

BEHIND THE

# UNION SYMBOL

REACHING  
7,000 FOOD EXECUTIVES  
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WORLDWIDE

SPRING 2012

Chile's  
Booming  
Economy

**WHAT'S NEW** FOR PASSOVER THIS YEAR  
**CANADIAN-AMERICAN TRADE** STRENGTHENING RELATIONS  
**GELATIN** OU KOSHER DEFINES IT



Perfect conditions lead to dynamic growth of OU kosher certified products

# Chile's Booming Economy

By Rabbi Shoshan Ghoori

Chile—so far away, so beautiful and so unique—is isolated from the world by natural borders yet is completely integrated with the world economically and is a measuring stick for many emerging economies worldwide.

Tourism to Chile almost doubles every year and the expansion of its hotel infrastructure and transportation systems attest to this steady flow of visitors from around the world.

Chile's diverse food offered for export includes the fish industry, particularly salmon and trout; its famous wines; its quality extra virgin olive oils; and its steady growth in fruit and vegetable exports, as one of the leading grape, kiwi and avocado producers in the world. Chile's vitamin and health supplement companies are on the rise as are the number of companies choosing kosher certification.

Chile's economy is currently considered the most developed in Latin America while its human develop-

ment index is highest on the continent. According to IMF estimates, the country will reach a GDP per capita of just over USD \$20,000 in 2015. In May 2010, Chile became the first full member of the OECD (Organization for Economic Cooperation and Development) in South America and the second in Latin America after Mexico.

This development recognizes Chile's economic progress in recent decades and the strong social and institutional restructuring which has resulted in it being one of the thirty members of this organization, which groups the world's major industrialized economies.

In recent years, the Chilean economy has shown dynamism and a very stable growth rate averaging four percent, which was curtailed only by the economic crisis; it is believed that the country will grow in 2012 to higher levels. Chile aims to become the investment platform for many companies, being the starting point for entry to other economies.

Another important fact is that due mainly to its sustained export growth to Europe and Asia, Chile is the third most frequent user of the Panama Canal after the United States and China. Chile traditionally has dominated the export of goods such as fruit, wine and salmon, many of which pass through the canal.

The steady development of the country, which has generated sustained growth in exports, has led many of the clients of local exporters to apply for kosher certification for their products. This past year kosher certified Chilean companies have grown about 15 percent. The Chilean government, through its office ProChile, which is responsible for finding new niche markets for Chilean exporters, began about a year ago to work with the OU office in Chile, with the clear purpose of introducing the concept of kosher to local businesses.

There have been various seminars in which the OU has participated, explaining the benefits of kosher certification and eliciting a very positive response. Combining the Jewish population in Chile and its neighboring countries and the influx of international tourists who are kosher consumers, even non-exporting companies have seen the advantage of having OU kosher certification to lead to a noticeable growth in its local sales.

The amazing growth the OU has experienced in Chile is due to the role of Rabbi Shoshan Ghoori and Rabbi Naftali Espinoza. Their one-on-one meetings with many companies and appearances at government-arranged industry seminars in Santiago, Concepcion and Puerto Montt have been very productive. Their work is coordinated back in the New York office by Rabbi Yitzchok Gutterman, OU Kosher Regional Director of South American Operations, who works tirelessly to both understand the needs of each individual company and to give each company a dedicated and personalized path to certification. For OU Kosher, it is not just about certifying companies, but about being user friendly to the needs of these very unique and special companies and fulfilling their needs for growth.

The Orthodox Union in Chile has great expectations for growth in kosher certification in 2012, especially in the salmon areas as the country recovers from its salmon crisis. We will also continue our joint efforts with ProChile,

presenting seminars and seeking alliances with various organizations to make companies much more aware of the benefits of OU certification.

Over 50 new companies opted for OU Kosher certification in 2011 alone. Here are some of the vibrant new OU certified companies that have been added to our customer list:

⑥ Alimtec is the consortium of Fundación Chile, Inversiones PSI and the German chemical company Bayer. This plant is dedicated to the mass cultivation of the microalgae *Haematococcus pluvialis*. Astaxanthin, a basic component in the diet of salmonids, is obtained and is responsible for its characteristic red-orange appearance. This ingredient is sold to the U.S. as a major component of an antioxidant for human consumption.

⑥ Don Rafael: With 160 hectares of olive trees and a mill capable of processing 2,000 kilos per hour, the company produces an oil of the highest purity and quality, an oil imprinted with the seal of passion. This award-winning

product is the result of the perfect combination of the best olives and a fertile valley with a privileged climate and soil. The varieties are Arbequina, Koroneiki, Arbosana and Frantoio.

⑥ Granasur produces and markets seed oils of natural character—cold pressed, organic and refined. All types of oils are carefully produced in small batches to preserve all of their valuable natural features and are packed with saturated nitrogen (N<sub>2</sub>) in containers which may contain from 5 to 190 kg of the product.

⑥ Lourdes is dedicated to the production of wines and grape and prune concentrates.

⑥ Merckgroup: Merck's products include remedies for coughs and colds, supplements that keep you active and moving, every-day health supplements, and health products for women and children.

⑥ Nova Oliva olive oil comes from seven varieties of olives grown in the valleys of Sugar Loaf, La Serena and Rapel Valley, on the banks of Lake Rapel and Colchagua Valley, a few miles from Santa Cruz; these locations allows each variety to be grown under optimal climate and soil conditions.

⑥ Olivares de Quepu in the Quepu area is dedicated to the production of olive oil. The various oils of this company have received recognition from different institutions and many awards for excellence.



Ⓢ Sano seafood: Located in the city of Puerto Montt, Sano is dedicated to the production of frozen salmon. It is a new company, in production for almost two years.

Ⓢ Sea Flavors specializes in frozen salmon production and

has been able to return to the market after the salmon crisis in 2008. Today with large contracts abroad, it is one of the major emerging companies in the Chilean salmon industry.

Ⓢ Ventisqueros is also engaged in the production of frozen salmon. With a plant located in Puerto Montt, it is one of the largest companies in its sector.

Ⓢ Winkler markets food products.



Rabbi Shoshan Ghoori serves as Director of OU Kosher's Latin America Client Relations. He has served as Rabbinic Field Representative throughout South America for many years. In addition to his extensive kashrut activities, Rabbi Ghoori is the founder of Chile's Aish HaTorah educational network while heading the new Kerem HaTorah community in Vinia del Mar, Chile, which he founded together with Rabbi Naftali Espinoza. His fascinating feature "Chile—South America's Hottest Country" appeared in the BTUS Spring 2011 issue.

