

behind the

Union symbol

A PUBLICATION FOR  CERTIFIED COMPANIES

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

SUMMER 2002

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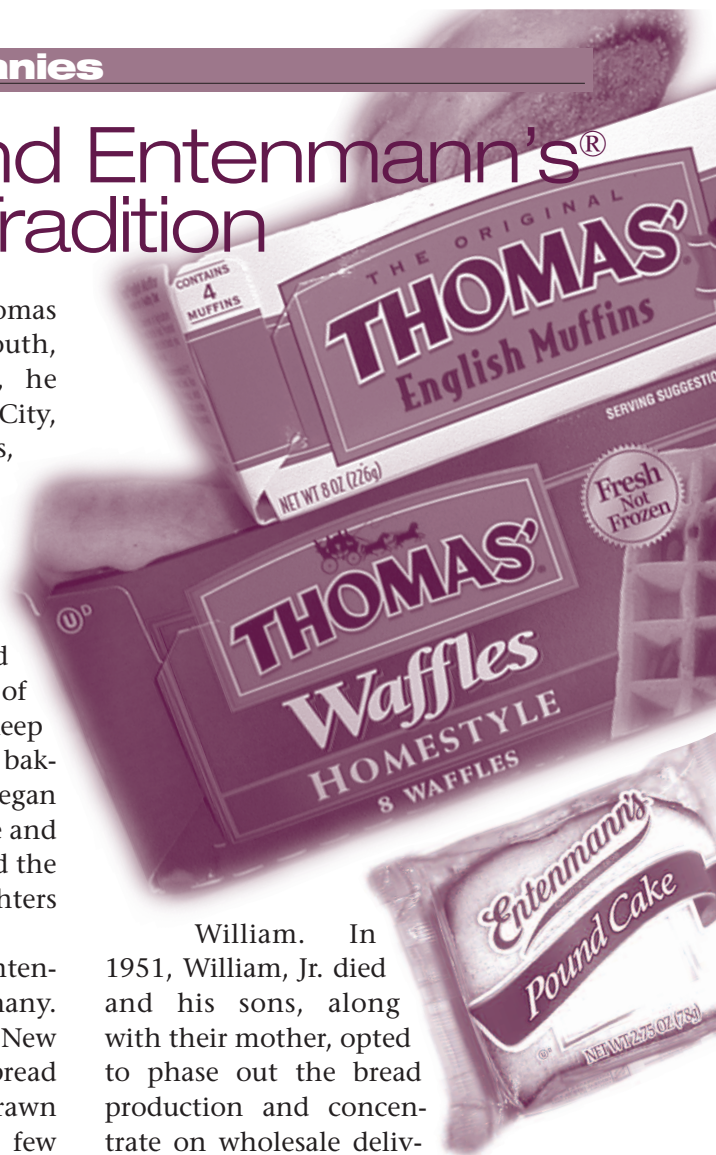
Thomas'® and Entenmann's® A Kosher Tradition

IN 1875, A YOUNG Samuel Bath Thomas arrived in America from Plymouth, England. Following his arrival, he opened a bake shop in New York City, producing a specialty line of products, including English Muffins. Both texture and flavor of Mr. Thomas' English Muffins were unlike those of other muffins or cakes on the market and the product quickly gained a loyal following of customers. Word quickly spread about the excellence of Mr. Thomas' English Muffins. To keep up with demand, he added a second bakery near his original shop and began making wholesale deliveries by horse and wagon. Mr. Thomas died in 1919 and the business was inherited by his daughters and nephew.

Similarly, in 1898, William Entenmann arrived in America from Germany. He opened a bakery in Flatbush, New York and began delivering cakes, bread and rolls door-to-door in a horse drawn buggy. He prospered and within a few months his delivery routes and reputation for quality spread beyond the Brooklyn area. By the early 1900's he had moved the business to the country – Bay Shore, Long Island. His son, William, Jr., followed in his father's footsteps and took over the business, expanding through a retail shop and 30 home and deli delivery routes. It was in the retail shop where he met his wife, Martha, who was then one of the pastry saleswomen. The couple had three sons, Robert, Charles and

William. In 1951, William, Jr. died and his sons, along with their mother, opted to phase out the bread production and concentrate on wholesale delivery of cake products.

Today, the Thomas' and Entenmann's businesses are part of the George Weston Bakeries family. A family which includes 14 baking facilities throughout the eastern half of the United States. In addition to being an integral part of George Weston Bakeries, Thomas' and Entenmann's products are certified kosher by the Orthodox Union (OU), a certification both companies have enjoyed for decades!



**WE WELCOME
YOUR COMMENTS
& CONTRIBUTIONS**

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KOSHER CERTIFICATION is a never-ending process that calls for ongoing communication, clarification and education. There is just no substitute for communication. Indeed, the continued enlightenment and reinforcement of the OU's kosher standards and policies and their effective communication are integral to the OU's mission. When you and your company's staff and personnel have a greater awareness and understanding of Kashruth [kosher law], everyone ultimately benefits.

We are particularly pleased to feature in this issue an in-depth look at the many facets of certifying the ever-growing baking industry, while sharing several ©certified baking companies' feedback to their certification program. Increased interest in the pareve market as well as in the pas Yisroel niche within the baking industry moves us to include further insights into that market share. Additionally, the need to better understand the many fine points and standards involved in the OU's certification of the dairy industry prompts us to revisit this vitally important topic in Rabbi Ossey and Rabbi Gordimer's piece, "A Kosher Clarifier for the Dairy Industry."

There is so much we need to say to one another. All of our many certified companies, both big and small, have their own individual needs and concerns that are regularly addressed by our expanding and highly regarded cadre of educated, trained and skilled rabbinic coordinators in New York, and by the hundreds of energetic rabbinic field representatives visiting and inspecting the plants. Be assured however, 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. Our group leaders and senior management team are eager to communicate, listen and be responsive to assure your satisfaction even as we maintain our highest standards.

