behind the Union Symbol SUMMER 2017



HIGHLIGHTS

Rabbi Nathanson

PG. 1 OU KOSHER'S KING OF THE WEST COAST





Special Run High Seas Style

PG. 17

RABBI YITZCHAK GALLOR AT YOUR SERVICE!

Beer Essentials PG. 4





The Bug Stops Here!

ADVANCES IN INSECT INSPECTION

Blue Moon

PG. 6

STATE OF THE ART BREWERY





Ask the **OU Kosher Rabbi**

PG. 19

Versatile Vinegar

PG. 8





Newly Certified:

LEVANA'S MEAL REPLACEMENT

PG. 21

ADVANCED NUTRACEUTICALS

PG. 23

PERLA

PG. 25

SPRIN JENE NATURAL TOOTHPASTE

PG. 26

Oregon Mini Geese

PG. 10

SUCCULENT AND OU KOSHER



Glucosamine

PG. 12

IS IT KOSHER OR NOT?





OU Kosher's King of the West Coast

BY BAYLA SHEVA BRENNER

His colleagues call him OU Kosher's West Coast "main guy." And rightly so. Rabbi Reuven Nathanson, RFR director of the West Coast region, has put in close to three decades inspecting plants in no less than 10 Western states. His fellow RFRs know they can turn to him for his expertise in kosher – and in being a mensch.

"He's a gentle giant," says Rabbi Michael Morris, OU Kosher's director of field operations, referring to his tall stature both physically and noble character. "He's a friend to everyone including factory managers, quality managers, company staff, and



RABBI REUVEN NATHANSON WITH CHRIS BLESSINGTON, QA MANAGER, SAFEWAY ICE CREAM PLANT PHOENIX, AZ

workers. He's not only knowledgeable, he's able to explain the OU Kosher requirements in a way that's easily understood, and does it with an always pleasant demeanor."

Pretty good for a man in a constant state of jetlag.

Rabbi Nathanson's RFR work regularly takes him from his home in Los Angeles to plants across California, Oregon, Washington, Arizona, Nevada, and even American Samoa. In addition, he flies twice a year to Australia and New Zealand, and multiple times to Hawaii and the islands in the South Seas. He inspects factories producing wine, grape juice, baby food, energy drinks, snack foods, ice cream and more, visiting 14 plants in Hawaii alone.

According to Rabbi Morris, Rabbi Nathanson never complains. In fact, he enjoys flying. He also welcomes his interactions with people of diverse cultures.

"I've become a familiar face," says Rabbi Nathanson. "The more confidence they have in me, the more we are able to work together to make sure the products are 100 % OU Kosher. It's the relationships we build that become my most memorable moments on the job."

Because of his friendly manner, no matter where he finds himself, people engage him in conversation. One OU Kosher client approached him and said, "I'm also Jewish." He also shared the fact that he grew up not knowing much about his religion and that he regretted never having a bar mitzvah. Right then and there, in the middle of the plant parking lot, Rabbi Nathanson helped him rectify that situation. He got his phylacteries (the central theme of the bar mitzvah event) from his car and helped the fellow put them on. Afterwards the client immediately called his mother and said, "Call the caterer. I just had my bar mitzvah!"



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

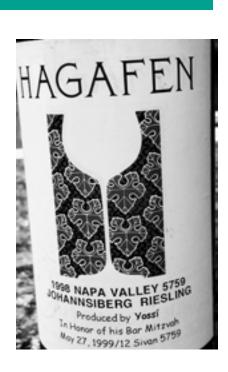
Marketers and show organizers should always have the signs in their show kits.
They are sure to attract kosher buyers to your booth.

If you need more copies of the sign, we will be glad to supply them.
Just email koegel@ou.org.

On a flight back to LA from an RFR visit in Huma, Arizona, a man across the aisle from Rabbi Nathanson inquired as to what kosher agency he worked for. He added, "There's no other reason a Jew would be in that part of the state."

The man went on to tell him about the time he went into an OU Kosher plant in Arizona and told the manager that he knew exactly where his company was buying its anchovies and that he could supply him with better and cheaper anchovies. He offered him a contract and said, "How much are you going to request for your first order?" The manager responded by showing him the companies OU Kosher certification.

