the investment necessary to meet the OU's demanding standards," Rabbi Genack declared.

"Novartis Consumer Health, Inc. recognizes the importance of becoming a part of the ever-expanding kosher marketplace, and is proud to offer consumers a Triaminic product that meets the certified kosher standards of the Orthodox Union," said Lynne Millheiser, Senior Vice President, OTC Business Unit North America.

The issue of whether medications must be kosher is often misunderstood, declared Rabbi Dr. Eliyahu Safran, Senior Rabbinic Coordinator at OU Kosher, who served as liaison to Triaminic executives and oversaw the product's OU certification process. The issue, in fact, is so complex, that last year the OU sponsored a seminar for rabbis and other interested observers on kosher law regarding medications and vitamins.

"The guiding principle of Jewish law, as given to us in the Torah, is V'Chai Bahem – And you should live by them," declared Rabbi Safran. "The Talmud explains that God gave us these laws for us to live by, so that our life may be enhanced and strengthened. However, these laws are put aside in order to maintain and continue life. Therefore, someone who is very sick on the Sabbath may call the doctor or drive to an emergency room. Someone who is very sick on Yom Kippur may eat. Not only can we do these things, we must do these things to preserve life," Rabbi Safran explained. He added, "The Talmud says you can violate one Sabbath in most instances so that you will be able to observe the next 51 Sabbaths in the year."



“Novartis Consumer Health, Inc. recognizes the importance of becoming a part of the ever-expanding kosher marketplace.”



“When a religious person is physically weakened, that person doesn’t want to be spiritually weakened as well. By adhering to the laws of kosher, a person – a child in the case of Triaminic – maintains his or her spiritual strength and integrity while the body is healing.”

As a result of this philosophy, “Any medicine which is required for an illness which is even remotely life-threatening is not required to be kosher. Jewish law regarding solid tablets and pills is even less stringent, as they are inedible and swallowing them isn’t even considered like eating food.”

But over-the-counter medications, like cold/cough/allergy medications, are another story.

“People wrongly think these products don’t have to be certified. But they are taken in non-life threatening situations and therefore they must be certified,” Rabbi Safran said.

“For the enhancement of one’s health and the treatment of certain conditions that are not life-threatening, one must seek out a kosher product. One such example is cough syrup,” he declared.

Rabbi Safran noted that in addition to glycerin, cold/cough/allergy medications may contain many ingredients – including artificial flavorings – 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 can give the product a pleasant taste, making it even more like food.


Triaminic breezed through the certification process, as complicated as it was, despite the large number of ingredients found in cold/cough/allergy medications. “As an OTC products company, Novartis Consumer Health, Inc. is accustomed to following the stringent requirements of the U.S. Food and Drug Administration to have products approved. As a result, it was very easy for them to follow the OU’s stringent requirements for certification,” Rabbi Safran explained.

Rabbi Safran worked closely – literally on a day-to-day basis – with Jila Breeze, Global Head of Quality & Compliance for Novartis Consumer Health’s Over-the-Counter Business Unit, based in Parsippany, New Jersey; and with Allison Johnson, Team Leader of Quality Assurance Documentation, based in the Lincoln, Nebraska plant where the cold/cough/allergy liquids are manufactured.

Both Ms. Breeze and Ms. Johnson maintained a close working relationship with the Rabbi, going over details and peppering him with questions. Ms. Johnson was in charge of producing the letters of certification for the multiplicity of ingredients that go into the various medications, a process that took several months. “There was a lot of documentation,” she said with a laugh, adding, “Rabbi Safran was very patient with us.”

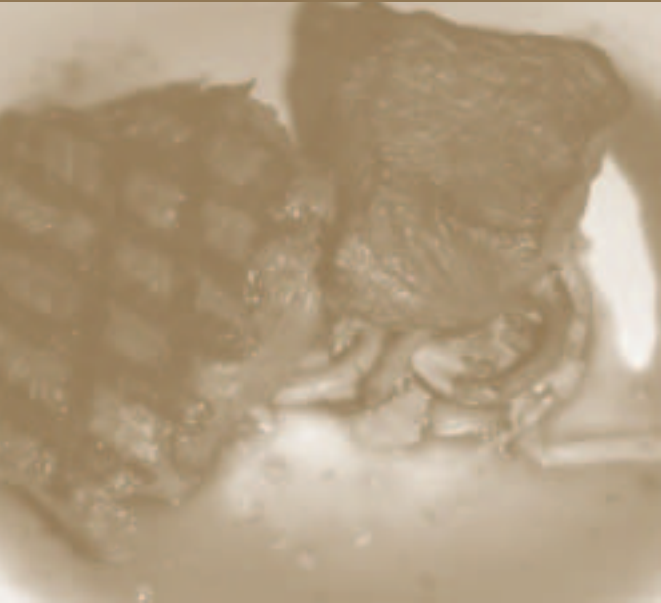
Ms. Breeze was involved in the discussions with Novartis Consumer Health Management that led to the decision to seek kosher certification and to pursue the matter with the OU. Given the company’s experience with the FDA, “we were very prepared,” Ms. Breeze declared. “We had good documentation and good practices already in place.” When ingredients had to be changed, she said, they were.

“Novartis Consumer Health, Inc. identified with the kosher consumer market and decided that among its many products, it would begin the kosher process with Triaminic,” Rabbi Safran declared, adding that the process of certifying Maalox®, another Novartis Consumer Health, Inc. brand, is already underway.

When Novartis Consumer Health, Inc. executives were visiting OU headquarters to discuss the certification process, Rabbi Safran told them, “When a religious person is physically weakened, that person doesn’t want to be spiritually weakened as well. By adhering to the laws of kosher, a person – a child in the case of Triaminic – maintains his or her spiritual strength and integrity while the body is healing. That is why what Novartis Consumer Health, Inc. has done is so important.” 

Stephen Steiner

*is OU Director of Public Relations
and Editor of this publication.*



Water buffalo, venison

OU Conference Explores the Traditions of Rare Animals & Birds

By Rabbi Chaim Goldberg

“One might think that eight hours of speeches on meat could be the cure for insomnia, but as one participant remarked, “How can you sleep with someone frying fresh grasshoppers before your eyes?””

WHAT DO AMERICAN BUFFALO, giraffes, sparrows and grasshoppers have in common? They were all featured at an Orthodox Union conference in May on the traditions of kosher meat.

An attendance numbering in the hundreds filled the auditorium of Lander College for Men in Kew Gardens Hills, Queens, NY to learn about the traditions (mesorah) of the kosher status of many kosher animals and birds. After 20 years of research into the potential of bringing these and dozens of other exotic creatures back into the fold of mainstream Jewish cuisine, Dr. Ari Greenspan and Rabbi Dr. Ari Zivotofsky presented their findings to the OU for endorsement.

The result, following weeks of preparation by members of the OU Kashruth Department to compile their research, was a day of interactive lectures on various topics relating to the traditions of kosher meat, followed by a once-in-a-lifetime dinner at which many of these rare creatures were consumed at an OU certified restaurant.