"In today's market kosher is hot! It is estimated that 95 percent of Americans know the word "kosher"!"

In today's market kosher is hot! It is estimated that 95 percent of Americans know the word "kosher"—albeit with varying definitions. Koshersfest—the annual international kosher food and food service trade show – attracts 15,000 food representatives from 45 states and more than 30 countries. Representatives from more than 100 supermarket chains across the United States and Canada converge on this ever-growing kosher food "fair." They are testimony to an industry that has exceeded \$4.5 billion in sales that reach far beyond the traditional kosher base. It is remarkable that a third of the food products produced in the United States – or \$130 billion worth – are certified kosher. This surge in kosher certification is led by the OU, the world's premiere kosher certification agency, certifying the highest percentage of kosher certified products. In order to ensure that our companies better appreciate the greater market share that their kosher products can attain, we continue to present you with the most extensive kosher marketing experience. This issue features Milt Weinstein of Grey Worldwide who describes why financially it pays to become kosher. Please note the sidebar that lists OU "Marketing Tips", to help focus your attention on how to attain increased benefit from your OU symbol.

Keep in touch!



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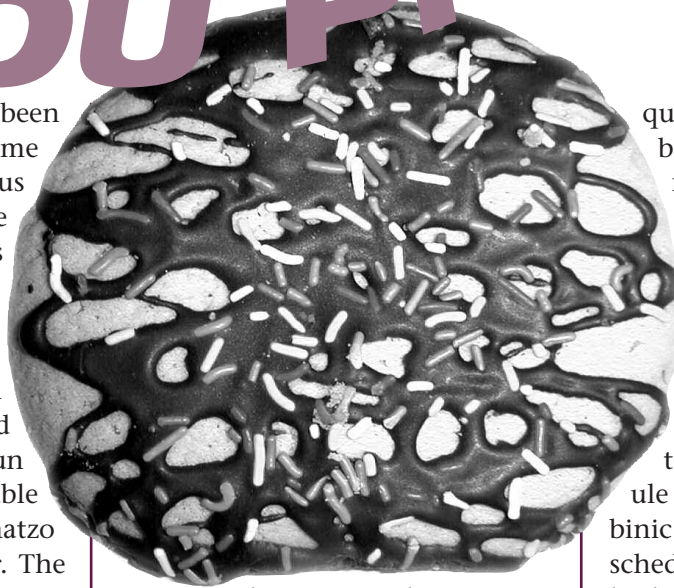
THE BAKING INDUSTRY

An OU Primer

By Rabbi Yisroel Bendelstein

INNOVATIONS IN BAKING have been employed by man since time immemorial. Upon the exodus of the Israelites from Egypt, the Bible recounts that a new 'ugos matzos' or unleavened cake was created unintentionally. In their haste to leave behind the shackles of Egyptian bondage, the Israelites baked their dough in the desert sun and thus created the venerable Jewish tradition of eating matzo during the festival of Passover. The effects of this new discovery, namely the category of flat and unleavened breads, led to a further phenomenon called pita bread.

Ever since those days of antiquity, our so-called modern age has seen one innovation after another in the baking industry; some by accident and some by design. Accordingly, the range of baking products is nothing less than astonishing when one thinks of the many varieties of breads, rolls, bagels, baguettes, buns, pizzas, pitas, wraps, croissants, cakes, cookies, crackers, muffins, biscuits, pies, donuts,



daunting task to ensure the kosher integrity of such a wide variety of bakery products, but one that the OU is proud to provide without compromising the highest standards of kosher. There are a few reasons why the task is so daunting. First and foremost is the number of ingredients that a typical bakery has in its possession. The average bakery's schedule A is larger than that of any other kosher industry. To enumerate all of the possible ingredients used in a bakery would be prohibitive and most likely take up this entire article. Suffice it to say

quently, it is not unusual for a bakery's schedule A to contain more than 500 ingredients and many in fact have more than 1000. Moreover, the sources of these ingredients and oftentimes the ingredients themselves are in flux. This in turn necessitates the kosher coordinator at the company to regularly update the schedule A with his/her respective rabbinic coordinator at the OU. As the schedule A represents the basis of kosher supervision, the bakery company's purchasing and receiving personnel must be educated in the maintenance of an accurate schedule A. Purchasing must base its orders on schedule A specifications and receiving must ensure that only those ingredients listed on the schedule A enter the plant. It is common knowledge that even if the desired ingredient has been ordered, in its wake may arrive an imposter with the same name that is not kosher because the supplier provided a substitute source. For this reason, it is critical that the bakery's kosher contact arrange periodic kosher orientations for purchasing and receiving personnel to explain the workings of the schedule A, and especially so, if there has been any turnover in those departments.

A second area related to the massive inventory of ingredients in bakeries is the issue of compatibility. The OU as a matter of policy will not certify a product as kosher if there is an ingredient in that product that is being warehoused in the plant as both kosher and not kosher. A case in point would be a cheese cracker that uses kosher

“The average bakery’s schedule A is larger than that of any other kosher industry.”

scones, crullers, danishes, pancakes, cereals, pretzels, etc., that exist today.

The kosher industry has kept well in stride with this montage of products and has much to offer in each category. Nonetheless, it is a

that there are a whole cadre of kosher sensitive ingredients that need to be carefully monitored such as: oils and shortenings, flavors, emulsifiers, stabilizers, enzymes, glycerin, gelatin, grape juice, whey, cheese and many more. Conse-



► **BEST
BRANDS
CORP.**

*Innovated
Products & Service.
Bottom Line Results*

by Sharry Wemple

KOSHER AND QUALITY. Two important words with one meaning. By working hand in hand with the OU, Best Brands Corp. has proven that quality is #1 in our business. The relationship between a bakery manufacturer and the OU has to be one of constant and equal communication. We at Best Brands Corp. are ever mindful of the need to be diligent in following the OU kosher procedures and the impact this has on the quality of the products we manufacture.

