behind the Union Symbol SUMMER 2016



HIGHLIGHTS

Do We Eat to Live, or Live to Eat?

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DO WE EAT TO LIVE, OR LIVE TO EAT? **OUR EDITOR-IN-CHIEF** PROVIDES INSIGHTS.





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Sometimes it's Not the Food... Kashrut, Allergens and Microbes

BY RABBI ELIYAHU SAFRAN

Food.

If not defined by it, our lives are enhanced by it, enriched by it and sometimes troubled by it. Our days are marked less by hours than by meals. From the beginning of creation, food has been a lure and a curse.



Cookbooks and diet books dominate bookstore

shelves. Food reviews capture our attention. There are celebrity chefs. Cooking shows are discussed at work with the same passion and ardor as major sporting events. Youth group events are even patterned after some of them! Television commercials entice us with scrumptious meals at one restaurant after another even as other commercials tout the inevitable cures for our various gastric distresses.

It is true, we all eat to live but the majority of us truly live to eat. We think about what we will have for lunch while we are still eating breakfast. We conjure up scrumptious dinners before we've digested lunch. While we are enjoying our delicious dinners, our most compelling conversations are about other wonderful meals we've enjoyed or what we will be eating the following evening. We imagine scrumptious and outlandish desserts. We think of food between meals.

We even get up in the middle of the night to have a little "snack."

Our individual and communal lives are centered around "breaking bread." It is not just that we "are what we eat" - we are the people we are because of what we eat; Manna in the Desert; matzah at the Seder; Challah at Shabbat; Latkes at Chanukah and Dairy at Shavuot.

If you hear someone say, "I'll have a sch'meer of..." and you know you're in a real Jewish deli or home! Borscht! Kreplach! My mouth waters just typing their names!

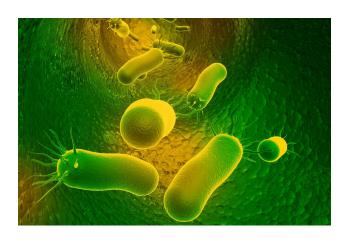
This is true for Jews and it is true for all people. What would Thanksgiving be without turkey? Food is central to how we live and how we associate with our friends and neighbors.

And there is nothing wrong with this - nothing at all. In fact, the only flaw in this from Judaism's perspective is that we don't go far enough in our "love" of food. One would think that our need for, and our fascination and obsession with, food would prompt us to elevate our relationship



with it. Yet it remains for too many of us, a mere physical act. Love of food for food's sake reduces eating to nothing more than an activity that is shared with every other creature on earth.

As a result, food has become as much our "enemy" as our friend. That there is an obesity epidemic in our culture is so sadly obvious that it demands no comment. Worse than our own ability to control our eating habits, danger seems to lurk in food itself. Produce carries salmonella; Meat, e-coli and mad cow disease hiding in the brains of the cattle, cattle



that becomes the hamburger meat we consume in such quantities.

Food – necessary, enjoyable, and beloved – can also be dangerous and this danger often rests with *how* our food is harvested and prepared. The desire to make money and the need to feed our voracious appetites has prompted food producers to sometimes cut corners. As a result, we not only see a growing incidence of food-borne pathogens but we also note a rise on incidences of food sensitivities and allergies.



Is there a place anywhere in America where the thought of a simple peanut butter and jelly sandwich does not strike fear into the hearts of parents? Is there a family that does not cater to some member's special dietary needs?

It seems that everyone is either – or knows someone who is – lactose-intolerant, allergic to nuts, or dairy, or sesame or gluten, or... the list goes on and on. The reason for the spike in food allergies is not clear but it has created a real challenge to the food preparation industry – the industry that delivers food to the

vast majority of consumers. Robert Powitz, Ph.D, MPH points out in his article, "Allergy Consciousness for the Retail Food Industry," that unlike food-borne infections that strike without warning, people who suffer from food allergies are generally successful in avoiding the foods that trigger their allergies. In fact, that is the preferred strategy when dealing with food allergies – avoidance.

Avoidance of problem foods is a sound strategy – so long as the food delivery system cooperates! However, too often it doesn't. A recent court case in England found a purveyor of Indian food to be guilty in a man's death because of its cavalier attitude toward the man's nut allergy.

It is not only a cavalier attitude that poses a danger. As Dr. Powitz makes clear, problems with



accurate food labeling and cross-contamination – when a product that is "free" of the particular allergen is prepared in factories or on machinery that had been used to prepare other foods which may have contained the allergen – sometimes makes avoidance tricky, or impossible.

How can we ensure that people with allergies will know the foods they eat do not contain the allergens they need to avoid? In this context and in addressing this question, Dr. Powitz refers to an interesting model – *kashrut*. As Dr. Powitz notes, "...the model for 'allergy consciousness' enforcement has been around for at least six thousand years. It is commonly known as *Kashrut*: Jewish Dietary



Laws. Contrary to popular misconception, rabbis or other religious officials do not bless food to make it kosher. Rather, they examine the foods and how they are processed to assure kosher

consumers that the food... complies with dietary laws..."



Kashrut is rigorous; it is a system of divine laws and regulations that demand strict adherence to cleanliness, verification of ingredients and formulas, equipment maintenance, production records and on-site visits and supervision. Without question, it could serve as a model for addressing the shortcomings in food preparation and labeling. However, if one views *kashrut* simply as a method to keep the food supply "clean" one misses the fundamental beauty of *kashrut* entirely.

Judaism values the physical *and* the spiritual. For one to exist without the other is to lose a fundamental aspect of existence. If eating is merely a physical act, if it is devoid of the spiritual awareness of God's role in providing the

food, then regardless of the quality of the food, or the elaborateness of the table, it diminishes us as people and as God's creatures.

Eating, like everything else that we do, demands our attention, our care and our self-respect. As it turns out, we really are what we eat. The laws of *kashrut* make clear that God is central to even our most physical acts – elevating them to the spiritual.

RABBI DR. ELIYAHU SAFRAN HAS BEEN SERVING AS EDITOR IN CHIEF OF BEHIND THE UNION SYMBOL SINCE ITS INCEPTION IN 1997.



Italy: A Gastronomic Adventure

BY PHYLLIS KOEGEL, OU KOSHER MARKETING DIRECTOR

Imagine opening the terrace doors of your hotel balcony and your room is flooded with the bright Mediterranean sun, a gentle breeze, and the smells and sounds of the sea. That's exactly where I found myself at the end of a weeklong business trip to Italy. As Marketing Director for OU Kosher, I had the privilege of leading a kosher trade mission of buyers to Parma to attend an Italian Specialty Food show, called Cibus.



