

behind the

Union symbol

A PUBLICATION FOR  CERTIFIED COMPANIES

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

WINTER 2003

4 Industry Trends It's Your Spud

How to keep your potatoes Kosher

8 Dear Rabbi Understanding the Fine Print of Schedule A

10 Lets Get Chemical Kosher Issues in the Chemical World

Spotlight on Companies

Bumble Bee Seafoods— A Kosher Tradition




IN 1899, a group of 7 fishermen in Astoria, Oregon banded together as the Columbia River Packers Association, or CRPA. Their simple goal was to fish and process sockeye salmon from Alaska's Bristol Bay. In 1910, the CRPA introduced a new catch, albacore tuna, which was found in seasonal abundance off the Oregon coast. While the CRPA packed salmon and albacore tuna under many different brand names, one brand of particularly high quality was named after a local fishing vessel—the "Bumble Bee." Nearly 50 years later, the company would even change its name to Bumble Bee Seafoods, Inc in honor of that brand's size and prestige.

Today, Bumble Bee® is an integrated seafood company with approximately \$750 million in annual revenues and a wholly owned subsidiary of ConAgra Foods, Inc.—one of the world's largest branded food companies. In addition to providing the number one brand of canned albacore tuna and salmon in the United States under the Bumble Bee label, they also provide the number one brand of high-quality sardines under the King Oscar label; the number one brand of canned seafood in Canada under the Clover Leaf label; and the number one brand of refrigerated surimi in the United States under the Louis Kemp label. Each of these brands proudly bears the OU symbol of quality, a certification that

goes back for decades.

Commented Chris Lischewski, President and Chief Operating Officer of Bumble Bee Seafoods, Inc., "We are proud of our long-standing relationship with the OU, as we know that its symbol is a critical measure of quality for our consumers."

Maintaining that high tradition of quality is no easy task given the global reach of the company. As tuna swims around the globe, Bumble Bee® Seafoods' OU-certified manufacturing facilities are in Puerto Rico, Ecuador, Fiji, Trinidad, California, and Minnesota. The company also sources products from an additional 40+ countries. Continued Lischewski, "At virtually any hour of the day, we are processing tuna to high kosher standards somewhere in the world. The training investment is substantial, but the payoff is well worth it."

Over the years Bumble Bee® Seafoods has constantly led the pace of innovation in the category, ensuring that it always provides the best quality products at competitive prices. The famous "Bumble Bee®" signature trademark, combined with the OU symbol of kosher certification, is an assurance of quality to the consumer. 

Rabbi Doneal Epstein

serves as the Orthodox Union's rabbinic coordinator for Bumble Bee.

"We are proud of our long-standing relationship with the OU, as we know that its symbol is a critical measure of quality for our consumers."

**WE WELCOME
YOUR COMMENTS
& CONTRIBUTIONS**

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ACCORDING TO KOSHERFEST statistics, sales of Kosher foods are growing 15% annually, totalling \$5.75 billion in sales in 2001. As the selection of Kosher products increases, they are steadily gaining popularity not only with traditional kosher consumers, but with mainstream and specialty food consumers as well, because of their high quality and healthful status. The NASFT recently promoted its members' kosher products at KosherFest 2002 held on November 5-6 at the Meadowlands Exposition Center in Secaucus, N.J. The world's fair of the kosher food industry attended by close to 15,000 food representatives from 45 states and more than 30 countries,

KosherFest aisles were once again filled with wholesalers, food brokers, manufacturers, retailers, distributors, kosher caterers, supermarket and specialty food store buyers, who discovered a myriad of kosher items, including ingredients, organic and vegetarian products, kosher sushi, caviar, wines and spirits from all corners of the globe.

Anticipating further and increased growth of the kosher market during the coming decade, KosherFest is slated to move its successful trade show to New York's Javits Center where according to Menachem Lubinsky president of IMC, organizers of the 15 year old show, the move will "position kosher for further growth among diverse sectors of the food market." The surge in kosher certification continues to be led by the OU, the world's premier kosher certification agency, certifying the highest percentage of kosher certified products. In order to ensure that our certified companies get an even greater advantage in reaching a greater market share, Mr. David Olivestone, Orthodox Union's Director



Pictured at the new Orthodox Union booth at KOSHERFEST 2002 on November 6th and 7th at the Meadowlands Convention Center in Secaucus, NJ (left to right) OU Executive Rabbinic Coordinator Rabbi Moshe Elefant and Rabbi Michael Morris who coordinated OU's participation at Kosherfest.

of Communications and Marketing, formulates a new idea of linking your website with the OU's. Be sure your marketing people follow up on this great idea as well as the other OU "Marketing Tips" focusing on how your company can attain increased benefit from your OU symbol.

We are particularly pleased to feature in this issue an in depth look at the many facets of certifying the potato industry, while at the same time sharing several OU certified potato companies' most gratifying feedback to their certification. I am grateful that Rabbis Gordimer and Bistricher agreed to articulate so clearly and precisely the kosher issues involved in certifying the ever growing potato industry. The many fine points and nuances in kosher certification of the chemical industry are well defined by Rabbi Michael Coleman, a rabbinic coordinator for many OU certified chemical companies and Rabbi Nemes of New Orleans, a rabbinic field representative visiting many OU certified chemical companies. As the Orthodox Union continues to be sought after by companies big and small throughout the world including the Far East and Eastern Europe, we are pleased to talk Turkey about two of the many companies recently OU certified in Turkey. I was pleased to have had the opportunity to visit these companies together with our energetic Representative in Turkey, Rabbi Yossi Tirnauer. Be assured that even as we grow and expand our scope and horizons, there is always someone here to react and respond to your needs and concerns. Feel free to be in touch so we can assist in assuring your kosher program meets the OU's highest standards, and that all of your needs are being properly and effectively met.

Best wishes for a peaceful and successful 2003!

Rabbi Eliyahu Safran
Editor/Senior Rabbinic Coordinator

Orthodox Union

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BEHIND THE UNION SYMBOL

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KOSHER FOR PASSOVER TUNA



IN KEEPING WITH its tradition of category innovation and commitment to kosher products, Bumble Bee is introducing Bumble Bee Kosher for Passover Solid White Albacore tuna in February 2003. This product is specially prepared under the close supervision of the Orthodox Union to meet the highest standards of Jewish dietary law. Because Passover standards prohibit the use of soy-based broths (typically found in most tuna), this new product will actually have more fish placed in the can than ordinary tuna—meaning that this will be the best quality product available on the market!

Commented Christopher Lischewski, President and Chief Operating Officer of Bumble Bee Seafoods, Inc., “As the quality leaders in the tuna category for many years, we are proud to add the Kosher for Passover product to our line-up beginning next year. This has been a terrific collaborative effort with the OU to bring a superior quality product to Jewish and non-Jewish consumers alike. Anyone who appreciates great quality tuna will appreciate this product.”

Bumble Bee has offered a Kosher for Passover version of King Oscar Sardines in Olive Oil for the last several years with great success, but this is the company’s first foray into OUP tuna. Continued Lischewski, “We are now seeing some of our retail customers putting a Kosher buying program in place, where they are actively seeking out new Kosher products—particular as Passover approaches but even on an ongoing basis. We think this OUP product will fit nicely with that trend.”

Bumble Bee Kosher for Passover Solid White Albacore will be available on a limited basis at first as the company assesses how much consumer demand exists for this high-quality tuna. It will feature a distinctive black, silver and white label and will be supported with print advertisements in many Jewish magazines and periodicals, including the OU’s own *Jewish Action* magazine.