## And the List Goes On

Besides the list in the main story of companies that received OU Kosher certification in 2011, even more companies in many different food industries came aboard then as well. The list is as follows:

→ Agrexport Ltda: raisins

→ Agrícola Nova s.a.: frozen blueberries kiwis, grapes and onions frozen strawberries, frozen corn, frozen peas, frozen beans

→ Agrícola Productos Silvestres: raisins

→ Agro Entre Rios Ltda: blueberries

→ Agrocomercial Anjari Ltda.: raisins

→ Agroindustrial Pinoche Fuenzalida Ltda.: fruits, Agroindustrial y comercial valle

→ Arriba Ltda.: olive oil

→ Antillal: frozen fruits

→ BellaFrut s.a.: raisins

→ Berries Chile: frozen fruits

→ Don hugo s.a.: oils

→ Exportaciones Yervas Buenas spa: frozen fruits

→ Exportadora Copramar Ltda: frozen fruits

→ Fruandex: raisins

→ Functional products trading s.a.: chia oil and chia flour

→ Hortifrut Chile s.a: blueberries

→ Integra Chile: frozen fruits

→ Olivos del sur s.a.: extra virgin olive oil

→ Pesquera Friosur: frozen salmon.

→ Prunesco: Chile's principal prunes producer

→ Salus Floradix chile: dehydrated fruits.

→ Sanco: frozen fruits

→ Santis Fruit: a Peruvian company in Chile that processes raisins

→ Sociedad Agroindustrial Valle Frio Ltda.: frozen fruits

→ Sociedad Inmobiliaria Redondo s.a.: raisins



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# An Introduction to **OU Certification and the Kosher Marketplace** **A PowerPoint Presentation**

*Dear Friend,*

Thousands of companies choose OU Kosher certification. OU Kosher is recognized as the world's largest and most respected kosher certification agency and symbol. OU Kosher certification is a clear mark of superior quality, and OU certified companies know that having the OU Kosher symbol enhances the marketability of their products worldwide. The OU Kosher symbol opens untapped channels of distribution in new markets for OU companies, thereby increasing their revenues.

The PowerPoint presentation for which you have the attached link can be used to educate and enlighten your colleagues about why OU certification is so important to your company. Share it as well with your suppliers, your customers, and others with whom you do business. It will give them a better understanding of the scope and reach of OU certification, the ever growing kosher marketplace, and the OU advantage for your company's growth and development. They will agree that OU certification is a major contributor to your company's success.

*Sincerely,*

Rabbi Dr. Eliyahu Safran

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## **“So, What's New this Passover?”**

**By Menachem Lubinsky**

**A**s much as Passover is a holiday that is grounded in tradition, in recent years it has also become a time of innovation. This Passover, like so many others in the past few years, will feature a plethora of new products that Grandma wouldn't even dare dream about, especially on Passover when she was super careful. Advances in food technology have made it possible to enhance tastes of once bland foods without compromising on the strictest standards of kashrut (kosher law). It has also enabled the production of products using ingredients that do not violate the prohibitions on Passover.

Shoppers nowadays expect to be able to find new and tasty foods that are prepared in accordance with the

strictest laws of kosher, even satisfying many consumers who for the eight days of the holiday subscribe to a higher standard. Some of these people can flash back to a time in Eastern Europe (and perhaps even on these shores not so long ago) when all products for Passover were homemade. Those who do not consume kitniyot (legumes, customarily avoided by European Jews on Passover due to similarity with grain) are also able to find items that retain quality and taste without the grains and other problematic ingredients.

What is even more encouraging is that people on special diets also can now enjoy Kosher for Passover foods. This has been especially true for people suffering from celiac disease or for that



matter people who must restrict their intake of sugar or salt. Manischewitz, the long-time leader in matzah, macaroons and other products, this year introduced spiral and shell shaped gluten-free pasta which is made in Israel and available in 12 oz. bags.

In reviewing nearly 400 new items that will be available for Passover, I found a strong emphasis on health, but also many new gourmet items like premier olive oils and sauces (including duck sauce). Some of the items that were either in short supply or not available in the past few years appear to be back, including Barton's Chocolate, Manischewitz Tam Tam's and Mother's margarine.

Matzah and related products is an interesting category this year. While more and more supermarkets sell hand-made shmura matzah (matzah especially supervised from the point of wheat harvest), the shelves will be decked with all kinds of new matzah and matzah-related products. They include Organic Matzah (Manischewitz); Yehuda's Gluten-Free Toasted Onion Matzah-Style Square Line (a tapioca-based product similar in appearance to matzah, but not matzah for the Seder); Yehuda's Gluten Free Cake Meal; All Natural Gluten-Free Panko Flakes (Jeff Nathan Creations ); and gluten-free Passover Crumbs (Mishpacha). On the traditional end of matzah, Manischewitz introduced a new round handmade Seder table matzah as well as the tastes of rosemary, oregano and olive oil with Manischewitz Mediterranean Matzah. Osem introduced their Thin Matzah in Original and Whole Wheat flavors, Sandwich Matzah Strips – Original and Whole Wheat, Milk Chocolate Coated Matzah and Dark Chocolate

Coated Matzah in Mint Flavor, a new Passover after dinner delicacy.

The new products have been instrumental in improving the bottom line for many manufacturers who are often faced with reduced profits on products used for promotions and loss leaders. Kashrut agencies like the OU face enormous challenges in certifying the many new products that make their way to the marketplace for Passover. The process often begins as much as a year in advance and in many cases requires an in-depth knowledge of technological processes. The OU has always been a leader in enabling many new products on Passover shelves, certifying thousands of products, including the coveted Coca-Cola.

Passover represents 40 percent of annual kosher food sales. It is the most widely-observed Jewish holiday on the calendar with an estimated 78 percent of all American Jews participating in at least one Seder, according to the latest data. Supermarkets all over the country devote significant attention to the holiday with stores opening special aisles as far in advance as six weeks before the holiday. Thousands of Jews spend Passover in hotels and world-class resorts all over the world, again utilizing the many products that are produced for the holiday. At Kosherfest, the annual kosher food trade show that attracts some 400 booths and 7,000 visitors from all over the world, significant focus is on Passover.

My research clearly indicates that younger consumers anxiously look forward to the new products. In fact, they would like everything that

could be made Kosher for Passover to be on shelves. Who would have thought that items like potato chips, croutons, and breadcrumbs could be made with either little or no compromise on taste? The challenge for the Orthodox Union is to meet the demands of the marketplace and yet preserve the spirit and the law of Passover. Despite the accessibility of so many food items for Passover, consumers are more vigilant than year-round. Again, the kosher agencies led by the OU have risen to the challenge. Recognizing that Smartphones are now a popular way for accessing information, the OU has developed a special App that allows shoppers to instantly check the status of an OU product.

What technology has not done is eliminate the age-old concept of consulting with a rabbi. In fact, through the Web and community seminars, OU rabbis have been helping Jews prepare for Passover. In recent years, the shopping experience has been greatly improved as so many stores have undergone renovations, often accommodating the significantly increased number of kosher products. In many areas, shoppers are benefitting from magnificent new upscale kosher supermarkets.