Our Best Brands Corp. Dallas facility has over 1,700 ingredients on our schedule A, so it is important for the QA manager or plant kosher coordinator and the purchasing department to work together. New suppliers and new quality ingredients are being sought daily by purchasing to meet the demands of our customers and sales force. When an ingredient is produced as kosher, that makes the ingredient one step closer to being

“The relationship between a bakery manufacturer and the OU has to be one of constant and equal communication.”

added to our schedule A and being approved for production use. Our receiving department has to be ever watchful of the numerous ingredients being brought in daily to our plant. The proper training in the use of the schedule A by the purchasing and receiving personnel is essential to the success of receiving only approved kosher ingredients.

My experience with kosher prior to working at Best Brands as the QA manager and kosher coordinator for the Dallas, Texas division was minimal. Working with our field representative and rabbinic coordinator, at the time, Rabbi Aaron Rubin and Rabbi Shlomo Krupka, was educational and interesting. I know I asked a lot of questions, especially the “why” question. I always wanted to know the “why” for certain procedures and “why” certain ingredients were approved and some were not. They were both very helpful and patient with all of my inquiries. Now I work closely with Field Representative Rabbi Yisroel Blitz and Rabbinic Coordinator Rabbi Yisroel Bendelstein in making the road to continued success for both the OU and Best Brands Corp. a smooth one. My many thanks to the OU and its representatives for the work that they do, and for their help and support. **U**

Sharry Wemple

*QA Manager, Best Brands Corp.
Dallas, Texas*



► **PAS YISRAEL CERTIFICATION**

Important Component for Business Growth

By R.S. Earle, Dakota Brands International

DAKOTA BRANDS INTERNATIONAL has been associated with the OU since the start of its original company almost 30 years ago and our current bakery operation obtained the OU kosher certification approximately eight years ago. Since our business is producing bagels for the food service, private label, and industrial segments of the food industry, the obtaining of this certification was extremely important to our success and the rabbis at the OU worked closely with us to insure that we could obtain this certification in a timely manner.

At the beginning of 2001 we were contacted by one of our specialty customers requesting products that were *pas Yisroel*. We immediately contacted Rabbi Dov Schreier to obtain further information on the additional requirements of *pas Yisroel* certification. With his guidance, suggestions by the OU and the addition of a piece of equipment devel-

oped by Rabbi Yehuda Shain, we were able to modify our production procedures to meet the requirements for *pas Yisroel* certification.

In 1999 Rabbi Shain created a system that allows rabbinic field representatives to turn on an oven from a remote location, thereby fulfilling the requirements to render a product *pas Yisroel*. Under our current procedure, the ovens are started under rabbinic supervision and left on 24 hours each day. However, if an oven is shut down for repairs, power failure, etc., the rabbinic field representative can restart the oven from any location as long as he has a phone.

The key to the success of this program is proper and timely communication with the rabbinic field representative. Our current RFR, Rabbi Shimon Perez, does an outstanding job of staying in touch and if for some reason he is unavailable, the OU has provided us with a list of rabbis who can make the call. In addition, the OU provides us with a complete list of

the Jewish holidays so that we know ahead of time when the Rabbis will be unavailable so that we can plan our maintenance and repairs accordingly.

The *pas Yisroel* certification has helped us to create a growing business that supplies specialty bagel products. It also gives us the ability to establish a "point of difference," which as a new manufacturer is very important. Working in partnership with the OU we have been able to develop the process and the equipment required to reach this important level of certification. We look forward to seeing the *pas Yisroel* certified products that we manufacture increase in sales as we continue our effective partnership with OU. **U**

Rabbi Dov Schreier

*serves as the rabbinic coordinator for
Dakota Brands International.*

COOKIETREE BAKERIES is proud to be certified by the leader in kosher supervision, the OU. The decision to become kosher came about because it has become necessary to maintain a kosher product in order to sell to many of the foodservice distributors in the Northeast market.



By having kosher certification, a company is able to procure new business in markets where there are restrictions on what people can or cannot eat. In addition, many large foodservice chains now require kosher certification on all of their food products. Since we maintain kosher certification, we have a competitive advantage over other cookie manufacturers who are not yet certified.

Cookie Tree Bakeries strives to make the highest quality cookies on the market today and part of the process of being the best is driven by our kosher certifiers. During the monthly visits by our RFR, he

imparts to us his knowledge, expertise and experience in the food industry, while providing an extra set of eyes to ensure our processes are going smoothly.

Being kosher has taught us to be diligent with our inspection of ingredients, tracking materials and ingredients, and to keep clear documented information.

With the world quickly becoming a global community, it is important to be sensitive to consumer needs and provide food products that appeal to a broad spectrum of customers. Kosher certification is an important product attribute that gives our cookies universal appeal regardless of religion or ethnic background.

If there is one thing we have learned, it is that being certified by the OU is synonymous with quality. **U**

Bob Frank

is the director of quality at Cookie Tree.

Rabbi David Bistricher

serves as the Rabbinic Coordinator for Cookie Tree Bakeries



Dawn Food Products

DAWN FOOD PRODUCTS chose to become certified by the OU in 1986 because of the OU's reputation as the oldest and largest kosher supervising agency. In order to make our products available to a larger audience, in 1991 we made the smooth transition to pareve production. The value of kosher supervision does not just apply to kosher consumers. Those who do not keep kosher but are concerned about dairy ingredients can look for the

OU pareve designation to alert them to possible dairy allergens. Additionally, the registration of our raw materials and suppliers provides an extra check of our formulation process.