A group of ASK OU 6 participants at AriZona Beverage's Maplewood Beverage Packers plant in Maplewood, NJ guided by (standing left to right) Rabbi Yosef Grossman, Director ASK OU, Mr. Jeff McMahon of Quality Assurance Maplewood Beverage and Rabbi David Cohen of Orthodox Union

TeachingKosher—

ASK@6

HOW MANY RABBIS does it take to make a non-kosher kitchen kosher? Actually, just one, but a tremendous amount of training is required to learn the art of “kosherizing.” That is why the OU recently held its sixth annual ASK OU Kashruth Internship Program, the most intensive Kashruth education program that trains rabbinic field representatives in the art and science of kashruth.

The seminar is geared for graduate rabbinic seminary students, congregational rabbis, and those already involved in kosher supervision who are seeking to fine tune and intensify their skills. The program also provides the basics for those interested in pursuing a professional career in kosher supervision.

Among those in attendance at this summer’s program were the deputy Chief Rabbi of Riga and Latvia, the U.S. Army Chaplain stationed in Germany, a Kashruth inspector from Moscow, and a rabbinic seminary student from France, as well as representatives from Central America, Costa Rica, Mexico, Calgary, Toronto and throughout the United States. With more than 70 people participating, this year was the most successful ASK OU to date.

The in-depth program planned and coordinated by Rabbinic Coordinator Rabbi Yosef Grossman (who also serves as Editor of *Daf HaKashrus*, a monthly newsletter for the Orthodox Union’s rabbinic field representatives) included in depth sessions on methods of kosherization, supervision of the meat industry, a full understanding of food service supervision, identifying “red flag ingredients,” an overview of the OU’s global supervision and a focus on insect infestation and its effect on proper certification.

This Spud's for

by Rabbis Avraham Gordimer & David Bistricher

IN TODAY'S fast paced society, technological advancements have revolutionized the world we live in. This is especially true in the food industry, where research and development are constantly creating new and innovative products. The potato industry is no exception. Once considered a relatively simple market, the certification of potato companies has become quite complex and challenging.

Most potato plants use hundreds of kosher-sensitive ingredients on a regular basis. Now more than ever cheese, meat flavors and extracts are in vogue. Potato products which one would never have dreamt of are now on our dinner tables.

In response to the recent growth and sophistication of the potato industry, the OU has increased its specialization and focus. We would therefore like to share some general observations and describe how we met the challenge.

Spiced and sweet flavored batters are common, as are cheese-flavored coatings.

Production involves slicing potatoes into specified sizes and shapes, running them through batter/coating (when relevant), and frying them in oil or shortening.

Until recently, several major suppliers of potato batter were not kosher-certified, or had an extremely limited certification that could not accommodate the mass-production of kosher plants. With great effort, the OU has enabled such companies to become fully kosher and non-dairy, so that kosher consumers could eat battered potatoes with meat. Similarly, potato plants that had previously used unapproved batters were kosherized so that they are now providing an array of newly available batters and flavor blends for their consumers.

“Once considered a relatively simple market, the certification of potato companies has become quite complex and challenging”

GEOGRAPHY

Most North American potatoes are grown either in the northeast US/southeast Canada (“Eastern Potatoes”) or in the Pacific Northwest/southwest Canada (“Western Potatoes”). Eastern potatoes are usually smaller, smoother and more delicate than their western brethren, which makes them ideal for softer or more refined finished products. Western potatoes are larger and generally coarser in texture, and their firmness makes them ideal for products such as large steak fries.

Most Eastern potato plants are located in Maine, Prince Edward Island and New Brunswick, while the bulk of Western potato facilities are scattered throughout Idaho, Washington State and Oregon. Several Midwest regions, Ohio, Minnesota and Manitoba, host a moderate number of potato fields and plants as well.

FRY PLANTS

Most modern potato frying facilities manufacture French fries and potato pancakes (patties).

Although monitoring the kosher status of frying oil is usually the simplest facet of a kosher visit to a fried potato plant, it deserves a bit of discussion. Despite the fact that vegetable oil is inherently kosher, it is often processed in plants which also handle non-kosher oils and is transported in bulk carriers used for non-kosher materials as well. Thus, proper verification of the oil source and carrier is always a must.

DEHYDRATED POTATO PLANTS

In dehydrated potato plants the products are sliced and blanched in hot water to deactivate browning enzymes. They are then further reduced to size, emulsifiers are added, after which they are cooked in live steam. The potatoes are then air-dried on rotary dryers or through a cyclone, and additives may be incorporated.

When dehydrated potatoes are diced and sliced, they form potato dices and slices. When they are reduced to a mash, we end up with instant (dehydrated) mashed potatoes. When dairy powders are added (non-fat dry milk, whey, butter

flavor, etc.), the product is called complete mashed potatoes.

As of late, some companies have begun to add kosher cheese powders so as to create potatoes au gratin. Others add dairy powders to the mash while it rests in the steam cooker, thus rendering the equipment dairy, because it had contact with hot dairy material.

These practices require special attention by the company and kosher supervisor. The vast majority of cheese powder in the market is non-kosher, so systems must be set up to prevent accidental interchange of kosher and non-kosher powders in the same facility. Similarly, it is necessary to designate the cookers that use dairy additives and produce the non-dairy products elsewhere.

To help make this process easier, the OU now certifies numerous dairy cheese powders, which has enabled companies to convert their entire au gratin lines to kosher-certified status. Similarly, we have provided lists of acceptable non-dairy batters and cheese flavors to companies that prefer to market their product as non-dairy.

Many potato companies maintain high-quality blending and packaging equipment that is used for toll-processors unrelated to potato production. Pasta, powders and beans are often run through such equipment. A problem arises when certified companies do not seek kosher status for all the products handled on the same line as the kosher materials. How do we deal with these cases?

It is indeed a blessing for us that most non-kosher activity in potato plants involves incorporating non-kosher powders after the base product is formed and cooled. Thus, so long as we can verify that the equipment is fully clean (after examining company sanitization protocol) and that any non-kosher material is incompatible with kosher product, we can grant certification. This system safeguards the integrity of the OU program while enabling the companies to maximize their potential.

PASSOVER PRODUCTION

Under the supervision of an on-site OU rabbinic field representative, equipment must be kosherized for Passover. Only Passover-approved ingredients may be used, and the OU representative remains at the plant for the duration of the run, due to the special sensitivity and strict requirements of Passover production. Although this system is labor intense, it pays off for those companies that seek to maximize this important part of the kosher market.

As the potato industry has grown rapidly, the Orthodox Union has met the difficult challenges of properly supervising the facilities it certifies. It is certainly fortunate that the growth in the industry has led to increased communication between the potato companies and the OU office. As the industry progresses, the new advancements of today will certainly continue to lead to a stronger professional relationship tomorrow **U**

Rabbis Gordimer and Bistricher

serve as Orthodox Union rabbinic coordinators for the potato industry.

POLICY REMINDER

- ✓ **When the OU rabbinic field representative (RFR) arrives for a plant visit and your regular kosher contact is not available, it is important that your company have contingency plans in order to assure that the OU visit goes smoothly. We thus suggest that alternative contacts be designated for OU visits (and any other OU administrative work as well), and that any documents which the RFR needs to review be available in a location which he can readily access. Please speak with your rabbinic coordinator and RFR to set up a system which will work well for all parties.**
- ✓ **Your company's schedule A is designed to be a living, dynamic document which should reflect the reality of all ingredients in the plant. It is thus essential that all personnel responsible for ordering and receiving ingredients be familiar with schedule A and use it. The OU can now enter raw material codes (RMCs) on schedule A, for ease of use and integration with plant operations.**



Simply the Best **Northern Star**

a MICHAEL FOODS company

by Mary Erickson


NORTHERN STAR CO. is a member of the Michael Foods, Inc. family of food processors and has been in the potato business since 1950. The company started out manufacturing pre-peeled raw potatoes, which were delivered on local routes in the Minneapolis area. In the mid 1960's, Northern Star entered the frozen French fry market and ten years later introduced the pre-cooked refrigerated potato for the food service industry. A new retail category was created in the late 1980s by the introduction of the Simply Potatoes® and Diner's Choice® brands. The products,



a similar desire for providing customers with quality products and service. We found what we were looking for in the Orthodox Union and have been delighted in our partnership ever since. The OU continues to have a close working relationship with our Quality Assurance, Research & Development, and even Maintenance

Departments in developing rules and procedures that address and protect the plant's interests, yet still assure adherence to Jewish dietary laws. Instead of creating additional paperwork, kosher certification has actually streamlined our quest for new ingredients and suppliers.