So when someone asks "What's new this Passover?" get ready for a long answer, considering the number of new products, tools like the OU App, special seminars, many cookbooks and Websites and more. After all, the length of the answer shouldn't be a problem as we are celebrating freedom in a story that took place a long time ago.

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*Menachem Lubinsky is the President & CEO of Lubicom Marketing Consulting, the founder and co-producer of Kosherfest, the world's largest kosher food trade show, and the editor-in-chief of KosherToday.com, the highly respected on-line news magazine for the food industry. Mr. Lubinsky is considered the foremost expert on the marketing of kosher foods.*



**PREMIER OLIVE OILS ARE AVAILABLE FOR PASSOVER.**



**OU Kosher**—the world's most recognized kosher symbol—has launched a new OU Kosher phone App to search the kosher status of all OU products year-round, including a product's special Kosher for Passover status. The free App is available for download for iPhones, iPads, iPod Touch, and Androids.

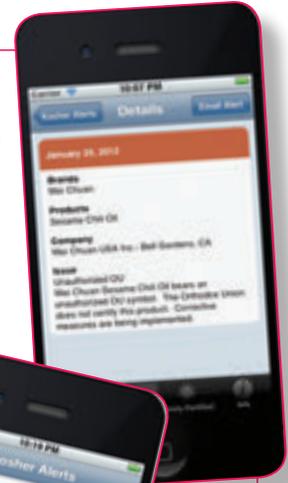
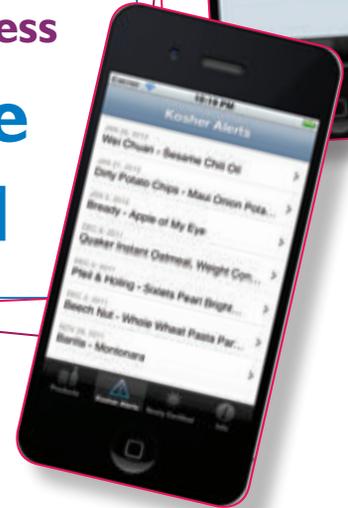
To download this App, simply select "OU Kosher" from the iTunes App Store or use direct link to the App from the OU's website at [www.ou.org/apps](http://www.ou.org/apps).

The direct application can be downloaded at <http://itunes.apple.com/ke/app/ou-kosher/id491138771?mt=8>.

In addition to the ability to search for more than 600,000 products, manufactured in nearly 8,000 plants, in more than 90 countries around the world—the App provides the most up-to-date kosher alerts; new product updates; and allows easy access to ask a question or to call the OU Kosher information hotline.

Harvey Blitz, Chair of the OU *Kashrut* Commission, said, "With the support of Rabbi Menachem Genack, OU Kosher Chief Executive Officer, and Rabbi Moshe Elefant, OU Kosher Chief Operating Officer, we extend our gratitude for their dedication and efforts towards the development of this App

## OU Kosher Releases New App for Easy and Direct Access for iPhone and Android



to Gary Magder, OU Digital Media Director and his team: Shelomo Dobkin, Joe Neuman, and Nadav Hartzshtark; to Dr. Sam Davidovics, OU Senior Information Officer and his team, most notably Sara Karasik; as well as to those from OU Kosher: Rabbi Moshe Zywica, Executive Rabbinic Coordinator and Rabbi Eli Eleff, Rabbinic Coordinator-Kosher Consumer Relations."

# Cargill Refinery *in Belgium* Receives OU Kosher Certification



Last November, the Cargill Refined Oils Europe refinery in Izegem, Belgium was certified kosher by the Orthodox Union. This important step enables the multi-purpose refinery to ensure that Cargill and its many, diverse food customers can produce and deliver their products to the ever growing kosher community. It also gives additional confidence to other customers about the high quality standards that are in place. The Izegem refinery plays an important part in Cargill Refined Oils Europe's mission to lead in supplying vegetable oil solutions and associated services to its customers.

—continued on next page



**A SECTION OF THE CARGILL PLANT**

After an initial screening and alignment meeting with the OU, a project team was established. During a four-month period, a tight step-by-step working schedule was followed to obtain the desired results on piping, tanks, process reactors, separators and the deodoriser, while the plant was kept running. The refinery was cleaned and kosherized according to requirements and procedures agreed to by OU representatives Rabbi Abraham Juravel, OU Kosher Director of Ingredients and Food Technology, Rabbi Yisroel Hollander, OU Kosher Senior European Rabbinic Field Representative and Rabbi Hillel Kusmierski, OU Kosher Rabbinic Field Representative, Belgium. Many inspections took place

and solutions were found to deal with specific issues.

This achievement was only possible due to the pragmatic approach and in-depth refinery insights of the rabbis involved, as well as the open communication between all parties and the mutual understanding and respect that was demonstrated.

In addition to the cleaning, the team worked to assure that other parts of the supply chain also became kosher, involving transport and shipping procedures.

While working to achieve OU certification, the team simultaneously achieved Halal certification, thus further enabling Cargill Refined Oils Europe to serve its diverse customers. Both certificates were handed over during a combined celebration and dinner, which was a unique and enjoyable experience. This project shows once more the close and solid relationship between OU and Cargill.



**OU KOSHER**

- |                           |  |
|---------------------------|--|
| Rabbi Menachem Genack     | RABBINIC ADMINISTRATOR / CEO                           |
| Rabbi Moshe Elefant       | EXECUTIVE RABBINIC COORDINATOR / COO                   |
|                           | DIRECTOR, NEW COMPANY DEPARTMENT                       |
| Rabbi Yaakov Luban        | EXECUTIVE RABBINIC COORDINATOR                         |
| Rabbi Moshe Zywica        | EXECUTIVE RABBINIC COORDINATOR, DIRECTOR OF OPERATIONS |
| Rabbi Dr. Eliyahu Safran  | VICE PRESIDENT, COMMUNICATIONS AND MARKETING           |
| Rabbi Nachum Rabinowitz   | SENIOR RABBINIC COORDINATOR                            |
| Rabbi Yosef Grossman      | SENIOR EDUCATIONAL RABBINIC COORDINATOR                |
| Rabbi Yerachmiel Morrison | INGREDIENT APPROVAL REGISTRY                           |
| Rabbi Abraham Juravel     | INGREDIENT APPROVAL REGISTRY                           |
| Rabbi Howard Katzenstein  | DIRECTOR, BUSINESS MANAGEMENT                          |
| Harvey Blitz              | CHAIRMAN, JOINT KASHRUT COMMISSION                     |
| Rabbi Kenneth Auman       | CHAIRMAN, RABBINIC KASHRUT COMMISSION                  |
| Rabbi Emanuel Holzer      | CHAIRMAN EMERITUS                                      |

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| David Olivestone             | SENIOR COMMUNICATIONS OFFICER      |

**BEHIND THE UNION SYMBOL**

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| Batya Graber             | ASSISTANT TO THE EDITOR |
| Yocheved Lefkovits       | ART DIRECTOR            |

## STRENGTHENING

# Canadian-American TRADE RELATIONS



## OU Kosher Is Doing Its Part

Close both in proximity and culture, Canadian and American businesses have long enjoyed excellent trade relationships. Looking to build on this history, [OU Kosher](#), a New York based not-for-profit, is helping Canadian businesses increase exports to the U.S. at the same time as it cooperates with local Canadian non-profits.