In our commitment to worldwide service to the baking industry, we do not accept anything but the certification of the OU, the most highly recognized symbol in the international market. Throughout our relationship with the OU we have received excellent educational opportunities, whether through the Kosher Video, seminars, the OU's website, newsletters or the support of Rabbi Bendelstein in New York and Rabbi Levy locally. I am personally thankful for the opportunity to do God's work in the business world. **U**

Jim Peacock

is the Kosher Coordinator at Dawn Food Products. www.dawnfoods.com.



► **Creating the “Gold Standard” for Butter**

LAND O'LAKES BUTTER, regarded as the “gold standard” of dairy products by many consumers, is a product of Land O'Lakes, Inc. and was formed as a butter-marketing association in the summer of 1921 by representatives of several hundred Minnesota co-op creameries.

By the second decade of the twentieth century, advances in transportation, refrigeration and sanitation made it easier for rural Minnesota creameries to produce butter from sweet cream as opposed to sour cream. This resulted in a product that was both more pleasing to the palate and that kept longer. The new butter could also command a higher price in the marketplace (much to the benefit of the co-op creameries' dairy-farmer owners).

Within 10 years of its founding, Land O'Lakes began advertising heavily in major national women's magazines and developed a premier reputation in the major eastern U.S. cities for its sweet cream butter, conveniently packaged in quarter-pound sticks.

Barry Vermilyea, the Director of Quality Control for Land O'Lakes Dairy Foods Operations during the period when Land O'Lakes worked with the OU to obtain kosher certification, explained that at the time, the butter carried a generic 'K' kosher symbol. From the beginning, Land O'Lakes' major market was New York, an area with such a large Jewish population, the company felt it needed to have kosher accreditation for the product if it expected to do serious business. Since all of Land O'Lakes butter was produced in Minnesota and Wisconsin back in the early days, a local rabbinical service in Minneapolis that was able to inspect the plants and certify the butter was hired. When butter sales were expanded to areas outside of the Midwest and the Northeast, and went truly “national” in the late 1980s, Land O'Lakes felt it needed to find a truly national rabbinic service to certify its product.

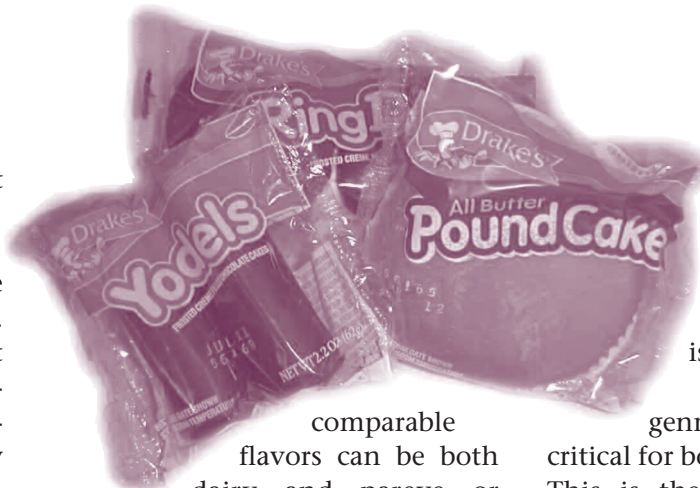
“We had definite criteria when we went looking for a new rabbinical service,” Vermilyea explains. “First, the service we picked had to have rabbis wherever we had plants.” As a result of several mergers in the 1990s, Land O'Lakes butter production was now taking place in plants on both the East and West coasts, as well as in the Midwest. “Second, we felt we needed to have a certification service and trademarked kosher symbol that was recognized nationally. And third, we wanted the certification service that was considered to be the best in its field – just like we believe our butter is the best in its field. The OU fit the bill.”

In 1997 and 1998 Land O'Lakes worked with the OU to certify each and every plant. Since ingredients and packaging are centrally purchased for the butter manufacturing plants, the company could not apply the OU symbol to the butter until all of the plants had been inspected and certified. “We have been very pleased with our certification decision and with our relationship with the Orthodox Union,” said Vermilyea. “It's like the gold standard of rabbinic koshering services has teamed up with the gold standard of butter!” **U**

Rabbi Eliyahu Safran

*serves as rabbinic coordinator for
Land O'Lakes Butter*

cheddar cheese in its recipe but won't receive kosher certification because a non-kosher cheddar cheese is being used in the same facility for a non-kosher product. By the same token a product won't be certified as pareve if any ingredient in that product is being warehoused in the plant as both dairy and pareve. This is especially common in bakeries where the use of



communication obviates the need of unnecessarily burdening the schedule A while at the same time ensuring all is well with kosher.

There is yet a fourth genre of ingredient that is

critical for both bakeries and kosher. This is the rework. Many times when the difference in texture, color and taste of a product is completely negligible from one rework variety to the other there can be kosher concerns. When the rework of a dairy product can be used for a pareve one, or when the rework of a non-kosher product can be used for a kosher one, a dependable control must be put into operation to safeguard the pareve status of a product from dairy rework, or the kosher status of a product from non-kosher rework. More often than not, upon consultation with the rabbinic coordinator, a control can be implemented to circumvent this concern.

Equipment, like ingredients, can have a variety of kosher sensitive issues that are associated with bakeries. This is because not only the ingredients define the kosher status of a product but also the equipment that produces it. The OU doesn't recognize a DE or "Dairy Equipment" designation, and so all products made on dairy equipment are considered dairy and must be labeled **ⓈD**, even if all their ingredients are pareve. It then becomes essential for the company to communicate the purchase of any new or used equipment to the rabbinic coordinator before this equipment is installed. The RC will then review the pertinent information on the equipment and devise a procedure for its kosherizing, which will be conducted by a rabbinic field representative on a pre-scheduled visit to the plant.