Parma is an elegant city with its center of art, parks, and treasures from different ages. It is a very welcoming place, and is an ideal location for events, mainly due to its geographical location. Strategically positioned one hour from Milan and Bologna, Parma is the very center of the food valley. Situated in Northern Italy, it is located in the region of Emilia Romagna, where you can also find other interesting towns such as Ferrara, Rimini or Piacenza; the Cathedral, the Theater Regio and the Theater Farnese are other well-known attractions. But it is the gastronomy that has the world's eyes focused on Parma.

Cibus, the International Food Exhibition, which was held on May 9-12, is the key event of the Italian agri-food sector, a true "platform" enabling companies committed to "Made in Italy" food to meet the major distributors, importers and professionals of domestic and foreign markets. OU Kosher was invited by the Italian Chamber of Commerce to present the benefits and opportunities for export to major Italian food consortiums, as well as meet with Italian food manufacturers eager to learn about the kosher process.

The excellence of food and wine products of Italy is well known. Cibus, organized by Fiere de Parma in Italy, takes visitors directly to the source -- where these amazing products come from. Our group of kosher buyers was in search of unique Italian products. With centuries of tradition in the production of the highest quality of food, our group was excited to see what they might find. OU Kosher was on hand to assist with the kosher certification of these products.

Our kosher mission was part of a group of over 70,000 qualified visitors, 12,000 of whom traveled from abroad, coming from 70 countries. We were joined by six additional kosher buyers from Italy, France and England, with whom we had the pleasure of sharing kosher meals each day, organized for us by Kosher Paradise, a kosher importer from Milan.

Each day our gracious Italian hosts, who set up a separate dining room for us, greeted us. The men in our group were able to pray together, after which we shared breakfast, and then were transported to the show by bus. At the end of each day as we gathered together for dinner back



at our hotel, members of our group shared their experiences of the day, and the multitude of amazing products they found. My colleague, Rabbi Dovid Jenkins and I, were extremely busy following up with companies, especially those manufacturers the buyers met at the show, to discuss the kosher process.

The feature which best describes Italian food is, in my opinion, **quality** -- quality of the ingredients; quality of the production process; Quality of the presentation (because food should also please the eye). The ingredients: vegetables, fruit, oil, cereals, wine and any other product are produced according to strict safety rules. A recent study on the percentage of pesticides contained in Italian foods has shown that only 0.7% of them resulted in being produced using chemicals. Another unique feature of foods in Italy is **simplicity**. Italian cuisine is great with just a few ingredients: tomatoes, oil, bread and wine, to name a few. Bruschetta, a classic traditional Italian food, is just bread seasoned either with garlic, oil, and tomatoes. The famous *caprese salad*, a typical starter from southern Italy, is made with mozzarella, tomatoes, basil and oregano.

Healthiness as well makes traditional Italian food so popular around the world. The Mediterranean diet is famous worldwide for its benefits in preventing heart-related diseases. Olive oil, for example, is used much more than butter and cream. Ready sauces are still regarded with a sort of shame among the majority of Italians. Italians believe that any sauce worth using should be rigorously handmade. Moreover, regional and local **traditions** make foods in Italy so special. Within a few kilometers radius you can find more than one way to prepare the same dish.

Let's take, for example, a traditional first course from Romagna, *cappelletti*, a stuffed fresh egg pasta whose filling can be made either with or without meat. You travel 50km westward to Emilia you will find *tortellini*, a very similar dish, just slightly smaller. The attachment to the customs and traditions of an Italian town can become true competition. The neighboring cities of Modena and Bologna will dispute forever the ownership of the original tortellini recipe. Even today the origins of most foods in Italy are strongly rooted to the working classes. A typical example is *polenta*, a traditional dish from Lombardy and Veneto made with corn flour. For centuries polenta was the main food of the working class. It is still very popular in their diet, but today is also served in restaurants as a culinary specialty.

This was my second Cibus trade event, and I found it to be even better than the last. With over one thousand new product innovations, there was an excitement in the air, as manufacturers sought to meet foreign buyers. This year there was a unique focus on kosher products, with a special showcase featuring all the kosher products available at Cibus. Our delegations was proud to see many OU-certified Italian manufacturers present at Cibus, and we were happy to facilitate introductions for them to our kosher buyers.

What can I say about Cibus except that it was an incredible gastronomic experience?

After four days of walking and meeting with hundreds of Italian food manufacturers, I needed



a few days of down time for some rest and relaxation. I was in search of an enchanting place to rest my weary head. My hotel in the Amalfi Coast, the Santa Caterina was simply magical. Perched atop cliffs, and sculpted out of the rock face, I arrived to a simply stunning hotel and views of the Mediterranean. Costiera Amalfitana, as it's known in Italy, has been an "it" destination since the days of Emperors Caligula and Augustus built vacation villas there 2,000 years ago. The magnificent scenery lures tourists from all over the world. Along cliff-hugging roads, the Amalfi Coast is a beguiling combination of great beauty and gripping drama: coastal mountains plunge into the sea in a stunning vertical scene of precipitous cliffs, picturesque towns and lush forests.

What a wonderful way to end my amazing trip to Italy.

PHYLLIS KOEGEL SERVES AS MARKETING DIRECTOR FOR THE ORTHODOX UNION. MS. KOEGEL IS A MARKETING PROFESSIONAL WITH OVER 25 PLUS YEARS IN THE KOSHER FOOD INDUSTRY. SHE TRAVELS THE WORLD, REPRESENTING THE OU KOSHER CERTIFICATION AGENCY AND REGULARLY MEETS WITH THOUSANDS OF FOOD MANUFACTURERS LOOKING TO GAIN ENTRY TO THIS PROFITABLE MARKET FOR EXPORT. MS. KOEGEL LIVES IN LONG ISLAND, NY AND HAS AN MBA DEGREE FROM PACE UNIVERSITY.

When attending industry conferences or exhibiting at shows, be sure to display signs that say:

"WE ARE PROUD TO BE AN OU KOSHER-CERTIFIED COMPANY"

Marketers and show organizers should always have the signs in their show kits. They are sure to attract kosher buyers to your booth.

If you need more copies of the sign, we will be glad to supply them.



"The Ring Neck Dove and the White Dove: Birds of a Feather?"