Our customers demand the best, and the OU helps us meet that expectation every time. Northern Star is proud to carry the OU symbol and looks forward to growing our business with the OU on our label.

To find out more information on Northern Star products or the *Simply Potatoes®* and *Diner's Choice®* retail brands, please visit <http://www.MichaelFoods.com> or call 1.800.248.3447. 

Mary Erickson

Quality Assurance Manager

“Our customers demand the best, and the OU helps us meet that expectation every time”

available in the dairy or meat sections of grocery stores, allowed the country for the first time to take advantage of products with a fresh potato taste but required minimum preparation by the consumer. In 1997, Northern made the decision to leave the frozen French fry market and concentrate its resources on its growing refrigerated potato products line.

This decision marked Northern Star's desire to focus on production of an extended shelf life refrigerated product that would exceed customer's expectations for quality. It was at this time that Northern Star began investigating the kosher certification process, intending not only to enhance the quality of the product but also to give our products wider appeal and increase the availability to consumers seeking kosher foods for dietary or other reasons.

When searching for certifying agencies, we wanted to partner with an organization that held

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



Potatoes

by Drew Facer

BASED NEAR Idaho Falls, Idaho—the heart of potato country—Idahoan® Foods has a 42 year tradition of offering innovative products that match consumers' desire for delicious, easy-to-make potatoes. Popular in the United States and around the world, Idahoan products continue to rank high in taste, quality and value. In fact, Idahoan's only business is potatoes, thus allowing the company to focus all attention on the quality control details that result in an exceptional potato product.

Idahoan Foods has proudly been kosher certified by the OU since 1970. The decision to become kosher certified was natural for Idahoan based on their commitment to service consumers' needs and the desire to provide quality food products to a larger audience. The decision to seek certification from the OU was equally simple. Simply... because the Orthodox Union is the best.

As the most highly recognized symbol in the international market, the OU certification gives Idahoan products a more universal appeal in a global community while also affording the company a competitive advantage in the foodservice industry. Furthermore, consumers recognize the OU symbol on a product's packaging as a designation of excellence and quality from the world's largest and most respected kosher certification agency.

Idahoan Foods is deeply honored to bear the prestigious OU symbol on its packaging. The long-standing relationship that the companies have shared is one that Idahoan is extremely proud of and hopes to carry on for many years into the future. **U**

Drew Facer

Idahoan® Foods

Michel St-Arneault Inc.

MICHEL ST-ARNEAULT INC. is a manufacturer of French Fried potatoes located in St-Hubert, Quebec. The company first specialized in pre-peeled products: potatoes, carrots and onions.

In 1989, Michel St-Arneault Inc. enjoyed a tremendous expansion with the arrival of Quali-Fresh, a fresh but pre-cooked French fried potato. In May 1994, in order to break into the export market, the company decided to add frozen French fried potatoes to its variety of products.

The potatoes that we use are primarily grown in Quebec, New Brunswick and Maine. We use varieties of potatoes such as Russet Burbank, Shepody, Hilite, Gold Rush and Chieftan.

In 1998 Michel St-Arneault Inc. decided to concentrate on the United States for its export business. The business plan was to focus primarily on the Northeastern region of the U. S. in foodservice and retail. However, before we sold one item in the United States we contacted the OU Kashruth Division. Under their supervision we became a kosher certified manufacturing facility. We knew through our research that to attain

acceptance and trust in this area of the country we must have the OU on our products. We then contacted Sheia Itzkowitz, the President of TriMe Associates, a well-respected food broker in Brooklyn, New York to handle our representation in New York and New Jersey.

Four years into our business plan we have exceeded our numbers and enjoy an excellent reputation in the industry. Our expertise is the private label business and we service many kosher distributors under their own labels.

We attribute our continued success to the Orthodox Union.

If it were not for the OU's leadership and guidance, we could not have achieved our goals so easily. Our relationship with the OU has been a pleasant experience and one we have benefited from since day one. I hope that this relationship will last for years to come. **U**

Fred Trani

*Vice-President of Sales U.S.A.
Michel St-Arneault Inc.*

DEAR ABBI



In the short time since our first issue appeared, *Behind the Union Symbol* has become an indispensable resource for the kosher industry. *The Symbol* is the first place OU certified companies turn for information and, increasingly, advice. To address this thirst for guidance and direction, we are pleased to present to you our newest feature—our advice columnist—*DeaR abbi*.

DeaR abbi:

On my schedule A, it often states “Not from Israel without acceptable certification.” Why is an ingredient sourced from Israel unacceptable while the exact same item from somewhere else is? Shouldn’t it be just the opposite? My neighbor’s brother-in-law is from Israel and I asked him what this meant. He told me that he didn’t know anything about ingredients but he did know that he was acceptably certified when he was a baby. Can you explain what this is all about?

Signed, Quizzical in Quincy.

Dear Quizzical:

You are definitely not the first to ask this question and I am certain that you will not be the last. Although the details are complex, let’s try a simple explanation. A number of extra rules apply to products coming from Israel, such as the obligation to tithe produce and refrain from using items grown during the Sabbatical year. Many of these rules are biblical in origin and have their source in the book of Leviticus. These requirements do not apply to products from anywhere else.

Because Israel is considered a special place in kosher law, items that come from there are much more sensitive due to their special status. It’s like making a mark with a pen on a painting. If the mark is made on the picture your daughter painted in pre-school, it is no big

deal. Making the exact same mark on the Mona Lisa, however, would be an international incident. Even items that are normally innocuous must bear an acceptable kosher certification when sourced in Israel. Regarding your neighbor’s brother-in-law, I would suggest that he enroll in an English as a second language class before he really embarrasses himself.

DeaR abbi:

I collect butterflies, moths and woolly caterpillars. In fact, I have quite an extensive collection (would you like me to email some pictures of it?). While I like insects of all kinds, I certainly don’t want any of them ending up in our product. That is why I don’t understand why my schedule A will sometimes say that a certain ingredient “Must be free of bug infestation.” You don’t have to tell us that! Do you think that we want insects in our food? And what does the Orthodox Union have against bugs anyway? My co-workers and I decided it is probably because bugs don’t eat kosher.

Signed, Abuzz in Aberdeen

Dear Abuzz:

Of course the Orthodox Union does not think that you would allow insects in your product. What you may not be aware of is, however, that kosher has an absolute zero tolerance level for insects in food. Even one insect the size of a pin

(but visible to the eye) is unacceptable in kosher food, a standard much more rigorous than most producers demand of themselves. Although most fruits and vegetables may be used without concern because they are presumed to be bug-free, there are a number which research has shown to be prone to infestation. Since it is so common for bugs to be present in these items, kosher law requires that we assume they are present until they are inspected and either proven to be insect free or the insects are removed. By the way, you are correct that bugs do not eat kosher. They do not have to since they are not Jewish. In fact, bugs have no religion at all. They are Insectarian.