"We know that your offer doesn't meet OU Kosher standards, so we are not going to accept your proposal," he said. "Once we got OU Kosher certification, our sales went up and never came down.





We would never do anything to jeopardize our kosher status. You fix yours and we'll buy from you."

Keeping it in the Family

Rabbi Nathanson's love for his job has proven infectious. His son-in-law Rabbi Saadya Kaufman, is an OU Kosher RFR stationed in Houston Texas. When the family gets together the rabbis can't help but engage in shoptalk. Rabbi Kaufman reports that he has taken his young sons to the plants numerous times. They were thrilled to see the world of manufacturing. Perhaps OU Kosher RFR work will become a family tradition. Time will tell.

"My wife thought she wouldn't end up marrying someone in this line of work," says Rabbi Kaufman. "She said growing up it was difficult for her that her father traveled so much," But now she's happy I'm doing work that I enjoy."

His father-in-law heartily agrees.

He views his OU Kosher work as a esteemed privilege. "It's a great service for the kosher consumer," he says. "Our job is to make sure it's kosher to the highest standards possible." He values the opportunity to be part of the OU Kosher team.

And OU Kosher is blessed to have him.

BAYLA SHEVA BRENNER IS A FREELANCE WRITER AND FREQUENT CONTRIBUTOR TO BEHIND THE UNION SYMBOL.

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/



The Beer Essentials

BY RABBI CHAIM GOLDBERG

While consumers are always looking for the latest trend, today's food staples are likely the staples of yesterday. One notable example is the forever popular beverage - beer.

Just the other day I read about a recently discovered beer recipe. It was carved into a tablet roughly 5,000 years ago. Ancient Romans called their brew, cerevisia from the Celtic word for the drink. Surely this



is the basis for the cerveza (Spanish for beer) enjoyed in Latin American cultures as well.

An admitted fan of a nice glass of suds, I took my son to "the home of beer," Milwaukee, Wisconsin. While touring an old beer brewery, we learned about the history of the age-old ale. Although modern beer brewing has gotten more sophisticated, the product remains quite similar

"...the future of beer is flavored beer and flavored beer needs to be OU Kosher certify."

to how it appeared in the vast variety of drinking vessels of yesteryear.

Beer can be made by fermenting any of various starch sources, most typically from cereal grains such as rice or malted barley, which are mixed with hot water for a few hours, then drained and washed to procure as much fermentable liquid as possible. The collected fluid is boiled in copper kettles, evaporating off the water, leaving the sugars behind. This process kills the naturally- occurring enzymes that could adversely affect the

fermentation. Next, hops is added to infuse a bitter flavor into the beer. Many breweries put significant effort into procuring the world's finest and rarest hops to create signature flavors. The product is then cooled and brewer's yeast is added. Once fully fermented, the beer can be canned, bottled or placed in kegs.

Although there are few things that could create kosher issues, in our experience handling the kosher certification of beer, we have come across a few concerns which require careful monitoring.

Kosher concerns in beer production:

Flavoring: In order to distinguish one beer from another, sometimes manufacturers find that hops sources and cooking time are not sufficient to get one's product to stand out. Frequently, for marketing purposes, companies will add something extra to their beer products, such as



caffeine or hemp! Apparently, it's working.

Time magazine featured an article in a March 2016, which noted that: "[in 2015] 27% [of] new beers that came onto the market were flavored varieties." The article went on to state that most beer drinkers who increased their beer consumption credited the increase to a wider availability of flavors. It's clear that the future of beer is flavored beer – and flavored beer needs to be OU Kosher certified.

While fresh fruits or pure extracts of lemon or orange don't usually contain kosher issues, more involved flavors would require kosher supervision to confirm the flavor itself is made from kosher elements.