BY RABBI CHAIM LOIKE The Bible makes numerous references to the turtle dove. Harbinger of tranquility and worthy of being offered on the altar in Jerusalem, the deep symbolism of the dove is unavoidable. There are a few dove breeders in the United States, and as fanciers of these birds they inquired as to the kosher status of the turtle dove. It is doubtful that these people had any intention of consuming the turtle dove, but rather they wanted to learn all they could about the breed they were raising. Perhaps it was hoped that if proven kosher a new marketing venue would open. After all, how many people have pets that



RING-NECKED DOVE

could be offered as a sacrifice in the Temple? It should be noted that the Orthodox Union only certifies food. While it is possible for the Orthodox Union to verify the kosher status of a species, it is impossible to certify a live bird; the living bird is not food; it is not in its present form fit for human consumption; and thus cannot be considered kosher.

Before going any further, it is important to explain the origin of the name turtle dove. The dove is not at all associated with a turtle, but rather a slurring of the Latin which is based on the Hebrew. In biblical Hebrew the dove is the *tor*. In deference to the Hebraic origins, the Latin name was *turtur*, the biblical Hebrew word, *tor*, twice. When transliterated to English, the word *turtur* became the garbled turtle dove. Scientifically, the *turtur* genus is rather limited, comprising only a few species. In contrast, in the biblical tradition the number of species which are considered to be a species of turtle dove is far greater than the number of species scientifically classified as the *turtur* genus.



BARBARY DOVE

The Talmudic tradition (*Tractate Chulin*) is that there are a number of species of turtle doves. In the United States, a few varieties of doves are offered for sale and so I began my research at the pet store. I live adjacent to the first Petland Discount store. This store is always staffed by the most knowledgeable and dedicated salespeople as the CEO of the company is said to frequent the store if for nothing more than the memories of when this was his only location.

The salespeople showed me that there were two kinds









MOURNING COLLARED DOVE

EURASIAN COLLARED DOVE

AFRICAN COLLARED DOVE

of turtle doves for sale. One was the ring neck dove. The ring neck doves, which are common in pet stores, are not scientifically considered to be a *turtur* specie. However, the biblical tradition does classify the ring neck dove as a turtle dove. The back of the ring neck dove has a black ring of feathers, bordered on both sides by white rings of feathers. It is from this anatomical feature that the bird was named the ring neck dove. For two millennia it has been described and documented in the rabbinic literature, often described as wearing a prayer shawl.

To be sure the scientifically classified *turtur* are also considered to be turtle doves, but it is the ring neck that is the best documented. Cost was also a factor; the ring neck doves cost approximately a fifth of what the least expensive members of the *turtur* genus would cost. Finally, it was the goal to breed these birds. The ring neck are much more habituated to people

and thus much more likely to breed in captivity. (While ring neck doves sell for between ten and thirty dollars the exotic doves start at one hundred dollars, for the more common varieties [palm doves and ground doves]. There are some exotic doves and pigeons, such as the Queen Victoria Crowned pigeon, which can cost thousands of dollars.)

Sold beside the ring neck dove, described above, was a white dove. The white dove was the same size as the ring neck dove, although it was ten dollars more expensive. I could see that the feathers of the white dove were anatomically identical to the feathers of the ring neck dove, although the feathers of the white dove were all white. There was no black line to be found anywhere on the neck. I thought I could identify some feathers on the back of the neck resembling a prayer shawl, although this prayer shawl was totally white. The problem is that these visual tests would be insufficient for the determination of the kosher status of the white dove.

Clearly, I would need to prove that these two species were one and the same. I contacted a number of dove breeders, and



RED-EYED DOVE



RED TURTLE DOVE







SOMALICA

STREPTOPELIA CAPICOLA

they all assured me that the white dove was just a strain of the ring neck dove. I found this corroborated in the scientific literature. However, since the ring neck dove and the white dove were often sold together, and that many

people housed them together and considered them the same species, I had to verify their status. To discuss the ring neck without mention of the white dove would have been a glaring omission.

Not far from my home is the Biblical Ornithological Society, an institution dedicated to breeding rare and endangered biblical birds. As a board member of the Society, I was graciously granted an aviary to conduct some basic experiments. I took seven doves and introduced them into the aviary. There were six white doves, some were male and some were female, and there was one male ring necked dove.

Seeing all was in order, I started to exit the aviary when I realized that the ring neck dove and the white doves were mating. A few days later the white female produced eggs and out hatched two ring neck doves. Unfortunately, of all the nesting boxes set up, this was the best. All the other females started laying eggs in the nest and the babies were soon crushed. I then had to make a half dozen identical nest boxes and everyone was nesting happily. Sure enough the white doves produced a clutch, two babies, one was a ring neck and one was a white dove.

With the help of Rafi, a volunteer at the Biblical Ornithological Society, I carefully monitored the babies. They grew fast and beautifully until finally I had two full grown birds, one a white and the other a ring neck dove. Most importantly, the ring neck dove was identical to its father. There was no hybrid vigor, or any other indication of speciation. Rather it seems that the white doves are a color strain, presumably recessive, of the ring neck dove. As such, it can be confidently concluded that the ring neck dove and the white dove are strains of the same species. Both are species of the kosher turtle dove.

As of press time, the turtle doves are nesting again. They have fully acclimated to the aviary. If you attempt to exit the aviary without dropping a few sun flowers for them to enjoy, you can be sure that they will follow you right out of the aviary, staying close until your mistake is rectified.

RABBI CHAIM LOIKE, OU KOSHER RABBINIC COORDINATOR, SPECIALIZES IN THE AREAS OF CHEMICALS, EGGS, OLIVES AND NATURAL FOODS. HE ALSO SERVES ON THE FACULTIES OF YESHIVA UNIVERSITY AND TOURO COLLEGE WHERE HE TEACHES COURSES ON VARIOUS ASPECTS OF KOSHER FOOD.





GREG AND KAREN BREWSTER

At Brewster Foods, Company Values Are Reflected in the **Product and the Social Fabric**

BY RABBI ZVI B. HOLLANDER

In searching the Internet for background on some of the companies I visit, I've come to realize that the way a web page describes the firm is a good indicator of the values which are present in the plant. Let's try it out--what type of working environment would

you find at a company that describes itself on its web page as "pioneer producers of specialty foods for the quality chemist"?

"Pioneer" – innovative?

"Natural Food Specialties" – appreciation for culinary pleasures which foster good health?

"For the manufacturing chemist" -- dedication to precision and detail?

This is how Test Lab, Inc., aka Brewster Foods in Reseda, California presents itself, next to a beautiful graphic of a slice of mouth-watering orange, on its home page (http://www.testlabinc. com/). Brewster has been OU certified since 2008, and beforehand was certified by the team at KOAOA in Los Angeles.

If you perceived these three values from the homepage, you'd be correct, for this is their mission statement:

"In a continuing quest to preserve the core principles of the natural foods industry, our mission is to develop, produce and market innovative specialty ingredients designed for the select niche markets that demand exceptional product quality and personalized customer service.