DeaR abbi:

My husband (I’ll call him Tony) is the Q.C. Director at a large OU certified plant. He is very dedicated to keeping to the schedule A and he calls it his bible. That’s why I’m turning to you for advice. While on business in San Francisco recently, he went to see the towering Redwoods at Redwood National Park. Tony was humbled by these immense, powerful giants of nature. He felt it isn’t fair that we don’t have them here on the East coast too, so when the tour guide had his back turned, Tony cut off a twig and hid it in his coat. When he came home, he planted it in the backyard. Abbi, this tree will be 300 feet tall in less than 200 years! What

“How fortunate you are that your Rabbis see their supervision as painting a masterpiece, creating a work of art”

will the neighbors say? I have no idea how to convince Tony to send it back. Please help return this national treasure to its rightful home.

Signed, Pleading in Plainfield

Dear Pleading:

I share your concern about the purloining of this precious national resource and think I can help you to return this aristocrat of nature to its natural habitat. Before I tell you what to do, I need to give you some background. Every kosher certified item has a letter of certification written for it by the certifying Rabbi or agency. This letter spells out the exact details, terms and specific conditions that fall within the scope of the certification granted by that particular Rabbi/agency to that product. Sometimes, after reviewing a letter of certification submitted to the Ingredient Approval Registry for approval, the IAR will determine that the particular product does not fall within the parameters of the kosher system the OU has established in the plant. The IAR will then issue an addendum to the plant's schedule A that classifies the ingredient as either "Group 6: Allowed" (may not be used in certified products but is allowed in the plant for use in non-certified production) or "Group 6: Not Allowed": (may not be stored or used in the plant under any circumstance). In addition, the addendum will explain why the item may not be used. "Certificate not acceptable" means that the standard indicated in the ingredient's letter of certification is incompatible with the standard in place in the OU certified facility. So, here's what you do. Tell Tony that you received a note from the OU that said "Redwood Trees from California-Group 6 Not Allowed: certificate not acceptable." If he's as

dedicated as you say, he will send it back immediately.

Dear Rabbi:


Kudos to the Orthodox Union for being on the cutting edge of fostering employee self esteem! I am an industrial psychologist who is the H.R. director for an OU certified company. Ivan in our receiving department showed me a copy of his schedule A with a notation by a few of the ingredients that says "Must Bear Rabbi's Signature." How brilliant! There are few things that raise a person's self esteem more than signing their work. It is the theory of recognition of a job well done and increases a person's satisfaction in their efforts by prominently putting their name on a finished product. What genius! How fortunate you are that your Rabbis see their supervision as painting a masterpiece, creating a work of art, a la Matisse, Degas and Van Gogh, who also signed their work. One short comment, though: none of us read Hebrew, so we haven't yet figured out what the Rabbi's signature looks like. But that doesn't mean that we don't appreciate his work just the same! Please share that with him. I prefer to remain

Anonymous in Alabama

Dear Anonymous:

While I would like to take credit for promoting good psychological health, most of the responsibility for this lies with the company that manufactures the product requiring the signature. The reason the Rabbi must sign the label has very little to do with self-esteem but everything to do with kosher supervision. There are some facilities which regularly manufacture product that is, let's say, dairy. Sometimes they have a need to manufacture a non-dairy, pareve product on their equipment.

Because of the need to kosherize equipment and the deviation from the normal production procedures, the OU requires that a rabbinic field representative be present to supervise the production and verify that the product was produced properly in accordance with pareve requirements. The same is true of kosher product made in a non-certified facility on lines that were kosherized specifically for that run. Since such a situation is "abnormal", it is important that the kosher symbol on the product indicate that the unusual circumstances were taken into account and that the run was properly supervised. Therefore, many kosher certification agencies will specify in the letter of certification that these "special" products are only acceptable if they bear the Rabbi's signature, which indicates that he was present for the production. Signature, by the way, does not always mean a signature. It could be a hand-stamp or, more recently, the special lot-coded, production specific stickers with control numbers that the OU has begun to use. The "signature clause" is just meant to rule out a pre-printed symbol and to require a clear sign that the Rabbi was present. By the way, if you cannot read Hebrew but need to find the Rabbi's signature, let me offer this suggestion: Learn to read Hebrew or ask your rabbinic representative to show it to you the next time he visits.

Be sure to join us in our next issue when we begin another new feature: Ask Dr. Kash-Ruth 

Rabbi Avrohom Stone

serves as Rabbinic Field Representative in the Tri-State area. His article "Schedule A: Easy As 1-2-3" appeared in the Winter/Spring 2000 issue of Behind the Union Symbol.

By Rabbis Michoel Coleman and Yossi Nemes

Let's Get

THE CHEMICAL and food industries are becoming increasingly interconnected as chemicals are now being used either as raw materials involved in food packaging or as ingredients injected directly into food processing to effect the PH or reaction and only later stripped or filtered out.

Therefore the kosher reliability of chemicals is important to both kosher consumers and the food industry. Many chemical companies have been able to increase their sales in the food or food packaging industries by

Many people are surprised that chemicals require kosher supervision. Company personnel as well as consumers may ask, "What could be wrong with a chemical? If it is colorless, odorless and tasteless, and if I cannot pronounce it or spell it, what could be not-kosher about it?"

Despite the fact that chemicals may seem harmless, there can be many factors that designate the chemical as non-kosher. Glycerol Monostearate, for example is non-kosher because it is of animal origin. Several years

size and contain various units and terminals. Terminal A may unload a non-kosher product such as glycerin while Terminal C, half a mile down the road, may unload a kosher product such as propylene glycol. The hoses that are used to unload the tanker or truck of non-kosher glycerin cannot be used to unload a kosher tank truck because of cross-contamination issues.

Additionally, while OU policy in regard to food plants is that the RFR must have immediate access during all production hours, this is sometimes difficult in chemical plants, due to the nature of the industry and security issues, especially since 9/11. In certain cases the OU can work out a system where appointments can be scheduled before the Rabbi comes. Of course, in situations where there are a lot of kosher-sensitive raw materials or special kosher runs, the RFR may receive a permanent security clearance badge and car tag for regular unannounced visits. When the RFR arrives, he notifies the supervisor (who usually enjoys seeing someone from the outside world at 2:30am!) that he will be inspecting the plant.

Some chemical companies are classified as "group 1" which means that all raw materials are kosher no matter what their source is, and our role is to mon-

“Many chemical companies have been able to increase their sales in the food or food packaging industries by choosing to get kosher certification from the OU”

choosing to get kosher certification from the OU.

The chemical industry, from a kosher perspective, comes with a whole host of challenges that are unique to chemical production. For one, most of the raw materials arrive in bulk or by pipeline without labels, and secondly, the physical natures of the plants are quite unlike food establishments.

ago, there was a situation where a company wanted to make a more perfect crystal and since they thought it would not matter, they added a small amount of an emulsifier to the product that turned out to be not-kosher.

When it comes to the actual structure of a chemical plant, there are some significant differences. For one thing, chemical plants are often much larger in

Chemical

“All raw materials must be submitted to the Orthodox Union in order to be registered in the ingredient registry”

itor that both the process and status of the raw materials remains unchanged.

Many chemical companies, however, have numerous raw materials that are of kosher concern. One such plant is Georgia Gulf in Plaquemine, Louisiana in which case we created a partnership with Dr. Shuman Chiang (technical services manager pvc resins division) and worked out an extensive method of documentation for the sources of the kosher sensitive raw materials which are bulk delivered.