OU Kosher is a division of the [Orthodox Union](#), an educational and social service agency based in New York. Its charitable and social service programs have been felt all over the world, including Montreal, Ottawa, Toronto, Winnipeg, and Vancouver.

One of the interesting differences between Canadian and American consumers is reflected in a report called the Edelman Trust Barometer (<http://trust.edelman.com/trust-download/global-results/>.) According to its findings, American consumers are more skeptical of major institutions than their Canadian counterparts.

It may be partly because of this American skepticism that the United States kosher food market is growing at a 15 percent annual rate. In a groundbreaking study by Mintel, it was found that, although kosher is originally a Jewish custom, many non-Jewish consumers look for a kosher symbol before purchasing a food item. In fact only 20 percent of American kosher consumers are practicing religious Jews. Kosher certifications require that inspectors visit food production facilities. Research shows

that many consumers believe that kosher certification indicates that the food is healthier or safer than non-certified alternatives.

Looking for a leg up on the competition, many Canadian manufacturers have noticed the growth of the U.S. kosher market. OU Kosher currently certifies 20,000 products in more than 400 Canadian factories. Luc Tardif, International Marketing Director for Great Northern Maple Products in Quebec, explained, "Great Northern is an export driven company. The majority of our sales are outside of Canada, we export to over 35 countries around the world. We sell in many countries where consumers look for kosher products. This does not only apply to consumers who follow specific dietary guidelines, but many who perceive kosher products as better quality. The OU logo is instantly recognized and seen as the best certification to have."

Within Canada as well, the OU kosher symbol is recognized as the highest standard of kosher certification. In fact, in a survey performed by OU Kosher among kosher consumers in Ontario and Quebec, consumers more often listed OU as a trusted symbol than they did any other kosher mark.

"OU was the right route for us. It was important for us that our kosher certification would be equally respected in Canada, the U.S. and abroad," stated Michael Schaffer, President of Tastefully Yours Bakers, in Toronto.

Eric Lamshoeft, Vice President of Kasseler Foods in Mississauga, ON

said, "The OU Kosher certification has helped us greatly in marketing our own hand-baked Kasseler preservative-free natural rye breads to the kosher industry in Canada. Canadian consumers immediately recognize and trust the OU kosher trademark."

At the same time that it is helping Canadian businesses gain greater access to kosher markets, OU Kosher is partnering with local Canadian kosher certifiers. In cases where products are already certified by local Canadian agencies, and their producers are looking for an international kosher symbol to boost exports, OU Kosher will partner with those Canadian certifiers to co-certify the products. This way, OU Kosher ensures that it does not intrude on the business relationships that their Canadian counterparts have with their own clients.

Perhaps the best example of OU Kosher working with Canadian kosher organizations, in 2009, OU Kosher began a strategic partnership with WK kosher certification in Winnipeg, when that local community organization was having trouble. In so doing, OU ensured that local kosher consumers could continue to access kosher food, and that the businesses certified by WK would have a world-class kosher certification backing their kosher programs.

Of course kosher certification is but one part of a larger marketing strategy that Canadian food manufacturers are employing. In an increasingly global and competitive



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marketplace, manufacturers are looking for every possible advantage.

With help from trade commissioners within the Canadian government, Canadian producers have many options available to them.

enter markets abroad and expand export opportunities.” Regarding kosher certification’s place in the basket of available solutions to businesses she noted, “The OU has been instrumental in assisting many Canadian food manufacturers enter the U.S. kosher market.”



Beth Pomper, Trade Commissioner at Canadian Consulate in Philadelphia explained, “We offer commercial solutions for Canadian exporters to the U.S. market. By matching Canadian companies with specific trade events and industry buyers, we are able to help them

For more information about OU Kosher in Canada, contact Rabbi Mordechai Merzel at [merzelm@ou.org](mailto:merzelm@ou.org).

## Kosher Supply Chain

Life-Science Panorama, a trade publication for the executives of the Life-Science and Healthcare industries, with an emphasis on the “Supply Chain,” recently conducted an in-depth interview with Rabbi Dr. Eliyahu Safran, Editor of BTUS and Vice President of Communications and Marketing at OU Kosher on the kosher supply chain. The writer, Daniel R. Matlis, is the Founder and President of Axendia, a leading analyst and strategic advisory firm, which publishes Life-Style Panorama.



The following link will lead to the story, which is published with the permission of Axendia. [sdfjlr9uq9\[afML>](#)

## Defining OU Kosher Gelatin

Gelatin is a multi-functional polypeptide processed from collagen found in animal and fish hides and bones. The following is a list of conditions required to produce kosher gelatin:

- ◆ Any animal or fish-based ingredient must be sourced from kosher species. This would exclude porcine gelatin or pangasius fish gelatin.
- ◆ Bovine gelatin must be derived from hides of animals that have undergone the rigorous kosher slaughter and salting procedures. Fish skins of kosher species do not require any special slaughter but do require verification that the skins contain scales.
- ◆ The gelatin processing facility must be rigorously cleaned and sterilized to purge any contaminants from previous non-kosher processes.

The painstaking process of making OU Kosher gelatin does add a premium to the cost of the product – nonetheless the current price and availability of this commodity are making this specialty item attractive to even mainstream manufacturers.

The attached link, <http://digital.bnppmedia.com/publication/?i=88317&p=30>, “Meating Kosher Demands with Gelatin,” tells how useful gelatin is in food production, but that until recently, the availability of kosher gelatin was limited, a situation that has now changed with OU kosher certification of Geliko LLC beef hide gelatin.



# No Generation Gap at Sea Fare Foods

MaCohen's Herring Remains Tasty,  
Award-Winning and Certified by OU Kosher

**S**ince 1959 a small family company named Sea Fare Foods, Inc. has been producing the finest pickled herring in the world. A product so tasty is not created overnight, and in fact more than 100 years of herring knowledge runs in the Sack family, proprietors of Sea Fare Foods.

Lincoln Sack learned the business from his father William, and has since turned the business over to his son, Phil. Representing the fourth generation is Phil's son, Kevin, who is learning the business and helping to extend the company's reach into new markets. All of this herring knowledge culminated when MaCohen's herring was judged best-tasting by a panel of world-class chefs and recognized at a ceremony held in New York at Carnegie Hall. On every jar of MaCohen's various award-winning products one can spot the world-renowned OU symbol.