Perhaps these values of having the courage to do new things, for the healthy food market, and do so with attention to detail, comes from the company's history.

Test Laboratories, Inc. was founded in 1939 by Dr. William Test, a tomato and alfalfa research scientist from New Jersey. The company's original mission was research and development, which led to the processing of alfalfa and its derivatives, including alfalfa juice concentrate, alfalfa powder and chlorophyll extracts.

In 1950, Marshall L. Brewster bought the company and expanded the business to include the direct marketing of Brewster Vitamin Products, the manufacture of citrus bioflavonoids, the production of concentrated citrus extracts and the development of a new freeze-drying technology.



In 1972, the current OU contact Gregory L. Brewster joined the company and soon it was among the first to make freeze-dried probiotic cultures for the health food industry. It has prospered throughout the years supplying a diverse range of bulk nutraceutical type ingredients used by formulators of food supplements, special dietary foods, natural food concentrate products and pharmaceuticals.

The company currently produces over three hundred ingredient types and maintains two plants in California. Strong strategic alliances with key suppliers, industry consultants and distributors are responsible for remarkable product development successes, enabling Brewster to offer the health food and related industries new and innovative niche products of unsurpassed quality. The company is research driven and works with numerous entities in the development of its unique nutraceutical ingredient offerings.

But even more than expressing these values in business, this RFR saw them present in the social fabric of Brewster Foods. This happened at a routine inspection, when I saw the left-overs of a sumptuous spread in the break room. Upon investigation, I learned that these were from a meal bringing past and present members of the production and supervision staff together to celebrate one of their own, Ricardo.

Ricardo started in 1973 on the production staff, and worked his way up to become head production supervisor. About a year ago he wasn't feeling well. At his visit to his doctor, tests showed stomach cancer. Ricardo started chemotherapy, and could not work for an entire year. A religious man, Ricardo, lives on work and kindness, doing carvings and other forms of art, to give away to his friends in the Brewster family. He even makes violins by hand out of different kinds of woods as presents. But now he couldn't.

So the values of doing cutting-edge things, supporting health, and doing so with attention to detail came to play in Brewster Foods' social world. Although the staff wants Ricardo to come back to work, they didn>t know if he>ll be able to do so. So, they made him a celebration of employment. Sponsoring a dinner at a local fine Italian restaurant, all 15 coworkers came. All spoke about Ricardo and what he means to them at Brewster. Family and friends, and even retired coworkers came. That was the source of the leftover feast.

Work at this high-tech innovator means more than that—it creates family. Business values creating social value.

I'm proud to include Brewster Foods in the list of companies I inspect for the OU.

RABBI ZVI BORUCH HOLLANDER IS A MEMBER OF THE OU KOSHER WEST COAST TEAM OF RABBINIC FIELD REPRESENTATIVES. FORMERLY THE RABBINIC ADMINISTRATOR OF KOAOA, RABBI HOLLANDER JOINED THE OU IN 2008. A RESIDENT OF LOS ANGELES, RABBI HOLLANDER'S ROUTE TAKES HIM THROUGHOUT CALIFORNIA, OREGON AND NEVADA WHERE HE HIKES WHEN HE'S NOT VISITING PLANTS.



Kosher Whey - Yes Whey!

BY RABBI AVROHOM GORDIMER

Whey protein concentrate supplements and whey-fortified products are among the most popular modern-day consumer health products. Whey-enriched shakes, bars, powders and pills flood the aisles of health food shops and online food marketing.

The demand for kosher whey products is immense, yet many whey products are not kosher-certified. Why is this? What needs to

be done to get on board with kosher whey production?



Whey, which is the second most preponderant protein in milk (milk's populous and massive casein protein comes first), is typically derived from milk via the cheese-making process. When milk coagulates into cheese, the fluid that remains behind is called *liquid whey*. Liquid whey is loaded with whey protein, which can be concentrated out; when concentration is performed at higher levels, the resultant product is called whey protein isolate. Whey protein isolate is about 92% protein, in contrast with whey protein concentrate, which is about 80% protein.

Although whey is a milk-based item, and it is not cheese (which requires a very specialized type of kosher production), it is not free of kosher issues. In fact, there are three main steps that must be fulfilled in order for whey to be kosher:

Ingredients

All ingredients in the cheese vat, from which whey is drawn, must be kosher. This means that all cultures, rennet, lipase, vinegar, nonfat dry milk and cream – whatever is in the vat – needs to be kosher-approved. This is the easiest part of kosher whey production, as these cheese-making ingredients are readily available as kosher.



Temperature

This is where things can get a bit sticky – or a bit heated (sorry for the pun!). Cheeses manufactured at very high vat temperatures, such as traditional Parmesan and Swiss, usually cannot have their whey kosher-certified. The discussion revolves around a very technical issue in kosher regulations, but it is rare to come across kosher Parmesan or Swiss cheese whey. (Some companies have developed



lower vat temperature methods for otherwise high temperature cheeses, enabling the resultant whey to actually become kosher-certified.) For the same reason, cheeses that are sprayed with very hot water toward the end of coagulation, while some whey is still in the vat, present a kosher issue regarding their whey, which thereby has high-temperature vat heat exposure.





Pasta Filata

Mozzarella and many other Italian cheeses are further hot-processed after formation. These cheeses are cooked, stretched and molded, in order to be endowed with an elastic texture, making them ideal for melting on to pizza or pasta. This cooking/stretching/molding regimen, known as the pasta filata process, starts in a large vessel (a cheese cooker) that is filled with very hot water. The water

from cheese cookers is considered non-kosher – unless the cheese was made with special onsite rabbinical supervision. Some cheese plants opt to mix this non-kosher cheese cooker water with their whey, causing... you guessed it... the whey to become non-kosher. Pasta filata plants need to dispose of their cooker water in order to merit kosher certification, and any equipment used to handle pasta filata water cannot be shared with whey processing.

Thus, kosher whey involves using only kosher ingredients, cheese vat temperatures that are not very high, and an absence of pasta filata water in kosher equipment for whey processing.

Once whey has passed the above hurdles and is deemed kosher, it can be pasteurized, concentrated, spray dried and further processed without issue, so long as the relevant



equipment is kosher. When these kosher procedures have been successfully completed, all whey cream, lactose and whey permeate derived from the whey are likewise kosher.

The OU is proud to certify dozens of whey and whey byproduct manufacturers in the United States and around the globe, as well as hundreds of the world's most popular whey supplements and whey fortified products.

It's time to say, "Yes whey!"