Some certified Chemical companies produce products that include non-kosher raw materials such as non-kosher stearates and glycerines. These companies then institute special kosher runs for the same products. At Crompton-Witco in Taft, Louisiana, Steve Hebert, Jeffrey Ramos and the entire staff have developed an efficient kosher run strategy where the equipment is cleaned, the kosher raw materials are verified, and all the empty packages are saved, batch by batch, until they can be released by Rabbi Nemes during his frequent visits.

In addition, certain raw materials are kosher certified with extra stipulations such as a rabbi's signature or a specific lot number on the container. It is very important that plant personnel be aware that such ingredients are kosher sensitive and require

special care when being admitted into the facility. They must meet the requirements as specified in that company's Schedule A.

In order to insure there are no problems, all raw materials must be submitted to the Orthodox Union in order to be registered in the ingredient registry. Any ingredient—even if it will not be used in production for the next three years—must be submitted.

Furthermore, there are companies where there are equipment issues because of non-kosher chemicals in the unit. For example, when certifying a product that shared equipment with a Tallowamine there was a kashrut issue. Only after the RFR and RC are able to get the basic information of when the tallow is turned into an amine, at what temperature and at which facility, are we able to proceed and work out a solution satisfactory for all involved.

At Rhodia in Baton Rouge the staff of the Cathyval unit alerted us to the fact that occasionally the product is reworked into the system after a kosher sensitive raw material is added by one of their customers. After a cooperative effort between the OU and Rhodia, the raw material was added in Baton Rouge and comes in with a kosher label on each bag. The upgrade was so effective that the unit is now not only kosher but also kosher for Passover!

All these issues are best handled on a case-to-case basis by the experienced research staff of the OU, in close coordination with the RFR, the RC and the companies.

Since this article was written during hurricane season, and as a matter of fact, between two storms battering Louisiana, a tribute to the dedication of Chemical Company employees is in order.

In New Orleans, when a hurricane threatens, everyone either evacuates or heads home and battens down the hatches with their family for the duration. The exceptions are essential personnel such as law enforcement officers, select government officials, and, of course, journalists. I remember a few years ago, when a hurricane hit Pensacola, I called a contact of ours over at Solutia Chemical to see how she rode out the storm: Did she evacuate or go home? She told me that she and a crew of employees remained at the plant to make sure that everything was safe and secure in order to protect the plant and the environment! **U**

Rabbi Michoel Coleman

serves as the rabbinic coordinator for many of the Orthodox Union's certified chemical companies.

Rabbi Yossie Nemes

serves as the rabbinic field representative for Southern Louisiana and the Gulf Coast.



CHEMTREAT WAS incorporated in 1968 and is one of America's most rapidly growing industrial water treatment companies. Continued expansion has allowed ChemTreat to evolve into the largest

privately owned water treatment company in the United States, specializing in boiler and cooling water treatment.

Service, ChemTreat's primary focus, is supported by the most current technology in our laboratory and research and development facilities. Our corporate staff,

another key to our service excellence, provides the highest level of technical support in the industry.

ChemTreat became involved with the OU because of the increasing demand in the food industry for kosher certified products in the United States. Recognizing this, ChemTreat realized it would be to our

advantage to be in the forefront of this aspect of the food industry evolution.

We became involved with kosher issues after discussing specialty product needs with several client companies. We recognized the advantage of obtaining a complete understanding of the kosher process as a service to our customers. ChemTreat has, at the request of the OU and customer plants, developed specialty products such as our CT-9082, a liquid bittering agent used for protecting against contamination of kosher products by non-kosher substances.

The OU has been a strong supporter of ChemTreat because of this product development. We have recognized and realized a great business benefit due to our kosher certification program and the support we receive from the OU. **U**

Jettye B. Austin

Regulatory Affairs Coordinator

Rabbi Michael Coleman

serves as the Orthodox Union's rabbinic coordinator for Chem Treat



Finding better solutions.

CROMPTON CORPORATION was founded in 1850 as a textile machinery company. Since then they have grown and diversified into a global producer and marketer of polymer products and specialty chemicals with annual sales of approximately \$2.7 billion. Crompton has about 7,000 employees and 35 manufacturing facilities in 12 countries. Our success is rooted in our quality products and our unwavering commitment to customer service, backed by the strength of our brands: Witco, Uniroyal Chemical, OSI Specialties and Davis-Standard.

Crompton's Taft, LA, facility was built in 1966 as Argus Chemical, a division of Witco. We are located 25 miles up the Mississippi river from New Orleans. The original plant had one operating unit producing epoxy plasticizers and employed approximately 20 people. Taft now has four operating units, epoxy, tin, thio and mixed metals. We employ 180 full-time company employees and 100 contractors. Our product line is predominantly vinyl additives, such as epoxy plasticizers, heat stabilizers, vinyl lubricants, and UV stabilizers.

Achieving kosher certification and living up to the high kosher standards requires additional focus on many issues such as procedures, training, traceability and accountability. With this added focus we have seen major improvement in all of these areas. We believe this is good for the business, but most importantly, good for customers of our kosher products: 1034K, a solid ingredient of Food and Drug Administration-approved meat wrap, and Drapex® 6.8, an ingredient of plastic bottles, baby bottles nipples and food storage containers.

Meeting kosher standards means we have products that are more competitive because they appeal to a broader range of consumers. We have chosen OU kosher certification because the OU trademark is so highly respected. The OU's commitment to quality is apparent in our daily dealings with Rabbi Yossie Nemes. His professionalism along with his honest concern for meeting or exceeding all kosher standards has given us a very positive attitude about what the OU is doing. **U**

Steven Hebert

*Mixed Metals Unit Specialist
Crompton Corporation*

WHEN
CARGILL
Acidulants

discovered an innovative process to make glucosamine from a naturally occurring, shellfish-free source, they looked to the Orthodox Union to help differentiate the product. "The OU was an ideal partner for kosher certification of this landmark product, and the guidance from Rabbi Eliyahu Safran, Senior Rabbinic Coordinator, and Rabbinic Coordinator Rabbi Donneal Epstein was most helpful. The OU recognized the product solution that Cargill's Regenasure™ would offer to individuals who look to kosher products for quality and control of ingredients" states Brent Rogers, a Cargill Acidulants R&D Applications Chemist. "Most importantly, the OU helped us differentiate Regenasure™ because of our unique process. The OU has certified Regenasure™ as kosher pareve and Kosher for Passover, and has additionally certified it kosher for food, since the glucosamine is derived from a non-shellfish source." Glucosamine used in dietary supplements today is derived from shellfish, which can cause an allergic reaction in some people.

Glucosamine is a product for the dietary supplement industry that has been shown with clinical studies to provide significant therapeutic relief for osteoarthritis and joint pain. Although the mechanism is not yet entirely known, it is believed that glucosamine is a limiting component in the synthesis of cartilage.


The Centers for Disease Control and Prevention recently announced that almost 70 million American adults, or 1 in 3, have arthritis, making it the nation's leading cause of disability. The U. S. National Institutes of Health is currently conducting a multi-year clinical trial designed to test the effectiveness of

glucosamine in reducing pain and improving function in patients with knee osteoarthritis. "Consumers are educating themselves to work closely with their physicians on the maintenance of their health," said Tim Bauer, Cargill Acidulants Director of Sales & Marketing. Cargill's Regenasure™ glucosamine will be sold in the hydrochloride form, which has 83% active glucosamine as compared to the sulfate form, which has 50.7% active glucosamine in an equal dosage of each product.

"As the oldest and largest kosher certification agency, the OU was able to lend its reputation as well as its expertise to the kosher certification process," Bauer explained "This product offers dietary supplement manufacturers the opportunity to label their consumer branded packages as containing a kosher certified material. Our proprietary process will ensure customers a stable and safe supply of

glucosamine that is produced in an environmentally sound manner according to the Food and Drug Administration's Hazard Analysis and Critical Control Points (HACCP) guidelines in an ISO-9000 registered facility."