The most ideal kosher supervision is for bakeries that are entirely

comparable flavors can be both dairy and pareve or kosher and not kosher. In view of that, even the products that aren't certified OU are still integral to the scope of the entire kosher program. If any products change their formula to reflect the introduction of an ingredient which can be used in its kosher counterpart, the kosher endorsement from that kosher product would need to be reviewed.

A third area of import when it comes to maintaining a kosher bakery, would be the ingredients that are used for Research and Development. Although virtually 90% of the time the new product that is being tested will not be manufactured, nonetheless, the kosher veracity of the ingredients used therein need to be confirmed, especially if these tests are conducted on the production lines themselves. Understandably, the company may not desire to have these ingredients added to the schedule A; after all their fate has yet to be determined. Nonetheless, a system must be employed so that the company can strictly account for these ingredients. The system that is recommended at the OU is for the company's kosher coordinator to communicate all test ingredients to his/her rabbinic coordinator at the OU. Upon receipt of the vital records (letter of kosher certification and spec sheet), the rabbinic coordinator will render a determination. If the test ingredient meets approval, it will be noted as such on a special customized schedule A that the rabbinic coordinator keeps for all R & D ingredients. This simple

Policy Reminder

✓ **An OU certified baking company may not send out loose labels bearing the OU symbol to be affixed to a product outside the manufacturing facility. This policy, included in our contract, is meant to protect the consumer from purchasing a non-kosher product that could inadvertently find its way into a kosher marked package. As the saying goes, "Don't judge a book by its cover."**

✓ **Additionally, "breads" cannot be made with dairy ingredients or on dairy equipment nor can they be certified as OU-D. This restriction includes dry bread mixes [to be used to make bread], small rolls and bagels. It is a necessary requirement to safeguard consumers from eating dairy at a meat meal which would be in violation of a fundamental kosher dietary law.**

A RECENT ARTICLE in the April 2002 edition of *Dairy Field Magazine* discussed the advantage of separating nutrients directly from liquid milk over separating from the whey stream byproduct of cheese manufacturing. The article further detailed the benefits of using reverse osmosis, as well as ultra and micro-filtration from fluid milk to attain customization of retentate and permeate. One of the advantages claimed is, "Ingredients derived from micro-filtration will more likely fit kosher standards than those pulled from the whey stream... For example, the dry powder that results from the manufacture of swiss cheese cannot be used in any kosher food product because the temperature in the vat during production rises above 130°F."

The study and perfection of this technology may very well be, as purported in the article, "*leading the way for a new generation of dairy-based beverages.*" Nevertheless the misunderstanding of kosher standards may be holding back further growth and opportunity in the industry. Are all cheeses viewed equally under kosher law? Is it really the case that 130°F is a cut-off temperature? Can the whey byproduct be kosher even when the cheese is not? Dairy-processing decision makers need to be familiar with and understand the answers to these questions, as well as other fundamental OU kosher standards.

In the following paragraphs, a brief synopsis will be presented on a number of unique points regarding OU kosher standards for dairy products. Keep in mind that the foundation for all kosher production is that all of the raw materials and processing equipment must be kosher. Also, fluid milk must be under governmental control and supervision to ensure that only kosher milk sources (such as cow's milk) make up the general milk supply.

A Kosher Clarifier

For the Dairy Industry

By Rabbis Avram Ossey & Avraham Gordimer

Cheeses and Caseins

Rennet-set cheeses (i.e. cheeses that use rennet as the primary coagulant) only meet kosher standards when manufactured with on-site rabbinic supervision and participation. Examples of this type of cheese are cheddar, muenster, mozzarella and swiss.

Acid-set cheeses (i.e. cheeses that use acid as the primary coagulant) do not require on-site rabbinic supervision and participation. Examples of this type of cheese are cream and cottage.

The same distinction is true for **rennet-set** and **acid-set caseins**.











All cultures, coagulants, enzymes, defoamers, brine and colors must also meet kosher approval when manufacturing any type of kosher cheese.





**Whey,
Whey
Concentrates,
Whey Protein
Concentrates
and Isolates**




To paraphrase a famous ad campaign "*Got Whey?*" The answer is yes when referring to the liquid separation from the coagulation of milk into cheese. Just as physically there is a separation between the cheese curd and whey, so too within the kosher standards a differentiation is made between the two.

kosher dairy or kosher pareve, in which no kosherizing is necessary to make their products. The OU does understand that many bakeries desire to produce both dairy and pareve or kosher and non-kosher products, and will work diligently to grant certification utilizing a plan that won't compromise the OU's high standards of kosher. This plan often encompasses careful adherence to sanitizations and production schedules for dry blends, and simple methods of kosherizing for wet fillings and fondants. As far as ovens are concerned, unless there is special rabbinic supervision, an oven used to bake dairy can't be used to bake pareve.

The upshot of the above discussion regarding ingredients and equipment is that when completed, the bakery can proudly affix the OU logo to their finished products which stands as firm testimony to the highest caliber that kosher has to offer. But here too, the packaging labels are subject to their own rigors and guidelines insofar as kosher is concerned. For starters, only those products that are registered on the schedule B are permitted to bear the  on their packaging. Once the product is registered, it must reflect the proper designation as recorded on the schedule B ( for kosher pareve and  for kosher dairy). Furthermore, only certified  facilities are allowed to use  labels to package their products. It is against OU policy to send out loose labels bearing the  to be affixed at a non- certified facility, even if the product itself was manufactured in an OU plant. Also, generic labels with just a brand name and an  or merely an , are subject to the same restrictions. For the  to be displayed on the package, the label must contain a description of the product along with the brand



name. This is especially prevalent in bakeries where there is a tendency among manufacturers to commission a co-packer to make product for them to meet the high demand of orders. In order for the co-packer to place the  on the packaging, they must be an officially registered  plant.