RABBI AVROHOM GORDIMER IS A RABBINIC COORDINATOR AT OU KOSHER SPECIALIZING IN THE DAIRY INDUSTRY. HE IS ALSO A MEMBER OF THE NEW YORK BAR. A FREQUENT CONTRIBUTOR TO BTUS, HIS "INTERACTIONS WITH RABBI BELSKY" APPEARED IN THE WINTER 2016 ISSUE.



Keep on Truckin'

BY RABBI ELI GERSTEN

It is well known, to those who are involved in running a kosher program, that all equipment used in the processing of kosher food must also remain kosher. This means that any kettle, piping, filler, or retort that will be used, must either be dedicated exclusively for kosher, or undergo a thorough cleanout and kosherization before it's use on a kosher product's manufacture or distribution. In addition, it is required that storage tanks, even if they are only used for the storage of cold liquids, be dedicated as kosher. Storing kosher product in a non-kosher storage tank or pareve product in a refrigerated dairy tank can compromise the kosher/pareve integrity of the product. It is for this reason that companies that wish to switch the designated status of any equipment, including storage tanks, from non-kosher to kosher or from dairy to pareve, need to arrange these changes in advance with their Rabbinic Coordinator (RC) or Rabbinic Field Representative (RFR). Depending on the nature of the equipment, it might require a boil out, or an extended hot water spray. The same holds true if a company purchases "new" equipment that had been previously used.

However, what often gets overlooked are the tankers that transport product to and from the plant. Tanker trucks are really just another variety of storage tank. Some tanker trucks are heated, some are refrigerated, and some transport ambient product, but no matter which way they are used, the same tankers may not be used indiscriminately back and forth for kosher pareve, non-kosher and dairy. If a company has its own fleet of trucks, then each truck must be dedicated. The kosher product should only be transported with the kosher tankers, and the non-kosher products should only be sent out or received in the non-kosher trucks. If the company contracts with an outside service, these requirements remain the same. One should make sure that the carrier they are using is kosher-certified. The OU certifies the fleets of many trucking companies, as do other kosher agencies. If you are uncertain as to whether a particular transportation company is acceptable, or if you have difficulty locating a certified carrier, please contact your RC or RFR who will be glad to assist you with lists of approved companies in your region.

Often the most confusing aspect of kosher trucking is the documentation process that is necessary to verify the maintained kosher status of the tanker. In addition to record keeping and log books that record all the previous hauls, including back hauls, there is also a requirement that kosher tankers only be washed at approved wash facilities. The concern is that a truck wash can use recycled water from a non-kosher tanker as the initial rinse. If this were to occur, this could compromise the kosher status of the tanker. A "kosher maintenance" wash ticket that is issued by a certified wash facility indicates that the washing performed on this truck did not negatively affect the status of the tanker. However, this wash ticket alone does not prove that the tanker is kosher. Any tanker brought to this truck wash can get a kosher maintenance wash



ticket. It simply indicates that the status quo has been preserved. However, if a tanker truck came in non-kosher, it will leave non-kosher. In order to change its status, it would need a kosherization. Some wash facilities are authorized to perform kosherizations, also known as "kosher upgrade washes." The upgrade wash is usually performed in the presence of an RFR, who can confirm that the tanker was cleaned and heated properly.

Although some of these rules can sound complicated at first, once these systems are put in place, they tend to run smoothly. The key is to have them set up correctly from the start. As with all other aspects of your kosher program, if you have any questions, or need guidance in how to setup a kosher trucking program for your incoming or outgoing products, please contact your RC or RFR.

RABBI ELI GERSTEN SERVES AS OU RABBINIC COORDINATOR AND RECORDER OF OU POLICY. HE IS A REGULAR CONTRIBUTOR TO BTUS.

After much demand, the OU is pleased to present an extremely valuable feature serving the kosher transport sector.

Our website www.oukosher.org now features an interactive map displaying all the North American locations of OU certified tanker and railcar wash facilities.



The direct link to this map is https://oukosher.org/wash-facilities/

and will also be featured on your company's home page on www.oudirect.org in the near future. A certified trailer or railcar company can now access information on where to receive a kosher wash and links to information regarding the different types of 'kosher wash' services (i.e. maintenance vs. upgrade wash) offered to suit your needs. The addresses on the map are linked to Waze for drivers on the road using mobile devices.



And the Winner Is... OU Kosher, Kellogg's and Treehouse Brands Consumers...

When OU Kosher held is annual Spring Conference at a Brooklyn Hotel, it brought together the entire staff of Rabbinic Coordinators and Rabbinic Field Representatives. Among the highlights of the two-day program was the presentation of two very special awards, the "OU Company of the Year Award" to Kellogg Company; and the "OU Professional Partner of the Year Award" to Treehouse Private Brands.



PHOTO L-R: MR. HARVEY BLITZ, CHAIRMAN, OU KOSHER; MS. ELIZABETH SEIBERT, SENIOR QUALITY COMPLIANCE MANAGER, KELLOGG COMPANY; RABBI MENACHEM GENACK, CEO, OU KOSHER; RABBI YISROEL BENDELSTEIN, RABBINIC COORDINATOR, OU KOSHER; RABBI MOSHE ELEFANT, COO, OU KOSHER.

Kellogg's Receives "OU Company of the Year" Award

Elizabeth Seibert is senior quality compliance manager for the Kellogg Company. In this capacity, she oversees implementation and adherence to strict regulatory guidelines and standards among the dozens of Kellogg Company manufacturing sites. This has made Ms. Seibert uniquely qualified to preside over the management of all aspects of kosher certification for the Kellogg Company.

Ms. Seibert assumed this responsibility with great dedication and sensitivity and a passion to learn the regulatory standards required by kosher dietary law. Managing kosher certification has literally become, for Ms. Seibert, a labor of love as she has attested. "I do so love learning more and more about kosher dietary law," she says. Ms. Seibert's penchant toward detail and organization, coupled with her passionate love for kosher, is an exemplary model for all kosher coordinators. The OU is proud to show its appreciation for Ms. Siebert's extraordinary efforts



PHOTO L-R: RABBI AKIVA TENDLER, RABBINIC COORDINATOR, OU KOSHER; RABBI MENACHEM GENACK, CEO, OU KOSHER, BARRY BROWN, QUALITY ASSURANCE MANAGER, TREEHOUSE PRIVATE BRANDS; RABBI MOSHE ELEFANT, COO, OU KOSHER; RABBI DOVID ROCKOVE, RABBINIC COORDINATOR, OU KOSHER.