Cargill is currently providing samples to interested customers for use in their research and development efforts and expects to produce commercial volumes of the product in early 2003.

Cargill Acidulants is part of Cargill, Incorporated, an international marketer, processor and distributor of agricultural, food, financial and industrial products and services with 97,000 employees in 59 countries. The company provides distinctive customer solutions in supply chain management, food applications and health and nutrition. For more information call Tim Bauer at Cargill Acidulants, 800.344.1633. 

Acidulants

Cargill To Market OU Certified Shellfish-Free Glucosamine



Telling It Like It Is

by David Olivestone

MY OLDER BROTHER called me on his cellphone from a diner, somewhere in Nebraska, far from any major, or even minor, Jewish population center. He was driving cross-country, from the George Washington Bridge in New York City to the Golden Gate Bridge in San Francisco, something he'd "always wanted to do."

“Going kosher is an investment your company has made in order to increase market reach and share”

He had stopped for a cup of coffee at the diner, and when he sat down, the OU logo on a ketchup bottle on the table somehow caught his eye. That made him think of me. But, before calling me, and just out of curiosity, he asked the waitress if she could tell him what that little round symbol meant.

“That?” she replied firmly, and with a clear certainty that could not be challenged, “that’s a quality assurance symbol.”

Well, I have no doubt that our friends at Heinz—who were actually the first to use the OU logo on any product some 80 years ago—would be quite pleased that to hear that waitresses everywhere are doing their part in promoting the quality of their ketchup. In fact, there is

actually a perception in the minds of many people that kosher is directly connected with quality. But while there may be some truth to that perception, that’s not exactly what Heinz contracted for with the Orthodox Union all those years ago.

So, in partnership with our clients, we should explore whatever avenues are available to us to educate the public about the significance of our kosher symbol.

One easy step is for us to do a “link swap” on our respective websites. We will send you the OU logo to be placed on your site and linked to ours. This will allow anyone visiting your site, who wants to know more about what that little round symbol means, to come directly to the source.

In return, we will feature the logos of any of your OU-certified brands or products you wish to send us, with links to your website, on a new page we are in the process of setting up on www.oukosher.org.^{*} This will help highlight your products in the kosher market, since our website is one of the most visited Jewish sites in the world.

Actually, we are now in the process of completely overhauling and redesigning the OUKosher website, with a host of new features which we hope to announce in the next issue of *Behind the Union Sym-*

bol. Suffice it to say that it’s going to be an exciting and very user-friendly way for people to learn about kosher and have all their questions answered. When it is complete, it will also have several outstanding features that will help you promote your product to the kosher market in very creative ways.

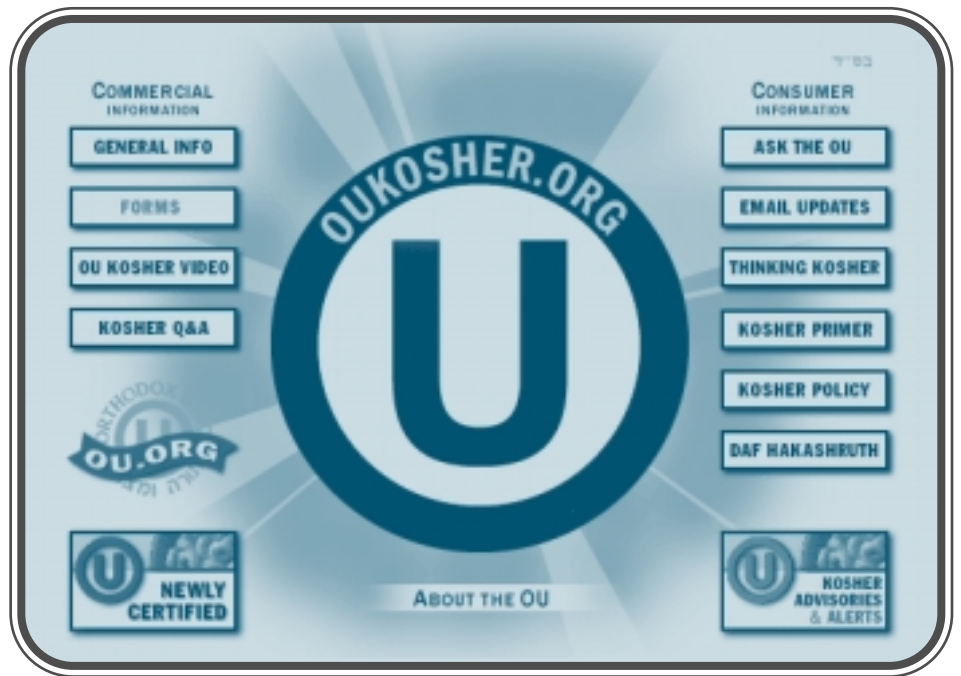
Meanwhile, there are other simple options we can suggest. We’d be happy to send you some clear, basic text about what kosher means that you can use in your own promotions. Or if you want to produce some targeted promotional materials—flyers, brochures, newspaper ads, etc.—to help you make the most of your kosher status, we can either help you with these ideas ourselves or direct you to an agency specializing in kosher.

Going kosher is an investment your company has made in order to increase market reach and share. We stand ready to assist you in any way we can in achieving your goals. **U**

David Olivestone

is Director of Communications and Marketing at the Orthodox Union. He can be reached at davido@ou.org.

^{*} To have your logo placed on our special client page on www.oukosher.org, send a .gif file to webmaster@ou.org.





Meeting with a group of the ASK OU 6 participants at Orthodox Union headquarters are: (seated right to left) Mr. Harvey Blitz, President OU, Rabbi Menachem Genack OU Kashruth Rabbinic Administrator, Rabbi Dr. Tzvi Hersch Weinreb, OU Executive Vice President and Rabbi Yosef Grossman, Director ASK OU.

MARKETING TIPS

If You've Got It—Flaunt It.

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

ASKOU CONTINUED FROM PAGE 3

Session and seminar leaders included kashrut experts including Rabbis Yerachmiel Morrison and Abraham Juravel of the OU's Ingredients Research Department, Rabbis Lenny Steinberg and Dov Schreier of the OU's Food Service Department, Rabbis Yehuda Kravitz and Aharon Teitelbaum who focused on issues and concerns of the kosher meat industry and Rabbi Moshe Perlmutter who demonstrated techniques and details of industrial Kosherization. The "hands-on" experiences of the program included visits to Alle Packing Co. in Maspeth, NY, for a close up view of all that is involved in meat supervision, a trip to the Maplewood Beverage Packers in Maplewood, NJ, where the OU certifies AriZona Beverage products, and Oasis Foods Co. in Hillside N.J. for a close-up view of industrial kosherization procedures.

As the OU has gained a reputation for being the largest kosher certification agency, certifying 250,000 products produced in nearly 5,000 plants located in more than 60 countries around the world, it has also become the international center for the education and enlightenment of kosher supervision personnel. **U**



THE OU HAS ALWAYS BEEN HERE FOR YOU. By phone, fax, e-mail, Internet or our interaction during on-site visits to your plants, we have been ready and available to assist your company's kosher program. Through communication you have been able to obtain essential information to increase the kosher opportunities for your company.

HOWEVER, INCREASINGLY, THE OU IS ALSO THERE FOR YOU. Where? At international food trade shows across the globe. Recently, we exhibited at Salon International de L'Alimentation (more commonly known by its acronym SIAL) in Paris, France. This event drew close to 135,000 visitors, 50% of them international and 5,240 corporate exhibitors from 98 countries.

The OU booth was the source for kosher certification information at SIAL 2002. We showcased products and advertising literature for many of our certified companies.