Equipment concerns:

Often beer breweries make other products on the same equipment as kosher beer production. These products can include items made with grape must, such as the famous (not-kosher certified) Dogfish Head's Midas Touch, an unusual grain and grape hybrid, made from an ancient recipe that scientists were able to recreate from alcohol residue found in King Midas's tomb. Equipment can be shared with products mixed with clam juice, such as Micheladas, a Mexican cerveza preparada made with beer, lime juice, and assorted sauces, spices, and peppers. or Cubana sometimes containing Worcestershire sauce. Beef broth can also be added to beer. An OU kosher beer operation needs to be dedicated to kosher productions, or schedule the production of non-kosher beer in a way as to allow kosherization of the equipment prior to restarting a standard beer production.

Clarifiers:

A clarifier is frequently used to remove particulates from beer production. One major source of clarifier is gelatin, which can come from beef or pork sources. Another is isinglass, a type of collagen taken from the swim bladder of cod, sturgeon, or catfish (the latter two are nonkosher fish). While use of non-kosher ingredients is usually forbidden in kosher production, sometimes use of a clarifier can be permitted if it is removed shortly after its addition, is used in small enough volume relative to the product it is added to, and another kosher equivalent is not available. OU kosher would need to confirm these factors prior to certifying a beer.

Whether drinking an age-old brew befitting a monarch, or a custom microbrew more apropos for a hipster, one thing remains the same, OU certification is your guarantee that all the kosher requirements of this staple beverage are being met!

RABBI CHAIM GOLDBERG WILL SOON CELEBRATE FIFTEEN YEARS OF WORK AT OU KOSHER, SPECIALIZING PRIMARILY IN FISH AND POTATO PRODUCT MANUFACTURING. HIS WIFE AND CHILDREN GUARD HIS SPUDS AND TACKLE BOX AT HIS BROOKLYN, NY, HOME.



Blue Moon and OU Kosher Partner to Bring Kosher-Friendly Beer to 10.5 Million More Americans

New state-of-the-art brewery receives kosher certification from Orthodox Union

Denver, May 9, 2017 - Blue Moon Brewing Company (Blue Moon), an award-winning craft beer company, announced today that its newest brewery in the River North (RiNo) neighborhood in Denver has been certified as OU Kosher from the Orthodox Union, the foremost authority in kosher certification. While the facility was officially opened in July 2016, it took just four months to make the adjustments needed to meet the standards required to receive OU certification.



"The Kosher community is growing rapidly. Whether it's for religious reasons or simply personal preference, consumers and businesses rely on OU's symbol as a seal of approval," said Rabbi Menachem Genack, CEO of OU Kosher. "We have worked with Blue Moon for more than 20 years and are pleased that they continue to partner with us as they expand their beer offerings to the kosher community."



"The Kosher population is often overlooked by our industry, that's more than 10.5 million people in the U.S. alone," said Josh Luman, General Manager of Blue Moon Brewing Company - RiNo District. "Becoming Kosher certified by OU was an obvious decision for us. Customers can feel 100% confident in the quality and standards we place on the ingredients used to brew our beers."

Blue Moon recently moved from its landmark Sandlot location, which it had outgrown, and selected the RiNo neighborhood in order to stay in Denver and



align with the neighborhood's inspirational and creative atmosphere. At the new location, customers are invited to try one of Blue Moon's more than 20 rotating beers, including its flagship Blue Moon Belgian White - Belgian Style Wheat Ale. In addition, there is a self-guided tour that guests can take at any time to learn about the history of the brand and the brewing process.

Blue Moon obtained OU Kosher certification for all of its beers in 1995 and has placed the OU Kosher logo on its packaging ever since. Blue Moon will be promoting the Kosher certification of its RiNo facility by adding the OU logo to beer menus, promoting across social media and ensuring the OU symbol is included on all packaging.



About OU Kosher

OU Kosher is the foremost authority in kosher certification on over 60 percent of America's produced foods and beverages from the coveted Oreo to the thirst-quenching Coca-Cola. Over \$150 billion of kosher certified products are consumed annually, and OU Kosher created the technology that enables global businesses to produce kosher products simply



and seamlessly. OU Kosher's global network of kosher experts helps our clients navigate the certification process, and find solutions that meet the needs of a variety of industries. OU Kosher's trademark, immediately and universally enhances a product's value, raising the perception of its quality, and increasing its marketability.