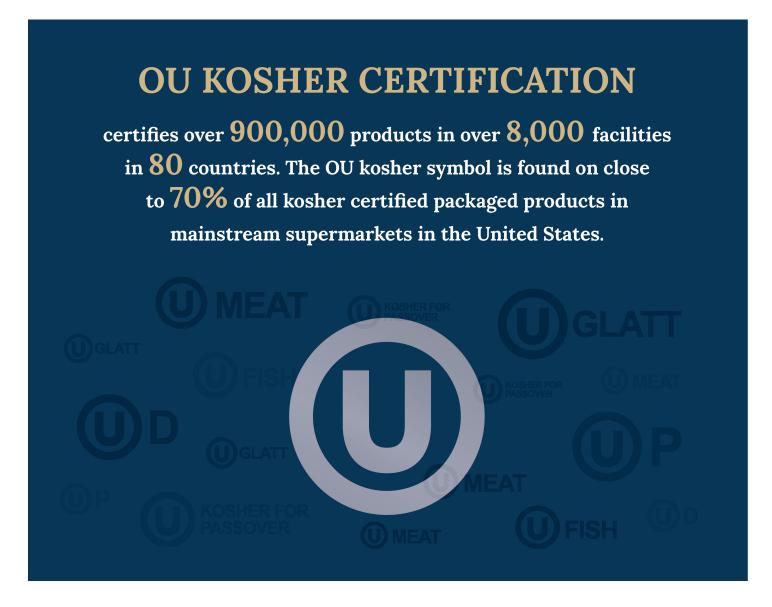
in maintaining the highest standards of OU kosher certification by bestowing the Kellogg Company with the OU's "2016 Company of the Year Award."

Treehouse Private Brands Named "OU Professional Partner Of The Year"

Barry Brown has been involved with OU Kosher for about three decades. He is a superb, moral and ethical individual and the consummate professional, devoted to his family, his company, his community and those he works with. He is vigilant in upholding production and kosher requirements with great attention



to every detail, thereby ensuring production of quality products with the highest level of kashrus standards. Throughout this time he has been a very loyal friend of the Orthodox Union. We have taught him about kashrus and he has worked with us, questioned us and when necessary, directed us. He has great respect for the OU and is not shy about privately and publicly expounding on the virtues of the Orthodox Union. We in turn greatly respect whim and honor him for the person that he is and for what he means to the OU.







NEW TO THE OU High Above Cayuga's Waters, Cornell's New State of the Art Dairy Plant **Becomes OU Kosher**

Though only two percent of the U.S. population is Jewish, more than 40 percent of packaged food and beverages in the U.S. were labeled as kosher in 2014, according to Lubicom Marketing Consulting.

And now, the Cornell Dairy Plant, which produces milk and juices, yogurt and its famous ice cream, is on board, having officially become kosher on April 18, 2016.

"We try to strive for inclusiveness," said Deanna Simons, quality manager at Cornell Dairy. "Part of our mission is teaching, research and extension, so it serves us to be more inclusive and maybe reach a part of the Cornell community that we haven't been able to reach before." This includes 104 West, Cornell's Multi-Cultural Dining Hall that is currently under OU supervision and its satellite operation at the other end of campus where there is a kosher server within a general all-you-care-to-eat dining facility.

Dr. Joe Regenstein is a professor emeritus of food science and an expert in kosher laws. So in 2014 his idea to get the Cornell Dairy to consider going kosher was favorably received. And so the process began. The decision to shift the dairy's practices had been brewing in Dr. Regenstein's mind for many years. At various times the OU supervised kosher dining hall on campus had asked him about the kosher status of Cornell's dairy plant, but with the opening of a brand new plant in 2014, it became possible to seriously consider such a transition.

Dr. Regenstein is the head of Cornell's Kosher and Halal Food Initiative, a unique program that serves the kosher food industry and which teaches a large class each year on kosher and halal food regulations. (The course is also offered by distance learning at Kansas State University.)

The idea seemed doable to Ms. Simons and Tim Barnard, Cornell Dairy plant manager, both of whom worked in the dairy industry prior to coming to Cornell. They found kosher certification is common among U.S. dairies but not campus dairy plants.

The transition at Cornell Dairy required some adjustments, said Barnard. "All the ingredients that we put in our ice cream, for example, are now kosher-certified," he said. "So it takes more time and a little more effort to find suppliers who are compliant." The same will be true for ingredients used when researching new products, he said.

Dr. Regenstein also notes that there is one class in his department where the students develop their own ice cream flavors in small teams each year. The winning flavor is "promised" one production run and if the sales are good, the product may be added to the regular offerings. Thus, in the future these will need to be kosher – which offers a wonderful learning opportunity for the students. Cornell often develops special flavors for special occasions and this will offer



another opportunity to introduce the idea of kosher to a wider audience. Having a kosher dairy also means that Cornell Dining can offer a "kosher" Cornell ice cream sundae social as part of its catering program.

PROFESSOR OF FOOD SCIENCE JOE REGENSTEIN, FAR LEFT, RABBI MOSHE HEIMOWITZ, REPRESENTING THE OU AND DEANNA SIMONS, QUALITY MANAGER AND ACADEMIC PROGRAM COORDINATOR FOR THE CORNELL DAIRY, DISCUSS THE PROCESS FOR MAKING THE CORNELL DAIRY PLANT KOSHER.



Rabbi Moshe Heimowitz, representing the Orthodox Union, the organization that certifies close to 70 percent of all kosher foods in the U.S., came to the dairy on April 18 and supervised the equipment kosherization process. "To kosherize the equipment, dairy staff ran almost boiling hot water through all the systems that are normally heated above 110 degrees," Dr. Regenstein said. Rabbi Heimowitz also checked that all the ingredients in the warehouse are now certified kosher. A rabbi will come back on a regular basis to check compliance. The event was filmed so the video can be used for educational purposes and one student was able to attend.

The Cornell College of Veterinary Medicine manages about 700 milk-producing cows. The dairy uses that milk to make pasteurized and chocolate milks, ice cream and yogurt, which are sold on campus, in the dining halls, and at the Dairy Bar in the newly renovated Stocking Hall on campus. The next step is to make the ice cream dipping area of the Dairy Bar, a landmark on campus, a 'kosher" facility so that everyone at Cornell or visiting Cornell can enjoy kosher ice cream.

This plant is probably the first time an on-campus food production facility has received kosher certification in the world, so this was an opportunity for both Cornell and the OU to partnership in a unique new venture.

Because Cornell's dairy plant is part of the State University of New York, sales opportunities are limited, but they are allowed to sell to state organizations. So in the future the hope is that some of the other state (or New York City schools) and other official institutions will make the famous Cornell ice cream available to their clients.

(THIS ARTICLE IS BASED IN PART ON A PRESS RELEASE ISSUED BY CORNELL UNIVERSITY AND WRITTEN BY KRISHNA RAMANUJAN. THE PICTURE IS USED WITH PERMISSION OF CORNELL UNIVERSITY.)