Our booth was a vital meeting place that facilitated exchanges between global food company representatives and kashrus experts. We were able to suggest hard-to-find suppliers for some companies while for others, we were able to make the right connection to open new markets for importing or exporting their OU Kosher certified product. Still others began the process of obtaining the world's most recognized kosher symbol and received a much sought after OU mouse pad to boot!

Whether at the Foodex Japan, the IFT Expo in Chicago or the NASFT Fancy Food Show on both the East and West Coasts, the OU will continue to be here and there for you!

ON THE ROAD

by Rabbi Eliyahu Safran



with a Rabbinic Coordinator

Welcome to another installment of "On the Road," a column that features OU RFRs' experiences while certifying plants throughout the world. This report comes from the exotic region of Turkey.

Let's Talk Turkey

MOST PEOPLE from Turkey do not simply refer to it as Turkish Delight, a name invented by an unknown British traveler who took this mouth watering confection back to London in the 18th century; they call it by its proper name rahat lokum. Rahat is a Turkish word, meaning peace or contentment so the English traveler who dubbed it delight was not far off.

Legend has it that this food of contentment was created by Hadji Bekir, who handed down the delight to his son and grandson. In 1776 during the reign of Sultan Abdulhamid I, Bekir Effendi, a fully apprenticed confectioner, arrived in Constantinople from a small town in Anatolia. Bekir did not bring much with him. He came with just a few copper cauldrons and set up his business in a little shop in the center of town. He brought with him his secret recipe for a delicious new sweetmeat, which quickly won fame and fortune. Gifted with energy, enterprise and originality, he was soon appointed Chief Con-

fectioner to the Ottoman Court, who assigned special tasters to sample each batch before it reached the lips of the Sultan and his many wives. Having become part of the Turkish culture for centuries since, the recipe has remained virtually unchanged from its inception. Always eager to please the Sultan, the confectioners blended a concoction of sugar syrup, various natural fruit flavorings, nuts and dried fruits, which were then bound with mastic [gum arabic]. Eventually, the delicately scented and sugary sweet Lokum, better known in the West as Turkish Delight, was created. The Sultan was so taken by this elegant new creation that a plate of lokum was served at daily feasts in the Ottoman Court.

Today, this sweet choice, which finely complements coffee and sweetens the breath at the end of meals, is certified kosher by the Orthodox Union and produced by Hazer Baba in Istanbul, Turkey (one of a growing number of companies seeking OU certification in Turkey).

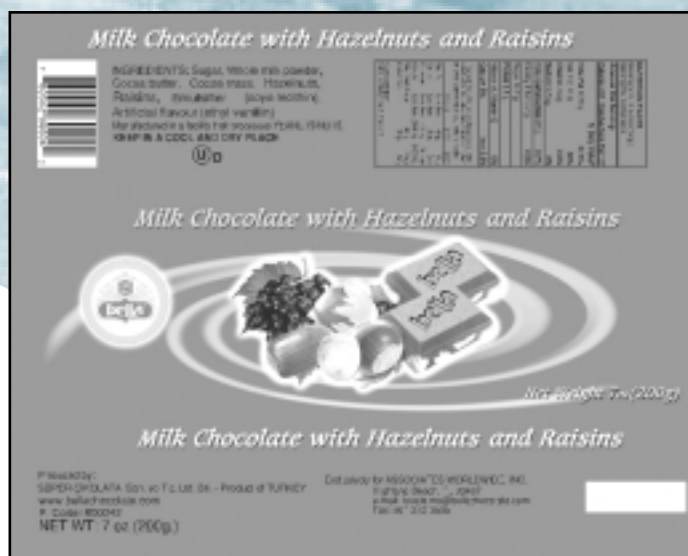
Hazer Baba began operations in 1988 as a major manufacturer and exporter of Turkish Delight [available with the Hazer Baba and Balgin brand names] and now exports its products to more than 15 countries throughout Europe with a particularly large volume going to England and more recently to the United States and Israel. Hazer Baba's strict quality controls are reminiscent of the Sultan's court. It too tests and analyzes each batch to assure the company's exacting requirements.

An old Turkish aphorism prompts one to "eat sweetly and speak sweetly." Sweets have always been an important component of Turkish cuisine. The atmosphere and attitude at Hazer Baba confirms that old Turkish tradition as Yusuf Erkutlu, the Quality Assurance Manager, proudly shares the delights.

Among major companies certified by the OU in Turkey, Super Cikolata located just around the corner from Hazer Baba in Istanbul, is a producer of fine chocolate products

“An old Turkish aphorism prompts one to ‘eat sweetly and speak sweetly’”

including chocolate coins and bars, seashell assortments, filled chocolate eggs and balls. Established over twenty years ago by Mr. Metin Altug who currently serves as the president, the company has continued to expand its high quality Bella brand and recently attained OU certification, allowing it to immediately sell products throughout the United States. Ably assisted by Murat Gurdamar of the Export Department, Mr. Metin Altug who also ably leads the Istanbul Exporters Union, has quickly penetrated the American and North American kosher market using the company's expertise in production of holiday chocolate coins for Rite



Life in New York. More recently Super Cikolata began producing its sumptuous OUD Bella Milk Chocolate with peanut butter filling for Associates Worldwide Inc. of Florida. At a meeting held in the Istanbul Export Union on October 30, 2002, Mr. Metin addressed a large group of companies seeking to expand their exports worldwide, "I had not realized that the OU certification was so widely respected and recognized throughout the world, and that it

would get our products into markets we could never have dreamt of selling to... Having lost our entrée to certain Eastern European markets, the OU has opened up new and expanding avenues throughout America, Canada and Israel." Having seen the immediate results of Bella's OU certification, Mr. Metin anticipates that many other Turkish companies "will soon join the growing list of Turkish companies certified OU kosher, and attain the world's premier kosher certification." **U**

Rabbi Yossi Tirnauer

serves as the Orthodox Union's rabbinic field representative in Turkey.

Among the companies certified by the Orthodox Union in Turkey:

- ① Baser Gida Sanayi Ve Ticaret, Mugla, Turkey
- ① Hazer Baba, Istanbul, Turkey
- ① Hemsî Tarım Ürünleri Tic Ve Sa. Ltd, Kemalpaşa, Turkey
- ① Kutas Tarım Ürünleri Dis Ticaret Ve San. Izmir, Turkey
- ① Pastavilla Makarnacilik, Boznova Izmir, Turkey
- ① Proctor & Gamble-Detergent Division, Istanbul, Turkey
- ① Salkim Tarim, Manisa, Turkey
- ① Sibas San Ve Ticaret A.S., Soke/Aydin, Turkey
- ① Tamek Gida Ve Konsantre Sanayli A.S. Bursa, Turkey
- ① Taris Zeytin Ve Zeytinyogi, Izmir, Turkey
- ① Verde Yag, Besin Maddeleri, Izmir, Turkey

WE JUST BECAME OU CERTIFIED

ALLLEGRO MARINADE was formulated in 1955 by Dave and Betsy Wilcox. The couple did not have the money for expensive cuts of meat so they would cook inexpensive meats in water to help tenderize them. Tired of their meats always tasting bland, they decided to spend time in the kitchen experimenting with natural ingredients until they came up with the perfect marinade to allow grill cooking. In 1965, Dave and Betsy Wilcox moved to Paris, Tennessee. After a career in another business, in 1972 Dave opened a restaurant specializing in Italian foods and marinated steaks. This restaurant was where the public first tasted the Wilcox's unique marinade. Soon, customers were requesting that bottles of the marinade be



made available for sale, so Dave and Betsy started filling small bottles one by one, to sell to their customers in the restaurant. Due to the demand, they closed the restaurant in 1979 and focused on the production and retail sales of their family marinade. Since then, ALLEGRO has become the market leader in marinades throughout the South, while helping to create an entirely new category in the grocery trade. The product line has expanded to include five new marinades to the ALLEGRO Original formula. Included are Hickory Smoke, Hot & Spicy, Teriyaki, GAME TAME

and Gold Buckle Brisket Sauce. ALLEGRO has also recently introduced the NEW ALLEGRO Flavor Injectors that consist of Mesquite for Beef and Butter Roasted Garlic for Poultry.