About Blue Moon Brewing Company

Blue Moon Brewing Company takes pride in the quality and creativity of its beers and embraces the process it

takes to get there. Our founder and head brew master, Keith Villa, dreamt up Blue Moon Belgian White while spending time living and learning in Belgium. Years later, we still pull inspiration from the people and places around us. Since our first creative twist in 1995 in Denver, we have continued to have fun experimenting and trying out new styles for our fans to enjoy. That's why at Blue Moon Brewing Company, something's always brewing. More information is available at www.BlueMoonBrewingCompany.com.



Versatile Vinegar

BY RABBI AKIVA TENDLER

People have been using it to flavor food for centuries. Although vinegar is commonly added to dressings, marinades, and pickling, it also serves as a medicine, a corrosive agent, and as a preservative. Recently, vinegar has also received a resounding endorsement from the alternative health industry, with claims of health and nutritional value, including weight loss.

Formed from a dilute water solution of acetic acid, vinegar comes in many varieties and varies in taste and appearance. Some of vinegar's tasty offerings include wine vinegar, balsamic vinegar (a form of wine vinegar), raisin vinegar, apple cider vinegar, beer vinegar, white vinegar (distilled alcohol), rice vinegar, malt vinegar, cane vinegar, pineapple vinegar, coconut vinegar, black fig vinegar, and many more. The choice source of vinegar varies from country to country.



Vinegar can be made from just about any food that contains natural sugars. Adding water and yeast ferments these sugars into alcohol. This microbiological process, causes bacteria to convert sugar or alcohol solution to vinegar.

Producing Kosher Vinegar

The guidelines for using kosher vinegar in kosher certified product differ from those for other kosher or non-kosher foods processes. Therefore, certifying vinegar production, particularly in places that also produce non-kosher vinegar, presents additional challenges.

Unique considerations in the production of kosher vinegar:

Kosher vinegar cannot be stored in tanks used by non-kosher product, despite ambient temperature, even with a thorough cleaning. This is due to the acidic taste.

Wine/grape/balsamic vinegar has extra stringencies attributed to all wine products.

Grain based vinegar might not be certifiable for Passover and may affect equipment that is used for Passover production.

Nutrients used to supplement the diet of the bacteria may include yeasts, phosphates, nitrates, and other ingredients. These must conform to Passover standards to be certifiable for Passover.

At plants that bottle red wine vinegar, enocianina, a grape skin extract that is mostly not kosher, is used to darken the red vinegar.

Kosher for Passover vinegar historically has always been cider vinegar because it could be produced without grain nutrients. Vinegar produced from petrochemical ethanol (synthetic vinegar) can also be certified for Passover.



Wine-flavored vinegar generally refers to white vinegar that has been colored and flavored to imitate wine vinegar. Such a product may bear kosher certification, provided that the flavorings and colorings are kosher.

Cider-flavored vinegar can be produced from white vinegar using appropriate flavors and colors.

Another carbohydrate often fermented into alcohol is lactose (milk sugar). In certain countries (for example, New Zealand and Ireland), such alcohol is the predominant base for the production of vinegar. Such vinegar would be certified kosher dairy.

Only you can determine which vinegars taste the best. As for the ones that are best for your health? I recommend you ask your alternative health practitioner.

RABBI AKIVA TENDLER, OU KOSHER RABBINIC COORDINATOR SERVING THE OIL, TEA AND BEVERAGE INDUSTRIES, IS A FREQUENT CONTRIBUTOR TO BTUS.





Oregon Mini Geese - Succulent and OU Kosher

BY RABBI CHAIM LOIKE AND ALANNA CAPLIN

Having "your goose cooked" could be a good thing. Even for kosher consumers.

In spite of the uncertainty that every breed of geese was accepted as kosher, the consensus is that most of them were. In the Middle Ages, it has been noted that waterfowl tended not



to be predatory (predators are not kosher). However, of the European breeds of geese, there is no record of any community abstaining from the consumption of these birds.

The Jews have been eating geese for at least two millennia. Although there is no biblical evidence, according to archeologists, it is possible that goose was consumed in biblical times. We know that goose was consumed in the time of the Second Temple, and it is mentioned numerous times in the Talmudic writings.