One more caveat with regard to labels is in relation to bread products. Kosher law precludes breads from being dairy or meat and so bread can only be made pareve. This is attributed to the fact that bread, as a main food staple, is often used at both dairy and meat meals. As a necessary precaution to avoid eating a dairy bread at a meat meal, the OU will only certify bread that is pareve. Hence, the only kosher symbol that can be found on bread packaging is , not . This applies to all forms of breads such as rolls, bagels, and buns. It equally applies to all dry bread mixes. Interestingly, pizza dough can be certified  due to the fact that pizza by definition is a dairy food.

As much as the bakery industry has taken the lead in innovating and developing new appealing products, the OU in turn continues to demonstrate its own prowess of innovation, by sharing with its

companies additional ideas for them to become even more profitable. Two such ways for bakeries to consider are the pareve and pas yisroel routes. The advantage of pareve products was advocated in the last edition of *Behind the Union Symbol* (Winter 2002). The OU is eager to facilitate a bakery's desire to make pareve products in accordance with the guidelines outlined above, and would be more than happy to offer guidance in setting up this type of operation.

A further expanding market among kosher consumers in which the OU is already intimately involved is 'Pas Yisroel'. The 'Pas Yisroel' status is an elevated level of kosher for baked goods. It is obtained by having an observant Jew ignite the oven in which the product is being baked. The preferred method that the OU recommends to accomplish this task, is for the bakery to install an electric panel by a designated oven that enables that oven to be turned on from off-site by a rabbinic field representative using a remote control telephone hook-up. This system meets the strictest of the kosher 'Pas Yisroel' requirements and has received great approbation among leading rabbinic authorities. The device is known as the "Shain system," named after a Rabbi Shain who invented this innovation. In addition to pareve, 'Pas Yisroel' is another expanding market for bakeries to exploit. The new market penetration should far outweigh the cost of the system, and it is another way that we at the OU would be proud to lead in an innovative approach for an ever bustling and exciting innovative industry. 

Rabbi Yisroel Bendelstein

serves as the rabbinic coordinator for the baking industry.

KOSHER CERTIFICATION It Makes Good \$ense

by Milt Weinstock

GREY WORLDWIDE



OVER THE PAST 25 YEARS at Grey Advertising, I've had the privilege of working with a number of the top food companies in the United States including Kraft, M&M/Mars, Procter & Gamble, ConAgra and Dannon.

All of these companies successfully vie for customers in the extremely competitive packaged goods market, where success and failure are judged by small incre-

covered that increasing a consumer's perception of the quality of a marketer's product and obtaining a kosher designation are two compelling ways to grow a brand's share and sales.

While I am an Orthodox Jew, my clients from corporate America are understandably more focussed on the needs of the general United States population whose numbers account for a majority of the sales.

The appeal of kosher is based on the fact that consumers believe kosher means better quality.

Better quality has both tangible and intangible benefits:

- ▶▶ The product does not contain undesirable ingredients;
- ▶▶ The product is healthier;
- ▶▶ More stringent standards are being observed.

“The appeal of kosher is based on the fact that consumers believe kosher means better quality”

ments of market share growth. In such competition, a 1% share point gain can be worth \$70 million in the \$7 billion cereal or \$7 billion cookie/cracker market category.

Thus, finding ways to distinguish your products so that they are more compelling to the buyer is an extremely important task for marketers. This assignment has become all the more challenging in today's environment given that technological breakthroughs and marketing expertise are often available to all marketers, not just the more sophisticated companies.

So how does a company distinguish itself in such a competitive market? Over the years, I have dis-

covered that obtaining kosher certification has now become a very effective way to improve the quality perception of their product lines, across all consumer segments. This is perhaps why we have witnessed the dramatic growth of mainstream companies such as Nabisco (Oreos and Chips Ahoy!) seeking kosher certification.

What is so compelling about kosher certification? Research conducted by my company provides interesting insight:

Most of the people who recently bought kosher certified brands were not even Jewish.

The “quality” benefits associated with the kosher designation are relevant across many categories including cookies, cereals, yogurts and confectionery products. For example, *Confectioner Magazine* reported that Nabisco saw an \$8 million increase in the sales of Oreo cookies in the six months after the kosher symbol appeared on their packaging. A recent *Wall Street Journal* article reported that the German candy company Haribo plans to introduce kosher Gummi Bears in order to expand the appeal of its products.

I guess it's no mystery why so many major companies and brands have turned to kosher certification.

It just makes good business \$ense. **U**

Milt Weinstock

is executive vice president of Grey Worldwide.

This distinction is not of significance when the cheese curd itself is kosher acceptable. However, whey can also be acceptable when the curd is not. The kosher status of such whey is contingent on a number of factors including the raw materials, the interaction of the whey with the cheese curd and the interaction of the whey with other byproducts of the cheese manufacturing process. Specific examples will be given to illustrate this concept. Each of these examples is predicated on the fact that all raw materials meet kosher standards:

(1) **The cheese vat temperature must be below 120°F** (Note: The article referenced above mistakenly used a temperature of 130°F). A ren-

where the separation of the fat content from both streams will occur (See: **Sweet Cream and Whey Cream**). The combining of these streams will taint the kosher status of the whey. (3) **Whey concentrates, protein concentrates and isolates** must stem from kosher whey and be processed on kosher equipment.

Sweet Cream & Whey Cream

Sweet Cream ("Cream"), the fat skimmed from milk, is inherently kosher. However, it must be ascertained that no other fat sources have been blended into this cream in order for it to retain its kosher status.

Whey cream, the cream separated from whey, will have the status of the whey from which it is separated. If the whey has been cooked with its non-kosher curd above the cut-off temperature or if the whey stream has been tainted with cooker water,

then the whey cream that is separated will be considered non-kosher. Often, it is rendered non-kosher by containing cooker cream that is separated from cooker water.