From the very start, MaCohen's has utilized the Orthodox Union for its superior kosher supervision. Early on, Sea Fare Foods formed a strong relationship with the local OU supervisor, Rabbi Leo Goldman. Rabbi Goldman was helpful in making sure Sea Fare Foods was providing its customers with a 100 percent kosher product. In 1959, the primary consumers of the herring products were Jewish communities located in Detroit, Cleveland and Cincinnati. Nowadays, many people from many different backgrounds recognize the MaCohen's brand name and enjoy MaCohen's products.

Those who look for the OU symbol can rest assured MaCohen's will stay true to its roots, and produce a product line that will forever remain certified kosher by the OU.

The MaCohen's product line is extensive. A true herring-lover will always go for the Creamed Herring and the Herring in Wine Sauce. These traditional favorites have

been enjoyed for years with a piece of rye bread and a slice of onion. MaCohen's also offers other herring varieties such as Dill Herring, Horseradish Herring, Lunch Herring, Schmaltz Herring (pickled or in oil), Chopped Herring and Matjes Herring which includes a secret blend of several spices. All MaCohen's brand herrings are 100 percent natural and have a healthy shelf life of 365 days.



Featured for the last five years, MaCohen's has been producing a top-of-the-line nova-lox. The Norwegian salmon is slowly processed into nova-lox over a three-day time period. By taking their time, MaCohen's is able to ensure that consumers open a package containing the best quality lox they can possibly bring home.

Recently added to the product line is MaCohen's smoked fish—Smoked Salmon, Whitefish, Trout (Rainbow & Lake) and Sable. Each piece is flavor infused using a natural hardwood smoke and slowly cooked for several hours. The fish is ideal for a party platter, a small snack or even a main course. MaCohen's consumers can be sure they will be biting into a tender delicacy each and every time.

"Sea Fare's commitment to its OU kosher certification has been evident throughout the 10 years I have worked with them. Their recent expansion into the smoked fish industry is a fantastic way to round out their product line, and further serve the needs of the OU kosher customer," said Rabbi Chaim Goldberg, OU Kosher rabbinic coordinator for Sea Fare.

MaCohen's products have carried the OU symbol for as long as they have been for sale, an astonishing 53 years! Owner Phil Sack says, "For as long as MaCohen's products are on the shelves, the labels will contain an OU symbol."



**LEFT TO RIGHT, PHIL SACK, SON AND LINCOLN SACK, FATHER**

# MICHEL CLUIZEL

French maker of luxury chocolates, launches line of OU certified kosher *pareve* products

Since Michel Cluizel was established in 1948, the company has become synonymous with the luxury chocolate market around the world and here in New York. Expanding its reach to the kosher community, Michel Cluizel is launching a first of its kind line of OU certified kosher *pareve* chocolate truffles, pastries and macaroons. The [Orthodox Union](#) certification is given to companies that have passed all food manufacturing laws conforming to the Jewish dietary laws.

“[OU Kosher](#) is the largest and most respected kosher certification agency in the world,” explained Jacques Dahan, president of Michel Cluizel USA. “That is why Michel Cluizel chose to attain OU certification” he concluded. This gourmet line also marks the first time this 63-year-old French-based company is producing chocolates in the United States, with a brand new facility built especially for the OU certified

productions and its kosher line in West Berlin, NJ.

Michel Cluizel kosher chocolates and pastries are hand crafted by a master *chocolatier* following original recipes and using 100 percent OU certified ingredients. The



challenge was not only to design kosher chocolates and pastries but also to make them *pareve* (non-dairy) while keeping the same unique and original taste. Patrons will be amazed at tasting fine French pastries and macaroons made with no dairy ingredients.

Michel Cluizel invites patrons to experience new taste emotions with truffles such as Folly, a crunchy praliné; Charm, a fruity raspberry ganache; or even Caprice, a smooth caramel ganache topped with gianduja. These truffles can be hand-selected or picked-up in a pre-packaged and sealed box of three to fifty pieces. Michel Cluizel also offers seven different macaroons and a variety of kosher *pareve* French pastries including Napoleons, Éclairs and Chocolate Opera Cake. Similar to the truffles, patrons can buy a pre-packaged and sealed box of pastries, such as the “Shabbat Box,” which includes four gourmet kosher pastries.

A company steeped in rich family-owned and operated traditions, Michel Cluizel has created some of the most decadent and high quality chocolates since its inception in 1948. Michel Cluizel products that are packaged displaying the OU symbol and certification are available at its New York City boutique, located at 584 Fifth Avenue (between 47 and 48 Streets). Non-packaged products are not OU certified.

# CASALUKER S.A.

Leader in the Colombian chocolate market

CasaLuker S.A. announced today that Luker 1906, Luker Cacao (cocoa) and products derived from *Cacao Fino de Aroma* (cocoa mass, cocoa butter and cocoa powder) have been certified kosher by the Orthodox Union, the world’s largest and most respected kosher certifying agency. Kosher products bearing the OU symbol will begin appearing this spring with a full rollout expected by summer 2012.

*Cacao Fino de Aroma* is a classification of the International Organization of Cocoa that denotes a cocoa of exquisite aroma and flavor.

CasaLuker was incorporated in 1906 in Manizales, Colombia, a small town surrounded by mountains and coffee farms, by three businessmen who were considered visionaries for their time. Today, the company specializes in the manufacture and sale of products made from *Cacao Fino de Aroma*. Company headquarters are in Bogotá, the

capital of Colombia, a geographically privileged South American country that produces the mildest coffee in the world, exotic tropical fruits, and fine cocoa with a unique aroma and flavor.

“For CasaLuker, it is really important to have the chocolate *couvertures* brands Luker 1906 and Luker Cacao certified by the Orthodox Union. This is an indication of quality, fresh ingredients and high standards,” said Francisco Gómez, International Business Director of CasaLuker S.A.

“We are proud to announce our OU certification because this can bring a new audience for our great chocolates and



products derived from the *Cacao Fino de Aroma*," added **David Jaramillo**, International Marketing Brand Manager, CasaLuker S.A.

**Rabbi Motti Cohen**, OU Kosher rabbinic coordinator who guided CasaLuker through the OU certification process, expressed his "admiration and recognition to all of the company's officials, who were eager to attain the OU certification while being fully cooperative in meeting the OU's high standards." Rabbi Cohen added, "It is gratifying to welcome this world class Colombian company to the ever-growing list of fine chocolate and confectionery companies who have attained OU certification in recent years."

CasaLuker, is one of the most important buyers of *Cacao Fino de Aroma* in the world. The company has offices in Colombia, Russia, Belgium, Panamá and Ecuador, and

distributors in the United States, Canada, Central America, South America, Europe, the Middle East and Asia.