OU Kosher has been certifying geese for decades.

The goose is a medium to large, web-footed fowl belonging to the bird family, Anatidae, a biological family of birds including ducks, geese, and swans that are distributed across the worlds continents. To date, there are approximately 29 known species of geese throughout the world.

Geese were reared as property guards due to their exceptional eyesight and wide field vision combined with their clamorous voices. Legend has it, that a surprise attack on prehistoric Rome was prevented by an alert goose. In current times geese are more renowned for their lavish and plentiful down feathers. Goose is also favorably recognized for its dark, rich and succulent meat that delivers a unique flavor when roasted.

In the last two centuries, an Asiatic goose, most commonly known as the Swan Goose (Anser Cygniodes), was imported into European and North American markets. These geese were nicknamed Weeder Geese, named for their penchant for consuming weeds. These geese rose to popularity in the United States during the 1950's when they were released into fields to weed cotton. It soon became popular to release these geese into fields and orchards to eradicate the various weeds. It wasn't until the 1970s, when more effective herbicides were developed, that the popularity of these geese began to decline. The Swan Goos, as well as the breeds derived from it (such as the African Goose and the Chinese Goose), were never popular in the kosher market. Consequently, OU Kosher has not yet been asked to evaluate their status as kosher birds.



Despite thousands of years of domestication, the European geese are generally uniform. The Embden, Toulouse, Pomeranian and the Pilgrim Geese are the most common sources of goose meat and are all considered kosher. These breeds are descended from the wild Greylag goose (Anser asner). The Greylag originates in Northern Europe and Northern Asia, where it is universally accepted as kosher.

OU Kosher collected several goose breeds, to determine the kosher status of the new strains that are being raised by the various hobby farms, which are farms maintained as a pastime without the expectation of being one's primary source of income.

Most of the goose breeds, although having new names, were nearly identical to the birds raised and consumed by the kosher market for centuries. One interesting new breeds, donated by the Biblical Ornithological Society, is the Oregon Mini Goose. A hybrid developed by David Holderreade, the goose is much smaller and quieter than other breeds of goose. Crossbred not only from various domestic breeds, but also the wild Pacific white fronted female, the goose has the unmistakable appearance of its maternal lineage, in addition to features from the other ancestral breeds.

A pair of these geese were presented for evaluation and study by the rabbis of the OU. They concluded that the Oregon Mini geese and the recognized breeds which were used to develop the breed were kosher.

As a result of their mild temperament and size, they now reside in one of the aviaries of the Biblical Ornithological Society. The OU also presented a letter to the Biblical Ornithological Society documenting the kosher status of this goose. There are no plans for any industrial production of this breed.

If you haven't yet tried OU Kosher goose, your culinary horizons eagerly await expansion.

RRABBI CHAIM LOIKE IS AN OU KOSHER RABBINIC COORDINATOR WHO FOCUSES ON THE CERTIFICATION OF CHEMICALS, EGGS, SPICES, TEAS AND JAMS. KNOWN AS THE OU'S BIRD SPECIALIST, IN HIS SPARE TIME HE VOLUNTEERS AT THE BIBLICAL ORNITHOLOGICAL SOCIETY, HELPING TO CONSERVE THREATENED AND ENDANGERED SPECIES.

ALANNA CAPLIN WORKS IN THE COMMUNICATIONS DEPARTMENT OF THE ORTHODOX UNION. ALANNA RECEIVED HER MASTER'S DEGREE IN MEDIA MANAGEMENT, AS WELL AS AN UNDERGRADUATE DEGREE IN COMMUNICATION.





Glucosamine - Is it Kosher or Not?

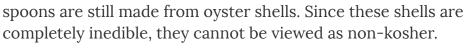
BY RABBI ELI GERSTEN

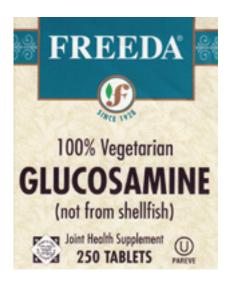
Glucosamine (glucose + amine) is a sweet-tasting amino sugar known to benefit those who suffer from osteoporosis, as it supports the structure and function of joints. It is commonly sold in tablet form, a ready-to-mix powder, or included in a nutritional bar. Since it is manufactured from the "soft" shells of shellfish such as lobsters and crabs, one would wonder how it could possibly be considered kosher.