In fact, small amounts of whey cream have been found to be present in products marketed as "cream" or "sweet cream". This has prompted the OU to design a cream approval system. The OU's research department has investigated hundreds of dairies and has determined their kosher status for cream. Plants that have been found to separate only their own sweet cream or only buy from similar sources have been approved as acceptable sources. However, plants that manufacture cheese or receive whey cream have not been approved without acceptable kosher certification.



Marketing Tips

If your company maintains a website or puts out a trade journal, be sure to include the fact that you are [®] CERTIFIED.

► Many companies have reported increased sales from this simple "advertising" technique.

► Additionally, by **including a link to the OU's website**, you will enable all those interested in your product to learn for themselves what kosher means and why it is important to you. In turn, we will be happy to feature your brand name and logo – with a link to your website – on a special OU client company page we are developing for this purpose.

► And finally, think how much you will benefit from placing the OU symbol in your consumer or trade advertising. For many people, the OU is much like the "Good Housekeeping" symbol as an endorsement of your product's quality.

“Are all cheeses viewed equally under kosher law?”

net-set cheese such as cheddar, even when produced without on-site rabbinic supervision and participation, creates a kosher whey by-product. On the other hand, a rennet-set cheese such as swiss, when produced without on-site rabbinic supervision and participation, creates non-kosher whey since the cheese curd is cooked with the whey above the 120°F cut-off temperature.

(2) **Mixer-molder liquid ("Cooker water") cannot be introduced into the whey stream.** An Italian cheese such as mozzarella, after the coagulation of the curd, undergoes a further process of cooking and stretching in a hot water bath (above 120°F) before being molded. The by-product of this process, which contains valuable fats, can be introduced into the whey stream


Letters of Certification *By Zehava Fulda*

FOR MOST OU CERTIFIED COMPANIES, the Letters of Certification are essential because without them orders could not be filled. We therefore recognize how vital it is that our companies receive their annual Certification renewals in a timely fashion. Outlined below is the simple procedure necessary to facilitate renewal.

Every company registered with the OU is certified on an annual basis. Approximately six weeks prior to the renewal date, a mailing is sent to every company, which includes the company's product listing broken down by plant – what we call the Schedule B. Also included are a set of forms comprising a Request for New Product Approval, Request for Private Label Authorization, Product Termination and Private Label Termination. Since accuracy is paramount, and the Letters of Certification reflect the data on your Schedule B, we request that you review the form closely for any inaccuracies that may have escaped your or our attention within the last twelve months.

Once you have reviewed your Schedule B, indicating in the forms what changes have been made, you are now

ready to request your annual Letter of Certification. A number of Certification formats are available. Generally, by faxing in last year's Certificate with a simple cover note requesting renewal, we are able to tell immediately what kind of format you receive. Changes to your schedule B should be faxed to your rabbinic coordinator or to me at 212.613.0658. Letters of Certification renewal requests should be faxed to my attention at the above fax number.

All renewal requests are processed within a day or two of receipt (provided that the company is in good standing with our office and all information is included as outlined above). Generally, a copy is faxed prior to mailing. We are now happy to be able to offer .PDF versions of your Letters of Certification which will be emailed to you. Email requests for renewals can be made to fuldaz@ou.org. 

Zehava Fulda

serves as the Coordinator of Letters of Certification, Labels and Private Labels

DAIRY CONTINUED FROM PAGE 12

*** The OU has collated the entire list of acceptable cream sources and distributed it to client companies. This enables all OU companies to have access to numerous sources. This list can be used for pre-approval prior to an actual application to the OU office (which is still required).

Our cream list is continuously updated, and we encourage you to contact your rabbinic coordinator or Ms. Nechama Zweiback 212.613.8270, zweiback@ou.org for copies of the list.


Kosher certification requires that independently verifiable and fail-safe systems be in place at cheese manufacturing plants to protect the cream and whey from being rendered non-kosher. The OU has succeeded on a number of occasions to create these systems. We have successfully set up plants where cooker water is present and have certified the whey cream with proper controls. This can be accomplished on an individual basis.

Butter, Butter Oil and Anhydrous Milkfat

Butter (an emulsion of butterfat, water, air, coloring, and sometimes salt), made by the churning of cream and other ingredients, requires that all raw materials and equipment be kosher. As mentioned above, cream may be kosher or non-kosher depending on the source of the cream and/or whey cream. Some butter plants use an

abundance of whey cream for lower grade and off-grade butter. Even sweet cream, the primary component of grade AA and grade A butter, has been determined to need proper kosher verification, as detailed above. In fact, we have confirmed with state and federal authorities that small amounts of whey cream can and at times are added to the cream before the churning of AA butter.

All starter distillates and colors must also meet kosher approval. Obviously, the cream source for butter oil and anhydrous milk fat must also meet kosher standards.

In conclusion, the dairy industry continues to expand in different directions. New technologies, acquisitions and consolidations, HACCP program implementations and plant expansions, have and will be some of the driving forces behind this movement. The OU strives to remain abreast of the latest manufacturing and product trends (including the new milk-sourced minerals from filtration referenced at the beginning of this article). We are willing and able to present seminars to the industry or to meet individual companies one-on-one to ensure that OU companies are maximizing their kosher potential. 

Rabbis Avram Ossey and Avraham Gordimer

serve as rabbinic coordinators for the dairy industry.

ON THE ROAD

by Rabbi Gavriel Price

→ **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 diverse and adventurous regions of Malaysia.

Oils Well That Ends Kosher

IN A FANCY HOTEL in Johor Bahru, Malaysia, a poster warns that if patrons are caught bringing in durians they will be fined five hundred ringgat, or \$250. A durian is not a drug, nor is it a weapon (although when I first read the poster I figured it must be); a durian is a fruit. Although some people in

ful agricultural region that includes millions of acres of palm and coconut trees. Extracting oils from these trees makes up a large portion of the industrial effort here and several companies have taken advantage of the variety of ingredients that in turn can be derived from oils. These products, called oleochemicals, have become an important part of ingredient formulations in America and Europe and therefore many of the oleochemical companies in this area have turned to the OU for certification.