The day was coordinated by Rabbi Yosef Grossman, the Director of the Orthodox Union's "ASK OU" programs, which sponsored the two-part event.

"The Orthodox Union is the largest and most respected kosher certifying organization in the world," declared Rabbi Menachem Genack, Rabbinic Administrator of OU Kosher. "It is only natural that when Dr. Ari Greenspan and Rabbi Ari Zivotofsky concluded their world-wide trek to find rabbis who could testify to the kosher status of these creatures, they came to the OU to give their work credibility."

Like other food items, kosher poultry must have sources that meet the strict standards of Jewish law. Unlike other food items, however, kosher poultry can only be taken from those creatures whose kosher status is affirmed through tradition. Many creatures are not easily procured, and their kosher status is sadly falling away as the few rabbis remaining in the world who can attest to the kosher status of many exotic creatures slowly pass away.

The OU therefore seized on the opportunity to present an extraordinary day, starting with eight hours of lectures from the top experts in kosher meat in both the United States and Israel. One might think that eight hours of speeches on meat could be the cure for insomnia, but as one participant remarked, "How can you sleep with someone frying fresh grasshoppers before your eyes?"

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PROTECTING THE SYMBOL: Tracking Down the Unauthorized OU

By Howard Katzenstein

AS THE LARGEST KOSHER certifying agency in the world, the Orthodox Union is deeply concerned about protecting the integrity of its kosher symbol. Thus, when a product bearing an unauthorized OU appears, as occasionally happens, the Orthodox Union responds quickly and efficiently.

Over 500 cases of questionable use of the OU symbol are investigated each year. This number is a miniscule percentage when compared to the 275,000 products authorized to bear the OU symbol. Of the 500 cases investigated annually, approximately 50 cases require corrective action.

It is important to note that the Orthodox Union is not the only target of trademark misuse. Indeed, all major kosher certifying agencies, and in a broader sense, all manufacturers of brand name goods (e.g., Disney, Rolex, etc.), are regularly plagued by trademark infringement.

HOW DOES THIS HAPPEN?

There are a number of ways in which symbol misuse can happen.

UNREGISTERED PRODUCTS: Notwithstanding a plant's certified status, each and every product needs to be licensed and registered with the Orthodox Union. Even though the finished product is kosher, lack of adherence to procedural requirements for registering new labels can sometimes result in embarrassing situations, withdrawals, and even legal action. The importance of an Orthodox Union manufacturer properly registering each brand name and product cannot be understated. A few years ago, an Orthodox Union

RFR (Rabbinical Field Representative) spotted an unfamiliar brand of chopped liver bearing an OU. The brand and product were not listed in our database as certified. The company listed on the container could not be located (since it was actually an alias), and the supermarket was instructed to withdraw the product from sale.

Shortly thereafter, I received a call from one of our client companies identifying the ownership of this product. It was in fact kosher, and produced in an OU certified plant. Incidentally, repeated requests had been made to this manufacturer to update its Schedule B (list of certified products). The moral of the story is that not accurately maintaining a company's Schedule B can have a very negative outcome.

MISCONCEPTION THAT THE OU IS A UNIVERSAL KOSHER SYMBOL: A jelly manufacturer in Turkey, supervised by the local rabbinate, begins to export jelly to the United States. Erroneously told that the OU is the generic kosher symbol in the United States, the company uses the symbol without certification.

PRINTING ERROR: A major New York supermarket chain introduces a new line of canned meat and pasta. In order to create a mock-up of the new label, the supermarket graphics department takes an existing label of OU certified canned peas and carrots. The designers unintentionally copy the OU.

INTENTIONAL FRAUD: A beverage manufacturer applies for Orthodox Union certification. During our inspection of the plant, we learn, for

example, that the beverages are pasteurized on the same equipment used to pasteurize non-kosher grape drinks. We tell the manufacturer that we cannot certify his products. Determined to increase sales, company executives decide to use the OU anyway.

ACCIDENTAL VIOLATION: In violation of the established kosher program, an OU certified company mistakenly uses a non-kosher source of shortening. The rabbinic field representative (RFR) spots the non-kosher ingredient during his next visit, but the finished goods have already been shipped to supermarkets around the country.

CONTINUED ON PAGE 22

When the OU Must Seek Legal Redress

The Orthodox Union is proud to have legal representation from Swidler Berlin Sheref Friedman, LLP (www.swidlaw.com)

With offices in Washington, D.C. and New York City, Swidler Berlin is a full service firm and covers a full range of issues, providing traditional and emerging industries with the coverage and experience that distinguishes its practice. The firm is comprised of top legal professionals who bring their own insights to bear in serving the needs of its clients.

The Orthodox Union works very closely with David J. Butler and Wendy C. McGraw, who are based in the Washington D.C. offices.

SALAD DAYS for the OU

By Rabbi David Bistricher

CONDIMENTS such as salad dressings and sauces have become a regular fixture of today's meals. Whether at a fast food restaurant, an elegantly catered meal, or in one's own home, these products are ever present. It is for this reason that many companies seek OU certification, to provide kosher condiments to the large market of consumers who demand them. This has proven very challenging for the OU, as the level of supervision at salad dressing and sauce plants tends to be more complicated than in many other industries.

MONITORING OF INGREDIENTS

Since salad dressing plants may manufacture numerous varieties of non-kosher products, the possibility of a non-kosher source finding its way into a kosher product is a major concern. Standard OU protocol provides an airtight level of supervision to prevent this type of mishap. All raw materials at the facility should appear on the Orthodox Union approved ingredient listing, Schedule A, regardless as to whether they are used in an OU certified product. Non-kosher ingredients that are used in non-kosher products appear on the Schedule A and are classified as *Group Six Allowed*. This enables the OU to monitor the presence of all the ingredients in the plant. Furthermore, OU certified dressing companies do not purchase compatible sources of kosher and non-kosher ingredients, once the kosher source is used in an OU certified product. All equivalent raw materials used for non-kosher labels must be kosher approved as well. Checking for compatible kosher and non-kosher ingredients is an integral part of the RFR inspection.

Mixed plants (kosher dairy/non-dairy/non-kosher) must submit their formulas to the OU office for review. The company's formulas are kept in an office file under strict confidence. The formula review allows for the confirmation of the kosher pareve or kosher dairy status of the certified product. Due to the sensitive nature of the information handled by the OU office, at times compa-

nies may insist upon a legally binding non-disclosure agreement prior to releasing any confidential information. The Orthodox Union is very sensitive to the security concerns of companies, and gladly respects this request.

The use of modern technology has also greatly facilitated the OU's work in monitoring plant raw materials. Most plants are now capable of generating a *where used* report, which allows the OU to trace non-kosher ingredients and confirm that they are used in non-kosher labels only.