The only sea creatures considered kosher are those that possess both fins and scales – such as tuna, salmon, herring, and mackerel. Since shellfish lack both fins and scales they are not kosher. In addition, if an animal is not kosher, no part of the animal may be eaten. Not only are the edible meats and fats non-kosher, but even the skins and bones, parts of the animal that we generally do not view as food, are considered non-kosher as well. This is because even skins and bones can be cooked and processed into edible ingredients such as collagen and gelatin. The same is true of shellfish. Even the shells of crabs and lobster, although we generally don't think of them as food, are considered non-kosher; they too can be cooked to form soup stock, and in modern food engineering these shells can be further processed into nutritional ingredients. If these ingredients can be consumed, they are also considered non-kosher.

It would certainly seem that glucosamine is edible. If so, would it not follow that glucosamine made from the shells of lobsters and crabs be non-kosher? It depends.

The very hard shells of sea creatures such as oysters and clams, since they are in no way suitable for food use, are not viewed as non-kosher. In fact, there was a time when it was common to make small utensils such as spoons from oyster shells (mother of pearl). and even today caviar





If used in a medicine pill, since a pill itself is not edible, in this context we view the glucosamine as inedible, and it is permitted from any source. However, if the glucosamine is added to a food, or a flavored powder, it would be considered non-kosher. Moreover, factory equipment that processed this glucosamine, even if it was only an ingredient in the production, will need to undergo a kosherization before it can be returned to kosher service. This will usually include a thorough cleaning of the equipment, and after a dormant period of 24 hours, the equipment is filled or flushed with boiling water. The exact nature of the kosherization would depend on many factors and should be arranged in



consultation with the rabbinic coordinator (RC) who handles the account or the rabbinic field representative (RFR) who visits the plant.

Vegetarian Glucosamine

Nowadays, consumers can also buy vegetarian glucosamine. Glucosamine can also be synthesized from grains such as corn or wheat through a fermentation process, as well as from fungus. The fungus Aspergillus niger grows an outer shell similar to that of shellfish and is rich in chitin, which is converted into glucosamine. Since fungus by definition is kosher, this chitin shell can be harvested to produce a kosher vegetarian form of glucosamine.

For example, OU Kosher certifies the Regenasure brand of vegetarian glucosamine produced by Cargill Corporation. In addition to being kosher and pareve, Regenasure is certified OU Kosher for Passover as well. OU Kosher glucosamine is available in two forms, glucosamine sulfate and glucosamine hydrochloride (HCL). For consumers who wish to buy medicinal tablets free of any shellfish, OU Kosher also certifies Freeda Glucosamine™ and Maxi Health Veggie Glucosamine™ tablets.



RABBI ELI GERSTEN, OU RABBINIC COORDINATOR AND RECORDER OF OU POLICY, IS A REGULAR CONTRIBUTOR TO BTUS. HIS STORY BEHIND KOSHER SOAP APPEARED IN THE SPRING 2017 ISSUE





Special Run High Seas Style -Rabbi Yitzchak Gallor at Your Service!

BY RABBI CHAIM GOLDBERG

Quality kosher fish oil is in very high demand. But, it's not easy to make and calls for a solid commitment to kosher, in many – unusual – ways.

To start, the company needs to have a kosher fishery able to keep by-catch of non-kosher nontarget species to near zero and control a facility which can meet kosher requirements. For the most part, that has been sardine oil from Peru, where the seasonal catch allows a rabbi to confirm that the fish received contain almost no non-kosher species by-catch species and then supervise the removal of the remaining few. Europe and Asia have found a few limited areas where some small kosher productions can be done, but, until, quite recently, North American waters have not yielded any significant source of kosher fish oil.