CasaLuker's chocolate *couvertures* and products derived from cocoa are characterized by their delicious flavor—that of *Cacao Fino de Aroma*-- which is distinguished by its aromas and its fruity and flowery flavor with nutty malt notes. Between six and seven percent of the cocoa produced in the world is *Cacao Fino de Aroma*, seventy percent of which is grown in Colombia, Ecuador, Venezuela and Peru.

The company uses Criollo and Trinitarian Cocoa beans for their products, guaranteeing consumers 100 percent *Cacao Fino de Aroma* quality.

For more information, see the company website at website at [www.lukeringredients.com](http://www.lukeringredients.com).

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# 24-Hour Downtime

BY RABBI ELI GERSTEN

**IN A PERFECT WORLD**, every product would be made on a separate line with its own set of dedicated equipment, and there would never be a need to juggle our schedules back and forth between pareve, dairy, and non-kosher. But until that day arrives, we must deal with the realities of shared equipment, namely frequent cleanups and kosherizations. One of the most difficult yet most important requirements of kosherization is that the equipment to be kosherized must be idled for 24 hours prior to the kosherization. For those companies that are closed at least one day a week, the suggested routine is as follows: Kosher pareve beginning of the week → kosher dairy midweek → non-kosher end of the week → 24 hours down time over the weekend → kosherization → back to



kosher pareve beginning of the next week.

Although this seems straightforward enough, in practice this regulation has at times led to some confusion.

"When exactly do we begin counting these 24 hours?"

"Do we start the clock when we finish emptying the product, or must we wait until the equipment is cleaned?" "Can we wait 12 hours, run a kosher product and label it non-kosher and then wait another 12 hours?" and many variations thereof.

In short, the 24-hour downtime rule requires that equipment that came in contact with hot dairy or hot non-kosher, remain cool (i.e. below 115° F) for 24 consecutive hours prior to kosherization. This cool down period allows for any flavors particles that may adhere to the equipment to become stale. Only stale flavors can be kosherized.

Warming up the equipment during these 24 hours to above 115° F rejuvenates these particles and consequently resets the clock. While true that in theory one could simply drain their kettle and immediately begin the 24-hour countdown, in reality this does not work, because the cleanup itself is often accomplished with hot water. If the temperature of the cleanup is above 115° F, which is usually the case, then the cleanup itself violates the 24-hour cool down requirement.

One should always reach out and speak with the rabbinic coordinator or rabbinic field representative if they have questions or concerns regarding any of the requirements for maintaining their kosher program.

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*Rabbi Eli Gersten serves as OU rabbinic coordinator—recorder of OU policy. A frequent contributor to BTUS, his "The Cold, Hard Facts—How to Avoid Kosherization of Tanks" appeared in the Fall 2011 issue.*



**SSP, RIGHT, INTERPRETS FOR PARTICIPANT. HER EYES ARE CLOSED TO HELP HER CONCENTRATION.**

# Our Way For the Deaf

Explores New Ground—

## The Deafblind

BY BATYA GRABER



Companies certified by OU Kosher naturally think of the organization as the world's largest and most respected kosher certification agency. The OU symbol is known worldwide as the guarantee of the highest standards of kosher law for hundreds of thousands of products. That guarantee is represented by the OU symbol you know so well.

But there is another Orthodox Union defined by another OU symbol—the entire organization, with its wide variety of programs serving a wide variety of populations—programs that are supported by OU Kosher.

One of these programs is NJCD—the National Jewish Council for Disabilities—which contains two signature programs, Yachad for the developmental and learning disabled, and Our Way for the deaf and hard of hearing. The goal of both programs is *Inclusion*—the full participation of those with disabilities in the entire spectrum of Jewish life. This participation, for example, includes social events for deaf singles—which have resulted in a considerable number of marriages over the years.

One particularly important initiative of Our Way is presenting special Sabbath programs across North America, bringing together deaf people in an interpreted service featuring

a deaf rabbi/deaf scholar in residence. A year ago, however, Our Way took a step in a direction it had never explored before, with a Sabbath for the deafblind

Although scattered throughout North America there are several organizations which service Jewish deaf or Jewish blind, there are none for Jewish deafblind people. As an effort to reach out to this overlooked community, Our Way received funding from the Center for Jewish Education in Baltimore with a *JEEP* (*Jewish Education Enhancement Project*) grant to make the event possible. This was a significant occasion, a hopeful beginning of further acknowledging the abilities and needs of this part of the Jewish community.

Each participant was assisted by their own SSPs (Support Service Providers) to provide the visual and auditory help necessary for full participation. “There were eight Helen Kellers” declared Rabbi Eliezer Lederfeind, Director of Our Way, “Each one was different, and each

has a different life.” Rabbi Lederfeind noted that most of these people were originally sighted but lost their vision through Usher’s Syndrome—a genetic condition in which the person is genetically deaf and has a gene for *Retinitis Pigmentosa*, an eye condition that starts with night blindness, then tunnel vision, and deteriorates to the degree that the person may become blind.

Not everyone was completely deaf or completely blind. According to Dr. Sheryl Cooper of Baltimore, co-coordinator of the event, “Some of the participants were able to function quite independently, while others needed many SSPs rotating to support them.” All materials were provided in large print or Braille (including prayer books).

The excitement of the Sabbath could be felt from the beginning. “It was a treat for them to be together with other Jewish deafblind and feel part of a group” said Dr. Cooper. Friday night, the women lit Sabbath candles with assistance. Rabbi David Kastor of Baltimore, who is deaf but sighted and is featured at many of the regular Our Way Sabbath programs, led a workshop on Jewish artifacts that a person can feel. Services were led by Rabbi Fred Friedman, of Baltimore, who is also deaf but sighted. Rabbi Friedman would sign the English translations of the prayers for the interpreters to understand

# Kosher Cheese

What's It All About?



O

ne of the latest trends in kosher is the interest of cheese companies in obtaining certification for their rennet-set (“hard”) cheeses. The kosher offerings of all sorts of cheeses have grown exponentially. Let’s briefly examine what it takes to make a kosher-certified rennet-set cheese.

## INGREDIENTS

This is the easiest part of the equation:

*By Rabbi Avrohom Gordimer*

all ingredients must, of course, be kosher. Cultures, enzymes, cheese color and everything else used in cheese production are widely available with reliable kosher certification. In fact, in most cases, it is hard to find cheese ingredients that lack such certification. The only notable exceptions are calf rennet and animal-derived lipase, which are typically from animal tissue that

has not been processed according to strictly kosher standards. (Animal-derived rennet and lipase, if kosher processed and fully dehydrated, can indeed be kosher certified.)

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before transferring the words into the hands of the person whom they assisted.

The program served not only as a highly emotional learning experience for the participants, but for Rabbi Lederfeind as well, who had never worked with the deafblind before. Working with Our Way Program Director Batya Jacob, he is constantly developing new approaches to provide inclusion for Our Way’s audience.