NEW TO THE OU It's Not Just a Pretzel but a Pretty Pretzel -And OU Kosher Knows It.

A Pretty Pretzel's exquisitely designed confections are edible treasures. A Pretty Pretzel pairs fresh-baked, crispy pretzels with decadent flavorful coatings and uniquely detailed embellishments that embody

the expressive potential inherent in its customized, small batch production process.

The Pretzelry has a robust selection of designs to choose from – each uniquely conveying sentiments ranging from the most personal message, to the most professional corporate communique, to the most celebratory commemoration. The intricate designs, patterns and decorative elements are created from an infinite palette of color, ripe with luxurious texture and lustre that speak to the senses in myriad ways. The overall visual is astounding, the surprising confluence of tastes is extraordinary, and the eloquent message is truly savored.

The innovators of A Pretty Pretzel are dedicated to dramatically increasing the delight factor in gift giving. While the spectacular product is eye candy, the taste is similarly captivating. These decadent confections have captured the hearts of local consumers, and, given the buzz

surrounding the launch of A Pretty Pretzel's epicurean delights, expansion is on the horizon.

There is tremendous opportunity for A Pretty Pretzel to capture share of the high-end confection space, and partnership with the OU is integral to this phase. Establishing A Pretty Pretzel in multiple retail channels while simultaneously entering the corporate gifting arena requires proof of product reliability. Collaboration with the OU affords potential partners the assurance they need to add A Pretty Pretzel to their lines. With nationwide plans in place, the OU name-recognition is vital as it inspires confidence from coast to coast.

Seeking the values embedded in the highend value proposition, consumers will also appreciate the OU stamp of approval when





they compare gourmet products online, in department stores, in catalogues, and at specialty retailers.

Given A Pretty Pretzel's reliance on superb flavors, colors, candied adornments, coatings and bakery items, quality inputs are essential and require sourcing from multiple vendors. In addition, the production process is multi-faceted and can involve more extensive customization on a per-project basis. Each stage of the production process in scrutinized to ensure that quality exceeds expectation in all areas of the very sensory A Pretty Pretzel experience. The OU certification testifies that all Pretty Pretzel suppliers, partners and processes are fully committed to delivering a stunning and delicious pretzel innovation with guaranteed and consistent quality.

FOR FURTHER INFORMATION VISIT: WWW.APRETTYPRETZEL.COM OR CONTACT MR. ARI GINIAN 347.585.0909.



WWW.OUKOSHER.ORG,

the world's most frequented kosher website, features OU certified companies and their products on its OU Featured Companies section. Close to 1,000 companies are already posted.

In order to be posted at no cost, please submit the following information to safrane@ou.org:

- Name of company or brand to be featured
- jpg image in 75x120 px
- Website link
- 25-75 word description of your products/company

You can apply to be featured at oukosher.org/featured-company-application/



Mexican Spirit Beverage Mexican Spirit Beverage

You have probably heard the word Mezcal at least once in your lifetime. If you have not, we will introduce you to this ancestral, handmade traditional Mexican spirit beverage. At the end of this article we are sure you will be looking forward to an encounter with the new face of Mexico – Mezcal.



The history of this beverage, takes us back to Mexico's history before the Spanish conquest, when mezcal was only for the social and political elite. The origin of the production process comes from a very unique plant called maguey (agavaceae) and the word Mezcal comes from the Nahautl word "mexcalli" meaning "cooked maguey". It grows in several states of Mexico but only a few of these have the Denomination of Origin (DOP) to produce mezcal. Agave, the scientific word for maguey, takes between six to nine years to be ready for harvest and is then distilled to make mezcal.

Casa Nayaá is the largest artisanal mezcal distillery in Mexico. Located in Pilcaya in the state of Guerrero, which is From the Halls of Montezuma...Comes a Very Tasty OU Certified Beverage

BY RABBI AVROHOM STONE

A review of OU-certified companies in Mexico brought me to the Nayaa Mezcal distillery early one recent morning. I wasn't sure what to expect. The facility is located an hour outside of Cuernavaca, and an hour and half from Mexico City, in an area that is rural farmland. It seemed an unusual spot to build a food production facility.

Actually, it is perfectly situated.

The distillery is built right in the middle of the fields that grow the agave from which the mezcal is produced. More than just a convenience, the location reflects the fundamental approach of Nayaa Mezcal -- making it where it grows is just an example of not straying from their mission to produce a final product that, in its simplicity, honors the rich, colorful complexity of mezcal and respects the agave plant and the process.

Nayaa Mezcal describes the product as «clear and bold». That is also an apt description of the process. The plant strives to create the mezcal in the same direct, uncomplicated way that it has been done for centuries. It is all very basic and transparent. The agave are cored on one side of the courtyard by a man wielding a large axe. The crush/press is done with a large stone in a circular pit in

www.OUDirect.org

Log on today and experience the possibilities!





a Denomination of Origin state, you will find 100 acres of land dedicated to the cultivation of agave and a world-class Palenque where Nayaá Mezcal is made.

Inside this Palenque you will find the unique process of a 100% premium quality mezcal, translucent, crystal and double distilled. Casa Nayaá offers four different types of agave.



NAYAA MEZCAL WINS GOLD AND SILVER MEDALS IN THE SAN FRANCISCO SPIRITS COMPETITION 2016.

They are beautifully bottled and labeled with different color caps to identify each agave type with its own special flavor and aroma.

Espadin (agave vivipara) is the agave plant most commonly used. It is a 100% traditional young mezcal with citric notes you will find under a silver cap.

Weber, commonly called agave tequilana or blue agave, which is part of Mexico's popular culture, has the blue cap. Subtle citric and wood aromas make this mezcal a good choice for a variety of cocktails.

Cupreata (Asparagaceae) is an agave plant representative of the state of Guerrero, locally known as maguey papalote. A spicy the ground. The agave liquid is fermented in large handmade wooden tanks made by local craftsmen. The product ferments for however long it takes, regardless of the season. Where some producers will add enzymes or other methods to speed up the process, Nayaa Mezcal simply waits it out until the agave "decides" that it is ready to be distilled. As Jesus Arroyo Monroy, the master distiller who is also the plant manager explained, to do anything to rush the fermentation along would be "disrespectful" and "an insult" to the complex flavors of the agave that spent seven to nine years growing for cultivation.

Often, mezcal and its better-known cousin tequilla, will be sold with a worm added to the bottom of the bottle. Jesus Arroyo Monroy explained that the worm, which lives around the agave plant, has a very strong, earthy flavor to it and that many add it to to mezcal or tequilla as a shortcut method of creating a powerful flavor experience.