REVIEW OF LABELS

Salad dressing and sauce companies typically possess a plethora of kosher or non-kosher in-house and private labels. Extreme care and attention must be devoted to the graphic design of the labels, to ensure that the OU symbol does not inadvertently appear on a non-kosher product. To safeguard against any labeling error, companies will develop an internal system of proofreading, and should always verify that the OU symbol properly appears on a label. Reviewing all labels, whether kosher or non-kosher, for the presence of the OU symbol should be part of standard proofreading procedures. The OU RFR is especially careful to inspect all the labels at salad dressing plants due to the possibility of this type of serious labeling mishap. Since the number of labels may be vast, plants often possess a label book that greatly facilitates the RFR's inspection. The presence of a label book at the plant inevitably brings benefits to plant personnel as well, as it provides an organized and concise record of a company's many labels.

It is not uncommon for companies to consider reformulating existing products. In these instances, it is imperative that the OU office be duly informed, even if it does not involve the purchasing of new raw materials. Lack of communication in this area could result in an unfortunate mislabeling. For example, if a company intends to change a formula from pareve to dairy, proper notification given to the OU office will help guarantee




Walden Farms

WALDEN FARMS BEGAN making salad dressing in 1972 using healthful ingredients with universal appeal to create consumer brand loyalty for our products.

When searching for kosher certification, our goal was again to create universal appeal by choosing the certifier most trusted and respected by those who look for kosher foods. As expected, Walden Farms consumer base, store count and market share have all benefited from our relationship with the Orthodox Union.

The supervising rabbis who work with us to assure our kosher status, not to mention our consumers, expect and insist on perfection in our kosher program and will accept nothing less. When questions arise or we need a new ingredient

for our kosher products, we need to only make one phone call to the OU and help is provided.

Our relationship with the Orthodox Union continues to blossom. Walden Farms senior management agrees that our kosher program enhances both our sales and the perception of quality in the marketplace. 

Rabbi David Bistricher

is Orthodox Union Rabbinic Coordinator for Sunlight Foods and Walden Farms.




Nature's Choice

WITH ITS NATURE'S CHOICE and Sunlight Foods brands, Nature's Choice is a leading manufacturer of quality dressings, sauces and salad products. We are headquartered in Miami, Florida, at our multi-million dollar, state-of-the-art manufacturing and distribution facility. All of our products are blended, packaged, inventoried and delivered under strict quality control guidelines, resulting in lasting perfection, stability, and gourmet taste, providing optimum performance to our customers. Nature's Choice and Sunlight Foods brands are supported by an organization of research and development professionals that include an on-site food technologist, a food chemist, and a nutritionist.

Offering kosher products is another important step toward meeting the rising expectations of our customers, enabling us to appeal to a broader base of consumers. The coveted OU symbol is one of the best-known trademarks in the world. It is a sign of quality as well as kosher certification. The OU symbol is recognized by kosher consumers as proof that our products meet the strictest standards of kosher. Another advantage of OU certi-

cation is that it helps propel Nature's Choice and Sunlight Foods to higher sales.

It is very challenging to comply with the requirements of the OU kosher program. The process takes time, including the initial inspection, evaluation, ingredient compliance, re-inspection and certification; however, the benefits are worth it.

The high standard of maintaining the kosher program at Sunlight Foods and Nature's Choice results from the tireless efforts of kosher coordinator Peter Lane, which have enabled the company to have a long and mutually beneficial relationship with the Orthodox Union. Through hard work and effort and with help from Rabbi David Bistricher, the OU Rabbinic Coordinator, and Rabbi Manish Spitz, the rabbinic field representative, we control all areas pertaining to the updating of Schedule A, Schedule B, storage areas, policy issues and labels, thereby addressing all ingredients used in kosher and non-kosher products manufactured at Nature's Choice. 

by Mayra Thompson
Marketing Specialist

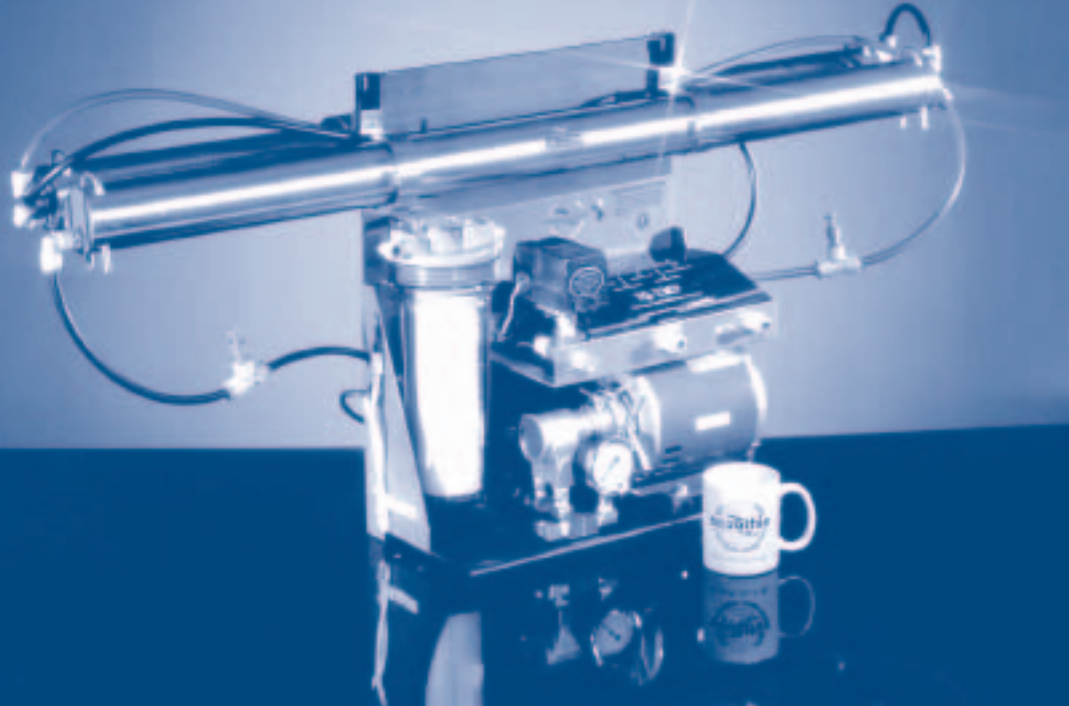




OU Joins in Aquathin Corp. USA's Silver Anniversary Celebration

IN 2005 the Aquathin Corp. USA will celebrate its Silver Anniversary, and among those wishing the firm a Happy Anniversary is the Orthodox Union, given the close working relationship they share.

Aquathin, based in Pompano Beach, FL, manufactures a broad spectrum of unique and patented water purification, softening and filtration systems servicing the residential, commercial and laboratory markets both domestic and international. Established in 1980 by the father and son team of Mitchell and Alfred Lipshultz, Aquathin now produces over 70 patented and trademarked devices for markets around the world through more than 600 authorized dealers. Aquathin is an E.P.A. Registered manufacturer, ISO 9000 Compliant and recipient of the prestigious President's Excellence Award in Export from the U.S. Commerce Department. In addition, it received



One of Aquathin's water purification product is in display.

the Nation's Blue Chip Enterprise Award from the U.S. Chamber of Commerce.