American Seafoods Group Takes the Plunge

American Seafoods Group first reached out to OU kosher in 2009 to discuss the possibility of OU certified pollock oil from the Marine Stewardship Council certified fishery in Alaska. The plan was that ASG's fishing vessels would catch Alaska pollock (Gadus chalcogrammus) for its company's frozen fillets, and would also extract oil from various other parts of the fish. But, could OU Kosher be able to certify this fish oil?

In theory the ASG plan seemed doable (the pollock are known to be kosher, the by-catch was supposedly near zero, and the company was prepared to adhere to OU Kosher requirements for the run); there was only one way to know for sure. As a floating processor (a plant which



RABBI GALLOR TOGETHER WITH THE HEAD DECK HAND OF THE TRIUMPH

processes the fish at sea), a visit to the receiving dock wouldn't suffice for OU Kosher purposes. We'd have to send a rabbi out to sea - to watch production in real time. In fact, we'd need someone with enough stamina to handle weeks at sea, enough determination to make sure our needs were met under adverse conditions, enough courage to face the dangers associated with high-seas fishing... and frankly someone crazy enough to take us up on the assignment. This was not a mission for your mainstream RFR.

Most RFR field assignments for OU Kosher special productions follow a similar



scenario. The rabbi makes an appointment with a manufacturing plant looking to do the "special" run, kosherizes the facility, supervises the production, and goes home at a reasonable hour. Most field rabbis find their assignments relatively easy to get to, either by plane or by car. Bringing along something for lunch is the norm; maybe if it's for multiple days the rabbi will pack something a little more involved for supper. If not, he can always go to the local supermarket for whatever he lacks, because there is always a supermarket nearby. At the end of his special run, the rabbi submits a standard report of what the production included.



Those are typical field assignments, typical rabbinic field representatives and most production facilities. That isn't kosher fish oil made aboard the American Seafood Group's "Ocean Rover."

And most certainly not OU Kosher's fearless RFR, Rabbi Yitzchak Gallor!

Famous for spending weeks on end every fall running from one grape juice processor in eastern Washington to another, Rabbi Gallor heads the famous kosher grape crush, which involves a year's worth of kosher concord grape juice getting pressed and drummed by the powerhouse juice producers in the Yakima Valley. He's also famous for his entertaining YouTubes depicting his kosher work. (More on that later.)

After discussing various possibilities, ASG and OU Kosher agreed that we'd send Rabbi Gallor for a tour on the Ocean Rover during the "B" season, when anecdotal reports indicated by-catch would be at its lowest, thus the easiest time to achieve OU kosher's requirement of near zero. Making multiple trips during the season, the next step was to balance the logistics of when the

vessel would land in Dutch Harbor Alaska at a time when a land lubber could board. Purchasing appropriate victuals for his sea journey (they have modern refrigeration and cooking abilities onboard) and packing for the journey quickly ensued. Thankfully (and thoughtfully) the ship set aside a corner for the rabbi's exclusive kosher food preparation needs. Then the rabbi went shopping for a disposable video camera.

Being somewhat of a showman, Rabbi Gallor viewed the adventure as being one worthy of





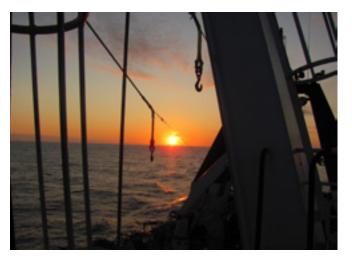
Hollywood, or at least his own starring role in a self-made YouTube video about the harrowing experience of a field rabbi relocated to the area made famous by the Discovery Channel's "Deadliest Catch." With the captain's blessings and armed only with his camera, Rabbi Gallor punctuated his time on the vessel with recordings of what life was like on the open sea.

Through his close observations and discussions with the crew, Rabbi Gallor discovered a potentially serious kosher issue where krill (nonkosher shrimp-like creatures on which pollock fed) could often be found in the stomachs used for



FOG AND WAVES AS SEEN FROM ABOARD THE OCEAN ROVER. EXTRA NETS IN THE FOREGROUND.

making the oil. His experimented with different methods of separating krill from the stomachs to determine the rate at which a non-digested krill might be found amongst the weight of the rest of the stomachs. Armed with the raw data necessary for us to make legal inquiries and do



SUNSET OFF THE STARBOARD BOW OF THE OCEAN ROVER.

the necessary math to determine the severity of the possible concern, OU kosher was able to certify the end product.