According to Señor Arroyo Monroy, however, that flavor is very coarse and is actually the opposite of the subtle complexities of the agave flavor itself. Since Nayaa Mezcal would never contemplate doing anything to take away from the essential agave flavor, they would never consider adding a worm. This is a case where their absolute commitment to the integrity of the product also has significant kosher implications. Although the worm may make the product colorful, it also makes it non-kosher, since worms and other insects are absolutely prohibited by kosher law. It's an example where staying true to their mission also helps Nayaa Mezcal stay true to their kosher requirements. The next time you are in Mexico, it is well worth your time to consider taking a half-day trip to see Nayaa Mezcal. A visit to the Nayaa Mezcal distillery is a journey back to an uncomplicated past where the integrity of product and process are worn like a badge of honor.

RABBI AVROHOM STONE IS A SENIOR RFR WHO HAS BEEN TRAVELING THE INTERSTATES ON BEHALF OF THE OU FOR 18 YEARS. ORIGINALLY FROM ST. LOUIS, HE RESIDES IN NEW JERSEY AND VISITS FACILITIES IN NEW JERSEY AND PENNSYLVANIA, IN ADDITION TO DETAILED PLANT REVIEWS AND SPECIAL PROJECTS.





A JIMADOR STARTING THE MESCAL ARTISANAL PROCESS WITH THE AGAVE.

but subtle spirit with the perfect balance between acid and sweet, identified with a green cap.

Criollo, a wild agave plant, is Casa Nayaá's specialty. With a red cap, it has herbal character and is infused with essences of cultivated land and a flavor of fresh leaves. It is a rare find among mezcals.

It is of great importance for Casa Nayaá to offer the purest and natural flavors of the agave plant in every Nayaá Mezcal. To transform agave in a liquid and then capture it in a bottle, can only be achieved by its own artisanal distillery process and care for its agaves.

Nayaá Mezcal already holds several certifications and international awards (San Francisco World Spirits Competition 2016) confirming its privileged taste and quality.

Casa Nayaá is now also proud to have attained the very important international OU Kosher certification, issued by the Orthodox Union, the world's most respected kosher certification, as well as a registration with the Regulatory Council Mezcal, NOM -G272R.

In August 2016, Casa Nayaá will open its distillery for



100 ACRES OF AGAVE PLANTATION MAKES CASA NAYAA THE BIGGEST IN MEXICO.

anyone wanting to learn more about their mezcals. There you will be able to tour their agave plantations, see their distillery process, visit their Palenque and enjoy a tastings of their mezcals. It will certainly be a one-of-a-kind experience that will introduce you to the world of Mexico's artisanal spirit beverages and Nayaá Mezcal.

Enjoy.

TO FIND MORE INFORMATION ABOUT CASA NAYAÁ VISITS AND NAYAÁ MEZCAL BE SURE TO GO TO WWW.NAYAAMEZCAL.COM.



NEW TO THE OU Ingredients for Success: Wilhelm Reuss Begins OU Production in June

Wilhelm Reuss GmbH & Co KG, Lebensmittelwerk, a member of the Krüger group, has officially received kosher certification from the Orthodox Union with the first production taking place in June of 2016. The kosher certification parallels with Wilhelm Reuss' mission to produce the highest quality ingredients, finished for a wide range of food manufacturers to utilize and for consumers to enjoy.





The company, which is known today as *Wilhelm Reuss GmbH & Co KG*, *Lebensmittelwerk*, was founded in 1903 as G.L. Schoener in Bremen, Germany as a trading company for coffee and tea. In 1986 Wilhelm Reuss joined the Krüger Group and in 1992 they began the production of hazelnut chocolate spreads, followed by various bread spreads, sauces, flavoring syrups and fillings. Today Wilhelm Reuss produces over 100,000 tons of product annually, exports to over 90 countries worldwide, operates two production facilities in Berlin and Winsen, Germany and employs over 500 people.

As a company that ensures a certain measure of quality in everyday life, Wilhelm Reuss is committed to compliance

with the highest values and guidelines. Their most important principle is the commitment to uncompromising quality from the careful selection and control of raw materials to manufacturing in accordance with the strictest demands on hygiene and quality. Wilhelm Reuss far exceeds some of the legal standards and meets the strictest international quality standards. Accordingly, Wilhelm Reuss is BRC-, IFS- and ISO 50001-certified. Additionally, they actively utilize organic, fair trade, RSPO, UTZ and Non-GMO ingredients that are responsibly sourced.



As one of the largest developers and manufacturers in the private label sector, Wilhelm Reuss works in close cooperation with numerous international grocery retailers to develop unique concepts and flavors to suit the specific needs of their customer. In doing, these partners benefit from shared knowledge of product and production processes.

As additional aspects of their business, Wilhelm Reuss produces for well-known brands throughout various international markets, most notably in Europe. Product concepts are co-operatively developed and refined with branded partners to optimize existing items and to pioneer new product categories.

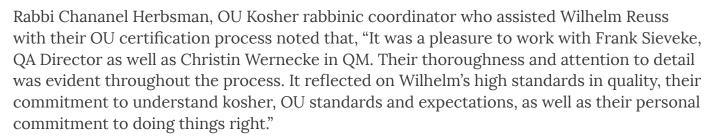
Wilhelm Reuss is also one of the leading manufacturers of semi-finished products for the Bakery, Confectionary, Ice Cream and Food Service Industries. Spreads, glazes, fillings, toppings,



syrups and inclusions are manufactured using the most modern and up-to-date machinery. Wilhelm Reuss accompanies its customers throughout the entire development, production and delivery process to ensure perfection and satisfaction.

Wilhelm Reuss' newest step toward kosher certification with the Orthodox Union will open the doors to greater ingredient supply and manufacturing opportunities in the United States and other worldwide markets. Wilhelm Reuss now has the ability to work and comply with U.S. manufacturers that operate kosher-certified facilities and manufacturers that produce kosher-certified goods. They are happy to offer their services and product.





FOR MORE INFORMATION ABOUT WILHELM REUSS GMBH & CO, THE KRÜGER GROUP AND OUR PRODUCTS AND CAPABILITIES PLEASE VISIT OUR WEBSITE AT WWW.KRUEGER-UNTERNEHMEN.DE/EN/GROUP.

GET YOUR PRODUCTS FEATURED

on OU Kosher's Facebook page, www.facebook.com/oukosher, and Twitter page, www.twitter.com/OUKosher

Email Safrane@ou.org
a short blurb of text and an image
of the product you wish to feature
on our OU Kosher social media accounts.





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