Aquathin is truly a rags to riches story, with the firm starting out with a 900 square foot warehouse and seed money of \$14,000 and going through a period when it was not certain it could meet its payroll – one employee – to its current status featuring a 60,000 square foot facility complete with training schools, plus an excellent industry and international reputation.

The company has a very impressive global client list, which includes the military, embassies, museums, hi-tech factories, hospitals and bottled water companies around the world. Recently Aquathin launched two projects several years in the making: for Authorized Aquathin Dealers to provide total home air and water security; and for "Sweet-water" water dispensing sites, with Texaco as a prominent client in the Caribbean.

Much of this success results from Aquathin's ties with the OU. In 1992 Aquathin became the first manufacturer of water treatment equipment to receive kosher certification and it chose to do so through Orthodox Union. Mitchell Lipshultz recognized that there was a

substantial domestic market for kosher certified products, and that in order to establish a base in Middle East and Muslim nations, kosher certification would be an extraordinary addition to company's already impressive resume of achievements.

Domestic dealers are trained at "Aquathin University" to understand the benefits of kosher certification and that such certification appears on the labels of high quality products wherever food is sold. During several Aquathin University classes, OU rabbis have been present, leading students to remark that they found their presence to be astonishing, moving and noteworthy. Aquathin Corp. USA is a member of the Florida Department of Agriculture's "Kosher From Florida" and "Fresh From Florida" marketing programs.

The Lipshultz Family is delighted with Aquathin's ties to the Orthodox Union and is pleased to receive the OU's congratulations on the firm's Silver Anniversary and its longstanding commitment to excellence and water quality. 

Rabbi Eliyahu Ferrell

*serves as the Orthodox Union
Rabbinic Coordinator for
Aquathin*

MESORAH

Many creatures are not easily procured, and their kosher status is sadly falling away as the few rabbis remaining in the world who can attest to the kosher status of many exotic creatures slowly pass away.


PICTURED TOP TO BOTTOM:

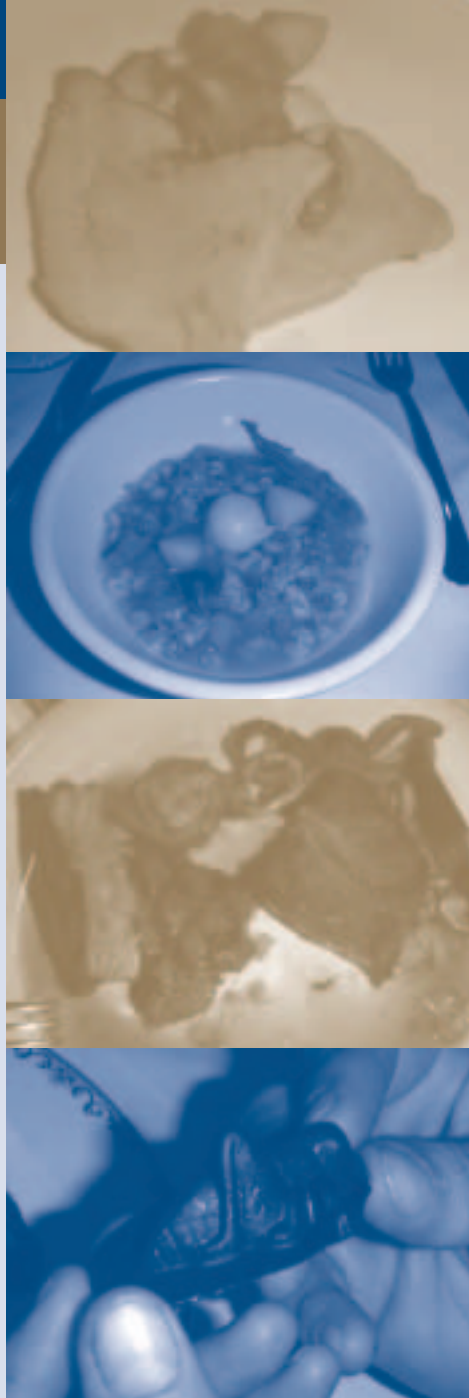
Cow udder;
Pidgeon sparrow soup with fleishig egg;
Water buffalo, served rare;
Chocolate covered locust.

CONTINUED FROM PAGE 10

Participants witnessed a live demonstration from Rabbi Chaim Loike, one of the world's experts in exotic kosher birds, and saw some of his 25 feathered-friends on display. They heard about the dissection of a giraffe (to investigate its kosher status); were introduced (through a video) to an exotic bovine from South America, the Zebu; and even learned that the humble turkey is over-shadowed by mountains of rabbinic literature explaining its complicated kosher tradition.

All of this can really work up an appetite. Some 145 curious and hungry diners traveled to Levana, an OU certified restaurant in Manhattan, which doubled that evening as a lively lecture hall. The restaurant had booked a capacity crowd and had to stop taking reservations for the meal several days in advance, while the waiting list continued to grow. Let's face it — the opportunity to taste a cow's udder (and learn about the preparations necessary to make it kosher), red deer, quail, dove, pigeon, mutten, goat and bison all at one table doesn't occur every day.

Not surprisingly, the OU has since received requests to recreate this exploration of kosher tradition in Los Angeles, Baltimore, Chicago and other major cities. 



EDITOR CONTINUED FROM PAGE 2

symptom formulas designed to relieve specific symptoms for children's colds, coughs, and allergies. For more than 50 years, parents and caretakers have been using Triaminic as a safe and effective treatment for their children when they are sick. Kosher observant consumers were uncertain as to its use because of the presence of a possibly non-kosher glycerin and non-certified flavors, among other ingredients. Now, as a sign of Novartis Consumer Health's dedication to serving the broadest range possible of consumers, Triaminic has successfully completed the extensive process to become certified by the Orthodox Union.

As a leader in the pharmaceutical, consumer health field, Novartis is currently divided into two divisions: Novartis Pharmaceuticals and Novartis Consumer Health. The Consumer Health Business Unit sells products ranging from nutrition to eye care to over-the-counter and generic medications. With headquarters in Parsippany, New Jersey, Novartis Consumer Health Inc. prides itself on placing emphasis on the development of strong, consumer oriented, and trustworthy brands such as Maalox, Ther-aflu, Ex Lax and Triaminic. It is anticipated that more of these Novartis Consumer Health products will gain OU certification in the future.

The Orthodox Union salutes Novartis Consumer Health Inc. for its historic undertaking and major accomplishment, as we commend and applaud the consistently skilled, caring and professional follow-through of Jila Breeze, Allison Johnson and the entire Novartis team whose meticulousness matched the OU's commitment to excellence. I was proud to see it all unfold, as I anticipate that this will be only the beginning of the OTC certification era.

Best regards,

A handwritten signature in brown ink, appearing to read 'Elyse'.