Among these initiatives, Our Way will soon release a version of OU Kosher’s popular education video, [Kosher Kidz](#), with closed captions. The 12½ minute DVD explains the intricacies of kosher certification to children and their teachers and parents as well. The video will also include a soundtrack as well as the captions.



**THREE DEAFBLIND WOMEN AND FIVE DEAFBLIND MEN, AGES 18 THROUGH THEIR 60S CAME TOGETHER FROM ACROSS AMERICA TO PARTICIPATE IN THE OUR WAY EVENT. EACH WAS PROVIDED WITH THEIR OWN SSPTS (SUPPORT SERVICE PROVIDER) TO PROVIDE THE VISUAL AND AUDITORY INFORMATION NECESSARY TO FULLY PARTICIPATE. RABBI LEDERFEIND IS IN THE FIRST ROW, SECOND FROM LEFT.**

Rabbi Lederfeind noted, “This video presentation will be useful not only for entirely deaf and hard of hearing audiences, but also for mixed audiences, classes and families in which there might be someone who is hearing impaired, or has sound processing challenges.”

Rabbi Lederfeind said that if there is enough interest expressed to have more educational videos with subtitles, Our Way will make available all OU Kosher DVDs to the hearing impaired.

Thus Our Way works with OU Kosher to fulfill the mission of the Orthodox Union to serve its varied constituencies worldwide – and to serve them well.

*Batya Graber is Public Relations Assistant at the Orthodox Union.*

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#### EQUIPMENT

Vats and cookers, if used for non-certified cheese, may need to undergo *kosherization* before use for kosher cheese production. Kosherization refers to a very hot sanitizing under rabbinic supervision, and it is necessary for equipment used in hot non-kosher production, prior to kosher production commencing on that equipment.

Mozzarella cookers which have been used for non-certified cheese require kosherization before a kosher m o z z a r e l l a campaign can begin. Vats used for setting Swiss and parmesan

usually require kosherization when transitioning from non-certified to certified versions of these cheeses.

Brine and brine tanks pose a challenge to kosher production, as kosher cheese cannot be produced in brine that was used for non-certified product. So too, brine tanks used for non-certified cheese must be kosherized or lined before use with kosher cheeses. The easiest way to avoid these steps is to salt kosher cheese rather than to brine it, where feasible.

Cutting and packaging

equipment needs to be thoroughly cleansed of residue from non-certified product, and it is customary for new wires and blades to be used in cases where such equipment is regularly changed anyway.

#### SPECIAL SUPERVISION

Kosher regulations stipulate that cheese can be certified and deemed kosher only if it is manufactured with on-site kosher supervision. This means that the rabbinic field representative (RFR) must be present for the entire production, and that he needs to personally add the rennet (or activate its dosing) into the double-o vats in order to obtain a kosher-certified product.

The RFR also has to be present to supervise the cutting and packaging of all finished product.

In normal cases, he will supervise the affixing of special OU holograms or seals onto packaging of certified product.

#### ACID-SET CHEESE

These cheeses, such as cottage cheese and cream cheese, which are known in laymen's terms as "soft" cheese, do not require on-site supervision. So long as the ingredients and equipment are kosher, these cheeses can be easily certified.

While the requirements for producing kosher rennet-set cheese are detailed and can be labor-

intensive, the kosher market interest in high-quality rennet-set cheese is great. The OU is happy to discuss opportunities in this regard with your company.

The OU is proud to certify rennet-set cheeses manufactured by the following companies: *Arthur Schuman, Inc., Artisan Cheese Masters Inc., Cabot Creamery, DCI Cheese Company, Bluegrass Dairy & Food LLC, Bongards' Creameries, Bothwell Cheese, Dairy Farmers of America, Empire Cheese, Inc., F. Cappiello Dairy Products, Inc., Gabriel 07 SRL/ Yotvata Cheese Italia, Great Lakes Cheese of NY, Lake Country Dairy, Inc., Miller's Cheese, Schreiber Foods, Inc., Skotidakis Goat Farm, Taam Tov Foods, Inc.*

\*Please note that many of the above companies also manufacture non-kosher cheese, and orders for OU-certified product must therefore be specified as such.

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*Rabbi Avrohom Gordimer is an OU Kosher rabbinic coordinator and group leader at OU headquarters. He specializes in the dairy industry and is responsible for administering the OU Kosher programs of over 80 client companies. He is a frequent contributor on topics of kosher law and other topics to various publications including BTUS. His most recent article, "It's More than Curds & Whey" appeared in the Winter 2011 issue.*

## OU COMPANIES **SPEAK**

### Manitoba's

# Bothwell Cheese

## Is Now OU Kosher Certified

By Steven Gettis

Director, Sales & Marketing, Bothwell Cheese

**T**here's something kosher in New Bothwell, Manitoba.

Bothwell Cheese—Canada's favourite cheese—has recently attained Orthodox Union certification. Bothwell Cheese has been making special order kosher cheese since the mid-1980s, but this certification allows us to use the OU Kosher symbol on our products as we go to market and to further distinguish ourselves from

the other choices in the deli cheese category.

We've always had exceptional factory standards, and this certification allows us to have these standards verified and communicated by a well-respected third party; to attain this designation, we are visited by OU Kosher rabbis who rigorously monitor all aspects of our production—process, ingredients, equipment, and facilities—to ensure compliance. We have also hired a full-time mashgiach to

# Yotvata

## The Best Kosher Cheese from Italy

**Y**otvata produces the best kosher cheese from Italy. Yotvata is a large manufacturer of Italian kosher cheese, certified by the Orthodox Union. The cheese is made for Yotvata at various plants in Italy which arrange special Yotvata productions. These plants produce their kosher cheeses exclusively under OU certification. Our cheeses are Chalav Yisrael and therefore the milk, exclusively Italian, is supervised and never left unattended from the milking until the end of the cheese production process.

All production, from milking at the farm through packaging of finished product, occurs under the careful, full-time supervision of a team of highly-trained OU rabbinic field representatives, led by our principal RFR,

Rabbi Yishai Hochman, who is based in Rome.

Italy is a country in which the production of cheeses differs from region to region. There are cheeses that are typical of north-eastern

Italy, like Montasio/Tabor, Spadone/Fontina, San Donato/Nathan Hakadosh, Speedy Piccante. All of these classic products are produced in the Latterie Sociali of Cividale, a classic cheese-making facility in Northern Italy. In these locations the milk is collected exclusively from cows that graze in the Valley of Natisone.

The Grana Padano or Parmigiano Reggiano are typical of central Italy and are produced according to the standards imposed by the various laws related to the designation “Di Origine Controllata” (of controlled origin). The milk comes only from the immediate area and enters production within 12 hours from the milking. The Provolone Dolce and Provolone Piaccante, produced in the Auricchio Spa facility, are the true pride of Italian cheeses and have been produced for over a century in central Italy.