ALLEGRO decided to become kosher because of the growing demand for kosher pareve items. Since becoming certified by the OU the marketing research has reflected these statistics. Getting certified was hard work. However, working closely with professionals, such as Rabbi Yitzchok Mincer (rabbinic coordinator), Rabbi Yehuda Boroosan (rabbinic field representative) and Ms. Civie Rosner (administrative assistant) made our process possible and easier. It was worth our efforts after all and our special thanks to them. **U**

Noriyuki (Rick) Horiuchi

International Director of Marketing

It's important to keep the **line of communication** open between YOU and your RABBINIC COORDINATOR.

BELOW ARE THE E-MAIL ADDRESSES AND PHONE EXTENSIONS FOR OUR RCS.

The address consists of the user name and "@ou.org" (e.g. safrane@ou.org). Please don't hesitate to call your RC whenever you need anything by dialing 212.613.8 plus the 3-digit extension listed below, or by sending an e-mail.

AdlerM	250	Menachem Adler
BendelsteinY	253	Yisroel Bendelstein
BirnhackP	207	Pinchas Birnhack
BistricherD	274	David Bistricher
CohenD	222	David Cohen
ColemanM	271	Michael Coleman
CywiakB	298	Baruch Cywiak
ElefantM	211	Moshe Elefant
EpsteinD	293	Donneal Epstein
FerrellE	394	Eliyahu Ferrell
FrischH	312	Herbert Frisch
SallyG	215	Menachem Genack
YosefG	295	Jay Goldberg
GoldbergCh	340	Chaim Goldberg
GoldbergN	292	Nosson Goldberg
GoodmanZ	294	Zvi Goodman
Gordimer	240	Avrohom Gordimer
GorelikD	203	David Gorelik
Grossman	212	Joseph Grossman
Herbsman	210	Chananel Herbsman
HeschelS	349	Syshe Heschel
IndichY	189	Yermia Indich
JuravelA	396	Abraham I. Juravel

HowardK	169	Howard Katzenstein
KravitzY	322	Yehuda Kravitz
Lebowitz	319	Elimelech Lebowitz
LubanY	214	Yaakov Luban
MendelsonJ	216	Jacob B. Mendelson
MincerY	173	Yitzchok Mincer
MorrisM	327	Michael Morris
Morrison	133	Raymond Morrison
NeubergN	205	Nosson Neuberger
OsseyA	314	Avrum Ossey
Paretzky	204	Yisroel Paretzky
PriceG	389	Gavriel Price
RabinowitzN	206	Nachum Rabinowitz
RockoveD	315	Dovid Rockove
RosenbaumM	347	Moshe Rosenbaum
Rothenbergl	200	Israel Rothenberg
SafranE	115	Eliyahu Safran
Scheiner	245	Kalman Scheiner
YoelS	220	Yoel Schonfeld
Schreier	342	Dov Schreier
SingerS	217	Shmuel Singer
LennyS	281	Leonard Steinberg
ZywicaM	219	Moshe Zywica

IS YOUR KOSHER PROGRAM RUNNING SMOOTHLY?

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

1 Before an ingredient not appearing on the Schedule A (the ingredient list) is ordered, please fax a copy of the new ingredient's kosher documentation to the OU for prior approval.


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

3 Inform your rabbinic coordinator before any change that may affect kosher issues takes place (e.g. installation of new equipment, cutting or connecting lines, modification of CIP procedures, etc.).

4 Make sure that Schedules A and B accurately reflect your company's ingredient inventory and certified product list.

5 Be sure that your receiving personnel check all incoming deliveries against the Schedule A to assure conformity to all kosher related requirements.

6 Make sure to obtain accurate and complete letters of certification (LOC) from the OU for your products, as these letters are extremely valuable in marketing your products. Please make sure that your distributors also receive copies in order to maximize distribution to kosher clients. Inform your rabbinic coordinator 4-6 weeks prior to your letter's expiration so a renewed letter can be processed for your company.

7 Be sure that your certified products (retail and industrial) carry the  symbol. This will not only benefit

you in business, but will also make your products easily identifiable by rabbinic field reps, supervisors and kosher consumers throughout the world as meeting kosher specs.

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

9 Be sure to tell your company's rabbinic coordinator of any changes in personnel (Q.A. manager, plant manager) so that the information is recorded in our database.

Remember, we are here to serve your company.

It is of the utmost importance that all R&D and experimental ingredients be submitted to the OU for prior approval. Use of such ingredients when uncertified, even for test purposes, may compromise the kosher status of equipment, and tracking and reporting them unnecessarily burdens your staff and our rabbinic field representatives. It is always wise to submit any ingredients for prior approval, in order to save time later should your company wish to use these ingredients in the final product.

The above synopsis of the OU's Kosher basics is now available in Chinese, Indian dialects, Spanish and Turkish. Please email SafranE@ou.org for copies.

RMC numbers on your Schedule A—for better OU service

In our continued efforts to better service our companies' needs, the Orthodox Union is now able to incorporate each plant's RMCs into the Schedule A. This new and long-sought feature will make it possible for both plant personnel and our Rabbinic Field Representatives to quickly and easily search for any and all raw materials in the plant. When communicating with our Ingredient Department or with your RC, we will all instantly know which ingredient is being discussed. Several companies and plants have already successfully integrated the RMCs into their Schedules A. If you would like to have your RMCs integrated, please call your RC who will guide you with the process.

*Your current schedule A will be emailed to your plant in Excel format. The Excel sheet contains all the information currently on the Schedule A including group #'s, certification information and comments. There is a blank space on the sheet for RMCs, where you will then enter your RMC. Multiple RMCs can be entered for the same ingredients and multiple ingredient descriptions for the same RMC.

*After filling in all of your RMCs, email the Excel sheet back to your RC who will forward it to our MIS department where RMCs will be automatically inputted into your Schedule A. The Schedule A can now also be sorted by RMC.

*The RMC project is on a per plant basis. Companies with multiple plants may have RMCs that are plant specific. A company may have the same set of RMCs inputted for all plants, provided that there are no co-packers.

*In order to assure the complete accuracy of the RMCs entries, please read the instructions accompanying the Excel sheets and be sure you follow those instructions carefully.

If you want to have your Schedule A enhanced with this new and useful feature, contact your RC or Rabbi Juravel who will be happy to further assist you with the process. Rabbi Juravel can be reached at 212.613.8396 or JuravelA@ou.org.

Carriage House Companies, Inc. Appreciates OU RFR

*(from: The Carriage House Companies Inc.
Corporate Newsletter July 2002)*



MOSHE HEIMOWITZ has been our supervising Rabbi from the Orthodox Union for the past ten years. During this period he has been instrumental in helping our company meet the requirements necessary for the manufacture of kosher food products. Moshe is very knowledgeable in food processing procedures, ingredients and sanitation practices. He has been very helpful in teaching our staff the needs of a kosher food program.

Moshe lives in Cleveland with his wife and five daughters. He is a Cleveland Indians fan, even in difficult years. Carriage House thanks Moshe for his ten years of service with the Carriage House Company.

Submitted by: George Pilgrim, Vice President and Technical Specialist

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