Ancient Bowfin Presents New Ich-Theological Conundrum

Jan Jeffrey Hoover

*U.S. Army Engineer Research
and Development Center,
Waterways Experiment Station,
3909 Halls Ferry Road, Vicksburg,
Jan.J.Hoover@erdc.usace.army.mil*

THE BOWFIN (*AMIA CALVA*) is notorious for generating troublesome questions. Is it a destructive menace to recreational fisheries or an important keystone predator for healthy aquatic communities? Is it closer cousin to the primitive gars or to the modern teleost fishes? And is it kosher? The first two questions have been debated and discussed by fish biologists for decades. The last question surfaced recently and presented an unusual opportunity for collaboration between Jewish clerics and several NANFA members.

In November 2003, Rabbi Chaim Goldberg of the Orthodox Union in New York City contacted Mark Binkley. Rabbi Goldberg needed to determine whether bowfin met the criteria established for a fish to be considered kosher: i.e., easy removal of the scales without tearing the underlying skin. Somehow, the fish had been been dually listed as “kosher” and “not kosher,” and the Orthodox Union, the world’s largest certifying agency of kosher foods, needed to resolve the question. The rabbi, seeing bowfin on Jonah’s Aquarium website, contacted Mark.

Mark explained that bowfin scales are intermediate in form to those of gar and modern fishes, and seem well-attached to the skin, but admitted that he had never tried to de-scale one. He referred Rabbi Goldberg to Ray Wolff and myself. Ray contacted the rabbi, offering to try catching one as he had no surplus specimens at hand. I have two live bowfin in a display tank in the lobby of our laboratory but they are now a featured stop on our educational tours.

I wrote to Rabbi Goldberg and sent him background information on bowfin (including articles from *American Currents*). We agreed that the published descriptions of bowfin scales are indeed ambiguous. The scales are described as “cycloid,” lacking an enamel covering (ganoin). This suggests a “kosher” designation (like common carp). However, bowfin were historically classified along with other “ganoid” species suggesting that it is




not “kosher” (like sturgeon, paddlefish, and gar). A monograph on bowfins notes that the scales of our single living species are unusual (Grande and Bemis, 1998). They are thin, sub-rectangular to oval, overlap each other for nearly two-thirds of their area, and develop growth rings (annuli). Thus, they are very unlike the scales of gar. They are unlike the scales of most teleosts, however, because they have a series of longitudinal ridges and lack radii.

Clearly, a specimen of bowfin was required to settle the question. My co-worker Steven George, famous for archiving all usable specimens and by-catch, checked his freezers. He had a 5-lb specimen that would serve the Union’s needs. On 09 Dec, Steven packed up the fish and sent it via overnight delivery to New York City where it was examined by Rabbi Goldberg and his colleagues. After examination, Rabbi Goldberg wrote: “The question is that, though the scales come out cleanly (and we do not believe freezing changed this as they come out very cleanly), there is something underneath the scales which looks like it might be attaching one scale to the ones under it. That might be tearing when the scale is removed. We are not clear yet whether this is an issue or not.” A photograph provided by the rabbi shows how the scales overlap and appear to be either embedded in the skin, or connected to each other by a skin-like material (Fig. 1). Rabbi Goldberg also reports that they conferred with another kosher fish expert on this matter. After consulting some legal texts, they together concluded that the damage caused by removing the scales was not of the severity to preclude the bowfin from being kosher,

Pic 1 (LEFT): An 1892 drawing of a bowfin.
 Pic 2: A bowfin in a flume.
 Pic 3: Bowfin skull



but that they could not confirm this officially without testing a specimen that was not previously frozen.

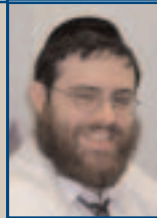
The question of the bowfin's "kosher" status is not an esoteric one. Recent popularization of "rough-fishing" (including bowfin) its attendant cuisine (Buefler and Dickson, 1990) and attempts at bowfin aquaculture (Huner, 1994) make it increasingly likely that bowfin will be a menu item for adventurous cooks and gourmands. Whether it can be served as "kosher" tableware, however, we hope will be resolved soon. 

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OU profile



RABBI CHAIM GOLDBERG

After graduating from the prestigious Stuyvesant High school in New York City in 1995, Rabbi Chaim Goldberg went on to receive his undergraduate degree in Talmudic Law from Mesivta Yeshiva Rabbi Chaim Berlin in Brooklyn, NY. Rabbi Goldberg has been a staff member in the OU Kosher department since July 2002, with responsibilities for fish, potatoes and olive oil companies. He is a member of NANFA, the North American Native Fishes Association, the group that published the accompanying article. Rabbi Goldberg has a wife and three children, and resides in Brooklyn.

SALAD CONTINUED FROM PAGE 12


that the product label will now correctly bear the OU-D symbol.

PRODUCTION ISSUES

Common lines used for pareve, dairy and non-kosher salad dressings will not present cross-contamination concerns when production is cold, which is typically the case. However, product residues from previous runs do. Therefore, standard OU protocol requires that production on common lines follow a specific order. Typically, plants will begin running kosher pareve, followed by kosher dairy, with non-kosher run at the end of the day. This requirement provides additional protection to help avoid cross-contamination between pareve and dairy, kosher and non-kosher products, in addition to the CIP. However, production of sauces is commonly done hot, and in such instances lines must be segregated or require a special production to avoid cross-contamination from the line. Moreover, there is one stage of the production process for dressings that is hot, starch cooking. Starch cooking is common in the industry, although not uniformly done. OU policy requires that all raw materials that are

used in the starch cooker must be kosher and pareve. This requirement avoids any cross-contamination from the heat exchanger, if it previously cooked non-kosher or dairy ingredients.

At times mixtures may sit in holding tanks for extended periods prior to the production or filling of the product. Tanks that hold cold mixtures for a period exceeding twenty-four hours assume the status of those mixtures. If the mixture were dairy or non-kosher, the tank would be considered dairy or non-kosher. Salad dressing plants must therefore ensure that mixtures do not sit in a holding tank for too long a period, to avoid any potential complications.

The dynamics of the Orthodox Union's supervision at salad dressing and sauce plants is undoubtedly highly complicated. The OU has risen to the occasion, and now certifies thousands of condiment varieties commonly found on consumers' tables. Through meeting these 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 Bistricher

serves as Orthodox Union Rabbinic Coordinator for a variety of industries, including salad, sauce, baking, spices and fish.