(save for the fact that a highway now runs through it).

In the midst of the humid and tropical region of North Sumatra I found the magisterial production plants. Essentially what happens in these plants is the breaking down of coconut, palm oil, palm stearin (itself derived from palm oil) and palm kernel oil to its two major components: glycerine and fatty acids through the process of hydrolysis. The glycerine is then separated and goes through its own process of refinement. Despite the fact that glycerine comes from oil, it is miraculously sweet. It is also clear and odorless and is a versatile ingredient for food formulations. It is used to moisten baked goods, to prevent crystallization in candies and icings and as a solvent for flavors and colors. Hand lotions and other cosmetics often contain glycerine as well.

“The companies in Malaysia and Indonesia are excellent examples – communication is the best guarantee that a certification program will prosper.”

Malaysia adore them, many others find the aroma, which is apparently nearly impossible to remove, sickening. So the hotel management has aggressively discouraged its patrons from bringing in these unusual delicacies.

However, I was not in Malaysia to certify these controversial fruits, which, though not universally appreciated, are inherently kosher. I was in Malaysia, as well as Indonesia, because several OU certified companies are based in this bounti-

During my last trip to Indonesia I spent a few days learning how the oleochemical industry in the region works. The plants are located primarily in Sumatra, which is the largest island in the vast archipelago of Indonesia. Sumatra is not a place discussed in many tourist books, but it is one of the more fascinating places I have ever been to. In order to get there we drove through small fishing villages where little had changed, at least technologically, for hundreds and hundreds of years

All oils by definition contain glycerine and the glycerine that is separated is identical, no matter what the source material. The quality of the oil is therefore measured by the length of the fatty acid composition. Fatty acids, after being separated from the glycerine, are isolated and further refined. Depending on their length, fatty acids have a variety of applications, including their ability to be wonderful emulsifiers, plasticizers and their use in cosmetic applications.

CONTINUED ON PAGE 15



FREEWAY CONTINUED FROM PREVIOUS PAGE

Back in Malaysia, an OU firm takes glycerine and oil and reacts the two to yield an even more sophisticated product, mono and diglycerides. Mono and diglycerides are used as emulsifiers and in many other specialty food contexts.

Indefatigable OU representatives visit Indonesia and Malaysia several times a year. They are careful to make sure that all raw materials are in line with the Schedule A. In this case, “raw materials” include all processing aids, even for catalysts and other aids that may not be detectable in the final product. The RFRs also review transportation issues with the companies in order to guarantee that all product are being shipped—whether through ISO—tank, tanker, or drums—in kosher approved containers.

Malaysia and Indonesia are unfamiliar places to an American like me—for one thing, they drive on the left side of the street. But, by working together, a relationship can flourish. In the case of kosher supervision—and the companies in Malaysia and Indonesia are excellent examples—communication is the best guarantee that a certification program will prosper. **U**

Rabbi Gavriel Price

serves as a rabbinic coordinator for several of the OU certified companies in the Far East.

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

ENTENMANN'S CONTINUED FROM PAGE 1

Today, the market for kosher foods is increasing. Kosher foods in the U.S. represents over a \$35 billion market. Kosher foods are purchased and consumed not only by the Jewish population but also by vegetarians, people with various allergies and others who view kosher foods as being a “higher” quality.

The Thomas' and Entenmann's businesses take great pride in being kosher certified. It takes a great deal of time and effort and not all companies qualify. Having products certified as kosher has become a symbol of quality and both the Thomas' and Entenmann's businesses are honored to be certified as kosher by the Orthodox Union. **U**

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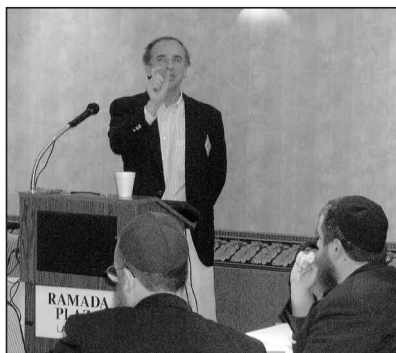
Rabbi Raymond Morrison

serves as the rabbinic coordinator for George Weston Bakeries.

ORTHODOX UNION

Among the companies in Malaysia and Singapore Certified by the Orthodox Union are:

- »Cognis Nutrition & Health
- »Cognis Oleochemicals SDN BDH
- »FPG Oleochemicals SDN BDH
- »Fuji Vegetable Oil Inc.
- »Palamaju Edible Oil SDN BHD
- »PGEO
- »Rikevita
- »Shell Chemical
- »Soon Soon Oilmills
- »Tropical Consolidated Corp. SDN BHD



Addressing a session on "Genetically Engineered Foods and Kashruth" is Dr. Robert Last, director of Discovery Genomics LLC. Rabbi Menachem Adler, Rabbinic Coordinator, chaired the session.

Spring 2002 Kashrut Conference at Ramada Plaza LaGuardia Hotel, New York



Rabbi Richard Levine, Rabbinic Field Representative Mid Atlantic Region, addressing an in depth session focusing on "Enhancing Orthodox Union and Companies' Relationships". The session chaired by Rabbi Eliyahu Safran, Senior Rabbinic Coordinator [to the left of Rabbi Levine], was also addressed by Rabbi Avraham Gordimer, Rabbinic Coordinator and Rabbi Moshe Heimowitz, RFR Upstate New York [pictured left to right].



Have You Seen It?

Geared for food and marketing executives, as well as plant personnel, this 15-minute video explains what kosher really means and how food becomes OU certified.

It can serve as a wonderful tool for your in-house Kosher Review Seminar.

To ORDER "THE KOSHER VIDEO"

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