In the Agro Pontino area of Lazio (not far from Rome) we produce Mozzarella, Ricotta and Mozzarella for pizza—we are the largest Italian producers of Chalav Yisrael Mozzarella for pizza. In the Veneto area we produce Stracchino, a soft cheese spread in which one tastes the fresh milk in every soft bite and the Bastardo del Grappa, a cheese with a strong taste and convincing aromas.

We manufacture Gorgonzola, blue cheese of

—continued on next page



oversee production and she has become a welcome addition to our family.

Early indications are overwhelmingly positive, from our Jewish and non-Jewish customers alike. In conversations with our customers, we’ve repeatedly heard that they appreciate kosher certification, owing to the stringent measures undertaken by kosher certification agencies, which ensure:

- Adherence to Jewish religious law;
- In some cases, that the food is also organic-and-vegetarian friendly;
- High standards of quality, health, and cleanliness;
- The food is an allergy-safe alternative, ideal for people with shellfish, soy, and gluten allergies.

Bothwell Cheese has been producing fresh cheese with locally sourced milk and no additives or preservatives in Southern Manitoba since 1936. As we’ve grown from servicing the surrounding area to becoming a nationally distributed organization, our mandate is to stand apart



from the other choices in the deli section, which is reinforced in the flavours we produce, the quality we’re known for, and the good people with whom we do business. Adding the OU Kosher certification to our product helps us communicate that message about who we are as an organization and how we wish to be perceived in

the marketplace.

We are proud to achieve this certification, and excited about the prospect of introducing our cheese to new customers, who may never have had the chance to experience Bothwell Cheese for themselves. Look for the OU-D symbol on many of our products, to include our award-winning Marble and Monterey Jack as well as flavours like Red Hot Chilli Pepper and Muenster among others, beginning this April.

*Rabbi Dovid Jenkins is Orthodox Union rabbinic coordinator for Bothwell Cheese.*

Lombardy. We are the first producers in Italy of kosher Taleggio. On the Italian island of Sardinia we produce Pecorino Romano and Pecorino Sardo with milk derived from selected sheep. On Sicily, another Italian island, we manufacture Fresh Pecorino and other semi-hard cheeses, spiced with black pepper and hot red pepper.

Yotvata fills custom orders for OU clients throughout the globe, including manufacturing special varieties of cheese conforming to each client's specifications and needs. Our rabbinic coordinator, Rabbi Avrohom Gordimer, has brought together Yotvata and American customers with excellent results, with the customers being very satisfied with the product, which is totally unique and otherwise not available with reliable certification.

Yotvata brings out the best qualities of our

Italian cheeses, which are intended to be consumed at the table. We can also satisfy the needs of the food industry, by offering cheeses for transformation, such as industrial ricotta or cheeses intended to be used as fillings for pasta or other foods. We can provide grated cheese, meant to be mixed with other cheeses before use. Our company is constantly growing and we are always seeking to expand the range of our products and to satisfy all requests related to Italian cheeses.

Please do not hesitate to contact us. We can be reached at [www.yotvata.it](http://www.yotvata.it) and [info@yotvata.it](mailto:info@yotvata.it). Marco Sed, owner.

*Rabbi Avrohom Gordimer is Orthodox Union rabbinic coordinator for Yotvata.*

## Newly Certified Companies

# LIMU ORIGINAL®

LIMU receives OU Kosher Certification for leading product

The LIMU Company has received kosher certification for its flagship dietary liquid supplement, LIMU ORIGINAL®. The certification comes from the Orthodox Union, the world's largest and most respected kosher certification agency.

Based on extensive product testing and an in-depth analysis of LIMU facilities, the Orthodox Union confirmed that LIMU ORIGINAL® is a 100 percent kosher product. Already considered a nutritional powerhouse by its consumers and independent researchers, LIMU ORIGINAL now provides additional reassurance in each bottle's level of quality and product integrity.

"Our product's

quality is second to none. We pursued OU kosher certification to give our continually growing customer base an even higher level of confidence," said LIMU CEO Gary J. Raser. "We have listened to LIMU Members interested in having a kosher product to enjoy, and this official certification represents our commitment to them, and to all of our members. We are very proud to have received this stamp of approval from the Orthodox Union."

Rabbi Mordechai Merzel, OU Kosher rabbinic coordinator who guided LIMU in its OU certification process, expressed "pleasure working together with the LIMU Company in making their products

available to the ever-growing kosher market place. It is gratifying to bring this unique and exciting product to the kosher consumer."

LIMU is an established global nutritional company solely focused on marketing the rich health benefits of marine bioactive, Fucoidan, through its line of unique products. Employing a direct sales business model, LIMU continues to expand its network of Members around the globe, with tens of millions of dollars in commissions paid. Based in Florida, LIMU is an industry leading home-based business opportunity, helping people enjoy the LIMU Experience that provides them with a higher quality of life. For more information on LIMU and its exclusive Fucoidan product formulas, please visit [www.thelimucompany.com](http://www.thelimucompany.com).



Everything at Your Fingertips

# OU Kosher Marketing Tips

If you've got it – flaunt it.

Letting your customers know that you are OU certified should be as much a part of your marketing strategy as any other significant benefit your product offers. Here are some helpful hints:

✓ If you have recently attained OU certification, place the OU symbol on your packaging as soon as possible. Studies show that products with the OU symbol increase sales.

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

✓ Feature OU certification and the OU symbol on your web site, and link the logo to [www.oukosher.org](http://www.oukosher.org). That way the full range of OU activities will become known to your clientele.

✓ Forward your company information to be included on the [www.oukosher.org](http://www.oukosher.org) **Featured Companies** section.

✓ Ask our marketing department how to best reach the kosher consumer – countless consumers contact us every day about food products they can buy, places they can shop and eat, and information about kosher in general.

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

✓ Want your products to be found on [www.oukosher.org](http://www.oukosher.org) when consumers search? Be sure the product name listed on Schedule B is something that will come up in a search engine. Instead of listing "Tuna," try "IQF Yellow Fin Tuna Steaks" to generate the maximum number of hits.

✓ Keep a link to your current OU Kosher Letter of Certification directly on your website.

✓ Forward your promotional information to be featured on Orthodox Union social media accounts. We suggest including exclusive coupons.

✓ If you maintain social media accounts, such as Facebook and Twitter, your OU certification should be posted there as well.

 Follow us on Twitter!  
[www.twitter.com/#!/OUKosher](http://www.twitter.com/#!/OUKosher)



Become a fan on Facebook!  
[www.facebook.com/OUKosher](http://www.facebook.com/OUKosher)

BE SURE  
TO DISPLAY

When attending your industry conferences or exhibiting at shows



WE ARE  
PROUD TO  
BE AN **OU**  
**COMPANY** //  
SIGN.

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

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

EMAIL [BECKS@OU.ORG](mailto:BECKS@OU.ORG)