Dawn and the OU

2 perfect 'Matching Circles'



By Rabbi Yisroel Bendelstein

FEW COMPANIES UNDERSTAND bakery and kosher as much as Dawn Foods. Dawn Foods has a rich lexicon of kosher terms that includes the word hamantasch (special pastry for the Purim holiday), which the company helped make for a carnival at the Shaare Shamayim-Beth Judah synagogue in Philadelphia. This wasn't any ordinary hamantasch, but one that weighed 738 pounds and measured at least 20 feet on all three sides. The giant hamantasch pastry contained 96 pounds of sugar, 84 pounds of all-purpose flour, 108 pounds of cake flour, four gallons of eggs and water, 60 pounds of margarine and 323 pounds of pie filling, all donated by Dawn Foods. Additionally, Dawn contributed supplies and equipment, including a brand new sheeter. Mr. Mike Goldinger, a Dawn Edison sales representative and resident bakery expert, acted as head baker and hamantasch expert for the event. The festive hamantasch was baked and assembled by a team of 100 volunteers

because of the proper training and knowledge these kosher contacts have. The high priority Dawn Foods makes for maintaining the exacting standards of OU Kosher is a reflection of the outstanding reputation Dawn Foods has in the quality of its products and the service it provides for its customers.

Not enough can be said about Dawn Food's Quality Training Coordinator, Mr. Jim Peacock, who also doubles as the company's Kosher Coordinator. (Mr. Peacock demonstrated his fluency in kosher by getting a perfect score on Rabbi Stone's Kosher IQ Test in the last edition of Behind the Union Symbol!) He plays an integral role in the education of the various Dawn Foods plants' kosher contacts and in the maintenance of the high standards of the OU kosher program in general. Although all of Dawn Food's dry mixes and fully baked products are dairy, Mr. Peacock's unique expertise is invaluable in ensuring the kosher integrity of the thousands of fillings that are either dairy or

“*The high priority Dawn Foods makes for maintaining the exacting standards of OU Kosher is a reflection of the outstanding reputation Dawn Foods has in the quality of its products*”


using the synagogue's two convection ovens and 130 pans of cake, and took nearly 13 hours to complete.

Aside from Dawn Food's magnanimous gesture in assisting in the Purim obligation of giving gifts of food, what was left of the world's largest hamantasch after the carnival was donated to the Saligman House, a Philadelphia senior citizens home. Feats like this are quite commonplace for a company that is accustomed to doing things in a big way and with the most exacting of standards. It is those same exacting standards that make OU Kosher a perfect match for Dawn Foods.

The aforementioned exacting standards manifest themselves in the constant communication between the kosher contacts at the various Dawn Foods plants and my office. Hardly a day passes without requests for new ingredient or product approvals being submitted to me. And invariably these same applications are thoroughly complete, using the proper request forms accompanied by the necessary Letters of Kosher Certification or batch formulae. Simply put, all the kosher contacts at the various Dawn Foods plants know what has to be done so that all their raw materials and products are properly registered onto their respective schedule A's and B's. Critical time is saved in properly registering these new ingredients and finished goods

pareve. This includes communicating with my office all products that are made on the designated pareve “fruit line” and the minimal kosherizing of some ketles to make them pareve after being used for dairy.

Also Mr. Peacock is masterfully meticulous in troubleshooting with my office any potentially compatible dairy ingredient that may be used in a pareve filling. He ably assists our dedicated and most efficient RFR, Rabbi Yosef Levy, in using the “where used” search in locating any of these compatible ingredients that may pose a problem. As Dawn Foods generates its own packaging labels, Mr. Peacock also carefully scrutinizes all labels to make sure that a dairy product is not inadvertently branded as pareve.

After all is said and done, Mr. Peacock is like a Kosher Coordinator's Kosher Coordinator, who counsels others in keeping the OU's exacting kosher standards. I personally couldn't ask for a better business relationship with anyone. This is one important reason out of the many cited above why the OU is proud to display its world-renowned  designation on the thousands of products that bear the Dawn Foods equally world-renowned “Circle of Excellence” logo.

Rabbi Yisroel Bendelstein

is Rabbinic Coordinator for Dawn Food Products.

The Jones Family (Back row - Left to Right - Sarah Jones, Product Manager; Aaron Jones, General Manager - Phoenix, AZ Distribution Center; Miles Jones, Executive Vice President; Sam Barber, National Account Manager Front Row - Left to Right - Carrie Barber, President - Dawn International; Ron Jones, Chairman/CEO)



With the Eastern United States being serviced properly, it was time in 1985 to move west, which we did with the purchase of Baker Boy in Denver, CO, our first OU certified company.

Dawn Denver provided both wet and dry products and was our first distribution center in the west. 1987 brought us our first frozen plant in Crown Point, IN, producing mainly puff pastry, danish and muffins certified OU-D. Dawn initiated international expansion in 1989 with the purchase of a facility in England producing both dry and frozen products. In 1997 we acquired Knaubs cake plant in York, PA, giving Dawn the capability to produce decorated finished cakes certified OU-D; we also acquired Mixco Internacional SA de CV in Mexico.

Construction of our newest automated Decorated Cake Manufacturing Facility (OU-D) was completed in 2001 adjacent to Dawn Atlanta Distribution. We greatly expanded our presence in the Canadian market with the purchase of CSP Foods in 2002, adding production operations in Saskatoon, Saskatchewan and Etobicoke, Ontario (OU-D). We also gained sales and distribution centers throughout Canada. 2002 additionally brought us a new manufacturing location in St. Peter, IL (OU-D). 2003 added additional OU-D production in Fort Wayne, Avon and Ossian, IN as well as Taylor, PA.

CONTINUED ON PAGE 23

for our mixes became so large that we closed the bakery and opened the nation's first mix company. Dedicated employees, outstanding products and valued customers have made our name synonymous with excellence for over 80 years. Dawn Donut Company was incorporated in 1925 to become Dawn Food Products and we expanded our product line to a complete range of food products for the baking industry.

In 1966 we moved to our new mix plant in Jackson, MI. In 1982 the acquisition of Besco Inc. (Dawn Louisville) was completed and we began producing and distributing quality fillings, icings, and glazes to the baking industry. The first addition to Louisville was a dry mix production line fashioned from the state-of-the-art technology used by Dawn to provide mixes and bases to the Southeastern United States. With great support from the OU, Louisville became kosher-certified in 1986. Customer demand increased and in 1994 we completed an expansion that doubled our Louisville capacity of both wet and dry products. Of the original 32 Besco employees, 17 of us are still serving Dawn and our customers today. Dawn's Louisville family has grown to over 170 and our sales have increased more than ten-fold.

RABBI YISROEL BENDELSTEIN

BORN IN NEW YORK CITY but raised in Bayonne, New Jersey, Rabbi Yisroel Bendelstein was educated at the Yeshiva Chofetz Chaim in Forest Hills, New York. He subsequently attended Yeshiva University in New York City, where he received his rabbinic ordination and graduated with a bachelor's degree in chemistry. Following his undergraduate studies, Rabbi Bendelstein completed a three-year postgraduate higher Jewish learning program as a member of the Yeshiva University Gruss Kollel Elyon.

Upon his illustrious father's sudden passing, Rabbi Bendelstein assumed for five years the pulpit of the synagogue in Bayonne that had been led by his father for 44 years. Ever since, Rabbi Bendelstein has been involved in a variety of Jewish communal activities for

over 20 years. These have included coordinating and directing adult educational religious classes; serving as chaplain in a naval base, hospital and nursing home; teaching Hebrew studies and high level math including calculus at the Rambam Mesivta High School; and supervising kosher as a Rabbinic Field Representative for a number of large companies on behalf of the Orthodox Union.

Rabbi Bendelstein became a Rabbinic Coordinator for the Orthodox Union in 2000 for many OU-certified commercial bakeries. He has contributed before to the pages of this publication as well as to Jewish Action, the OU magazine. He lives with his wife and five children in the Flatbush section of Brooklyn, where he often lectures about kosher and acts as Torah reader for Congregation Pri Eitz Chaim.



Keeping Our Food Products Kosher for the Right Reasons

by Jim Peacock

Kosher Coordinator,
Dawn Food Products, Louisville, KY

THE LAWS AND REGULATIONS governing good manufacturing practices and labeling of food products are there for the protection of the consumer to prevent illness from contamination or allergic reaction. We in the food industry follow these rules not because we may be caught by various inspection agencies that could hurt our profitability. We do it because we are morally bound to insure that no harm comes to anyone that consumes our product.

Kosher food manufacturers have an additional obligation to Jews who observe kashrut to provide them with products to follow this mitzvah that God gave them over 3,000 years ago. “Almost” kosher is kind of like “slightly contaminated”, that is, totally unacceptable. So how does a non-Jew know what to do? The answer is education and the teacher is your local inspecting Rabbi.

Talk to him while you are walking around on your monthly inspection and ask a lot of questions. Our local, Rabbi Yosef Levy, begins most sentences with “According to Jewish law.” We talk about production and he has many ideas to prevent potential kosher problems before they happen. OU Rabbis are not policemen sent to catch you doing something wrong; rather, they come to teach you how to make kosher products the easiest way to maximize the number of certified products in the marketplace.

Our Rabbinical Coordinator in New York, Rabbi Yisroel Bendelstein, is extremely cooperative. If we want to do something new and different, he always comes up with a process that maintains the kosher status of our products. OU rabbis are extremely knowledgeable. Once, during an annual inspection, Rabbi Goldzweig saw a single box on a pallet in the top rack of our warehouse. From 15 feet below he recognized that product and supplier as one that needed a rabbi’s signature on the label and he knew which rabbi. I am happy to say it had the signature.


Have your rabbi send you a copy of the “Kosher Video” and show it to all your new hires and again annually at a plant-wide meeting. Production people are your first line of defense in preventing kosher mistakes. The day the rabbi visits, your friends at work will ask you how he is since rabbis radiate friendship, kindness and personal warmth. This gives you an opportunity for casual

“Almost” kosher is kind of like “slightly contaminated”, that is, totally unacceptable. So how does a non-Jew know what to do? The answer is education and the teacher is your local inspecting Rabbi.”

conversation that shares with others what you learned from him. Continue your kosher learning at www.ou.org.

When Dawn Louisville became kosher, the decision was made to make only kosher products. If some of your customers require kosher, soon more will require it when their customers start asking. If all your raw materials are OU kosher approved, you have no problem keeping non-kosher materials out of your products. The OU gave us excellent guidance registering all our initial raw materials and finished goods for certification. Five years later the OU showed us how to make pareve (not meat or dairy) bakery products on existing equipment with minor changes in our production scheduling. Pareve dessert products are in high demand since they can be eaten with either meat or dairy meals.

A computer that assigns OU-D products to only Dairy and OU Pareve to only pareve production lines now schedules production. Heat processed production lines that produce both dairy and pareve products are classified as dairy lines and all products are labeled OU-D even if all ingredients are pareve unless time for proper kosherization can be allowed between dairy and pareve products. Dawn Louisville has a few dairy products that must be run on pareve equipment. These products are scheduled to run last in the week. The equipment is thoroughly cleaned, allowed to dry for at least 24 hours and boiled over before pareve production begins the following week. Equipment that has no heat applied in the process has less stringent kosher cleaning procedures between dairy and pareve products.

Keeping up with the kosher registration of thousands of raw materials and finished goods is a challenge at Dawn Louisville. It is accomplished through communication between the research and development, purchasing and labeling departments. A form passes through all departments and must be signed off by the kosher coordinator for new finished goods and raw materials. When a new or alternately supplied material is being considered by purchasing, R & D gets kosher approval before testing to avoid wasting time on something that may not be OU approved. The final step before finished good production is a newly formatted kosher approved label. 



MARKETING TIPS

If You've
Got It—
Flaunt It.

F 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.

F Be sure the OU logo is clearly visible in your advertising—either on the product label or elsewhere in the ad.

F Feature OU certification on your website

F 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.

F Plan special promotions around Jewish holidays: Passover (March/April), Rosh Hashanah (September) and Chanukah (December) are the most widely observed.

Spring 2004 Kashrut Conference

at the Homowack Hotel & Resort, Ellenville NY



Addressing a keynote session on "Marketing Strategies" were: David Olivestone, Director of Communications and Marketing, Orthodox Union; Menachem Lubinsky, President & COO, Lubicom Marketing Consulting; Eli Rosenfeld, COO & Principal, Joseph Jacobs Advertising; Rabbi Gad Buchbinder, who recently rejoined the OU Kashrut as Marketing Coordinator, and Rabbi Moshe Elefant, Executive Rabbinic Coordinator, who chaired the session. Over 150 rabbinic coordinators and rabbinic field representatives attended the two-day conference, which was coordinated by Rabbi Yoel Schonfeld and Rabbi Michael Morris.

Clockwise top left: Rabbi Moshe Elefant, Mr. Menachem Lubinsky, Mr. David Olivestone, Rabbi Elefant, Mr. Elie Rosenfeld.



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.

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PROTECTING THE OU SYMBOL

The OU symbol has been registered in the United States and in many other countries. The symbol is also registered with the U.S. Customs service, which can seize and destroy items imported from other countries.

The Orthodox Union aggressively protects the integrity of the OU symbol through its Trademark Compliance Department. The Orthodox Union sends a letter to unauthorized users of the OU symbol identifying the symbol as an internationally registered certification mark and stating that its unauthorized use constitutes trademark infringement and violates international and United States federal trademark laws (i.e. false advertising, state kosher laws, etc.). The Orthodox Union demands that the product's manufacturer, as well as its supposed kosher status (if known), be revealed to the OU within 48 hours.

The majority of products bearing an unauthorized OU do, in fact, turn out to be kosher. The product may be innately kosher or supervised by a legitimate kosher certifying agency. (Orthodox Union staff will often have to inspect the plant to determine the product's kosher status.) If the product is kosher, the Orthodox Union will assess damages for trademark infringement, require cessation of the unauthorized use, and the case will be closed.

If however, the product is not kosher or not kosher certified to our standards, the Orthodox Union will require an immediate market recall. "Kosher Alerts," which inform the public that the product bears an unauthorized OU symbol, are placed in all the Jewish newspapers in the area of distribution, as well as on our web site, e-mail subscription list and other kosher related web sites. (The cost of a withdrawal, which often runs tens of thousands of dollars, is in itself a strong disincentive to cheat.) The OU monitors the with-

drawal effort through spot inspections of stores and warehouses. Once the withdrawal has been accomplished, the OU will also assess damages.

It is important to note that the entire marketing chain is liable for the distribution of an infringing product, subsequent to notification of the product's illegal use of a trademark symbol. In a recent case, the Orthodox Union filed a lawsuit against a manufacturer, two wholesalers and three supermarket chains because of their failure to withdraw product bearing an unauthorized OU symbol from the marketplace. Although the primary responsibility lies with the manufacturer, the wholesaler and retailer can be held responsible for trademark infringement as well, once they have been advised that a product bears an unauthorized trademark.

At times, the Orthodox Union may also enlist the help of outside agencies, including consumer protection agencies, as well as state attorneys general and departments of agriculture. Nearly half of the states in this country have instituted kosher laws, which are, of course, helpful in protecting the integrity of the OU. What is more, the OU has successfully filed lawsuits in foreign countries. In one European country, where the legal system had never mandated a food withdrawal, the Orthodox Union won a decision requiring a recall of a product bearing an unauthorized OU.

Interestingly, the Orthodox Union aggressively pursues unauthorized usage of the OU even in non-food related items. Electronics manufacturers such as Casio and Radio Shack, as well as universities and laundromats, have all received cease and desist letters from the OU. The reason for this is simple: unauthorized usage of the OU dilutes its exclusivity.

HOW UNAUTHORIZED OU'S ARE DISCOVERED

There are a number of ways in which unauthorized OU's come to our attention. The OU has over 500 RFR's, many of whom crisscross the US as well as other countries, overseeing plants. Occasionally they spot a suspicious-looking product bearing the OU. (My wife hates shopping with me. Having worked in the trademark compliance department for over eight years, I feel compelled to examine all products bearing an OU.) Sometimes, calls come from RFRs, from other certification agencies, or even from governmental agencies charged with monitoring the food industry. I once received a call from someone at the Minnesota Department of Agriculture who was investigating a company that bore fraudulent organic statements on its labels in addition to an unauthorized OU.


Still, other unauthorized OU's are turned in by OU-certified companies reporting on competitors who are unlawfully stealing a share of the kosher market. I have even been provided with the date of arrival and name of the ship carrying imported products bearing unauthorized OU's. (I contacted United States Customs and requested they seize the product.) Whistle blowers within certified companies have also reported intentional and accidental violations of the kosher program.

Lastly, we audit supermarkets on a regular basis. An inventory is taken of all the brands bearing an OU. This list is then matched against the OU database of certified products to ascertain that the kosher symbols are all authorized. The date code on a package may also be verified.

HOW CAN YOU HELP?

If you spot a suspicious-looking product bearing the OU (e.g., a dairy item without the requisite "D"


or octopus bearing an OU), tell us. (Remember — kosher canned meatballs and spaghetti at 99 cents is probably too good to be true.) Call us at 212-613-8241 or email kosher@ou.org to verify the certification. (You need to have the brand name, product name and company as listed on the label.) If you know of a product that bears an unauthorized OU symbol or a company that is in violation of its contract with the Orthodox Union, contact me directly at 212-613-8169, via fax 212-613-0679, or email howardk@ou.org. You may also contact my associate, Rabbi Baruch Cywiak, at

212-613-8298, via fax 212-0676, or email cywiakb@ou.org. All sources of information will be held strictly confidential. You will be required to provide us with a label or inform us where we can obtain the product. 

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.

DAWN CONTINUED FROM PAGE 19




Our largest acquisition came at the end of 2003 with the purchase of the bakery business of Bunge Foods, which now continues to focus on its edible oil business. Bunge's bakery mix-related assets in Seattle, WA, Bradley, IL, and Modesto, CA were included in the sale, as were its frozen bakeries in Mexico, MO and Tustin and Modesto CA. The syrups and toppings plant in Seattle, and research and development facilities in Seattle and St. Louis, were also included. Our second manufacturing facility in Holland was added in 2004 to increase our European capacity.

Over the years Dawn has invested in strategically located sales and distribution facilities to ensure on-time deliveries, backed by outstanding technical support and attentive customer service.

Our mission statement says, "Dawn is...an innovative, ethical, international organization with outstanding, dedicated people...the most cost-effective buyer, producer and distributor of quality food prod-

ucts to our customers." This is accomplished through our "Circle of Excellence": good people with outstanding work ethics, making excellent products, taking great care of our customers. At Dawn, we do the right thing, the right way, just because it is the right thing to do. I've personally known the family that owns Dawn for over 20 years and they live and breathe this philosophy. Ethical questions are broken down to simple right or wrong answers and the family's high standards have rewarded them with a reputation of honesty, integrity, and trustworthiness that all employees have a responsibility to protect, preserve and enhance.

Part of my personal responsibility to the Jewish community and to our other customers is to maintain the high standards of the OU to keep our products kosher. As Ron Jones, CEO of Dawn, says to our customers, "We're here to serve you and God and to be a blessing to each other along the way." 

Jim Peacock

is Kosher Coordinator at Dawn Foods, Louisville.

OU Policy Review

What's new at your company?

- * New kosher contacts?
- * New equipment?
- * New plants opening?
- * OU-certified product to be made at new plants?

The OU needs to be kept informed of these changes in order to effectively service your company and to provide the top-caliber kosher program for which the OU is known. Please be sure to always let your rabbinic coordinator (RC) know of these changes right away. This will streamline the kosher system and avoid future problems.

In terms of contacts, the OU strongly recommends that you designate alternative kosher contacts in case the regular one is not available when the OU rabbinic field representative (RFR) arrives for a regular visit. It is important to you and to us for a managerial-level employee to be present to work with the RFR and to clarify any question or concerns that may arise during visits. Appointing alternative kosher contacts is the best way to address this vital communications issue, so that a company manager will always be available to address problems and to work with the OU to resolve them.

OU Policy Review

Companies are reminded that all packaging bearing the OU designation is only authorized to be used for production at the plant sites registered onto the schedule B for their respective products. OU packaging cannot be transferred to any other facility without express permission from the Orthodox Union office.

“We’re here to serve you and God and to be a blessing to each other along the way”

ArgenKosher '04



At the recent ArgenKosher '04, held on May 18-19 in Buenos Aires, the Orthodox Union was represented by Rabbi Eliyahu Safran, who worked with Mr. Berl Drachman organizer of ArgenKosher and director of TodoKosher, in promoting OU kosher certification (see photo above, top right). A significant number of companies seeking to export to the United States submitted applications for OU certification.

From top left: representatives of OU certified Argentinean Kotel Winery, visitors to ArgenKosher, Rabbi Safran and Mr. Berel Drachman, director TodoKosher, Bottom left: representatives of OU certified Yanovsky HNOS S.R.L producers of matzos, Nature Sweet and Nany Sweets - Argentinean companies seeking OU certification.

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