Throughout "Deadliest Kosher" (viewable at www. youtube.com/watch?v=W89t3YoEhEg), viewers are provided with graphic fish anatomy lessons. Rabbi Gallor also included news reports of the harsh weather conditions and what a vessel listing at 35 degrees looks like (spoiler alert: almost like tipping over). Lighter moments captured on film showed us that despite reports to the contrary, it wasn't that difficult a journey after all.

At the end of a long special production upon the Ocean Rover, Rabbi Gallor didn't leave empty-handed; he brought home a suitcase full of fishysmelling flannel shirts, a video of what life was like for that run (far more stimulating than the usual submitted report), memories to last a lifetime, and most importantly – a vessel full of OU Kosher certified pollack oil.

RABBI CHAIM GOLDBERG HAS BEEN MANNING THE FISH DESK AT THE OU FOR 13 YEARS, MANAGING 350 OU-CERTIFIED MANUFACTURING PLANTS AND TRAVELING TO FIVE CONTINENTS TO INSPECT AND ESTABLISH KOSHER PROTOCOLS AT PROCESSING PLANTS OF ALL TYPES. RABBI GOLDBERG'S TACKLE BOX CAN BE FOUND IN HIS FAMILY HOME IN BROOKLYN, NY.



The Bug Stops Here! -**Advances in Insect Inspection**

BY RABBI DAVID BISTRICER

Since kosher law strictly prohibits the consumption of insects, OU Kosher is presented with the challenge of making sure that insect-prone fruits, vegetables, or berries are free of this concern. OU Kosher has made great strides in this area through several successful initiatives. As a result of these advances, many professionals in the field use OU Kosher as a valuable resource of both knowledge – and know-how.

Some of these accomplishments include:

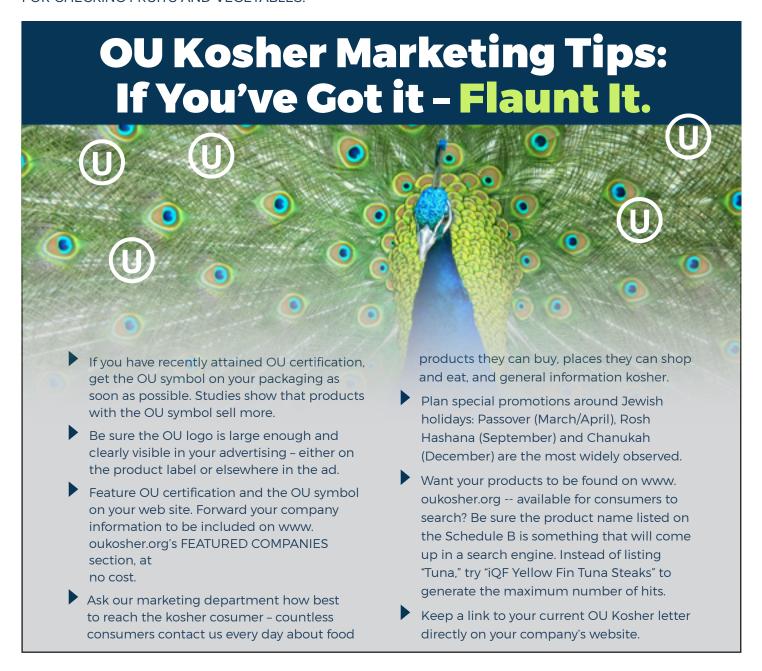
- Developing comprehensive sampling standards for industrial productions
- Because it is practically impossible to check every leaf, OU Kosher has developed a sampling protocol to determine the likelihood of infestation in each batch. The sampling procedure is based on an algorithm that was developed and reviewed by professional statisticians. This has made it possible to provide certification of vegetable products that are handled on a large scale.
- Developing clear guidelines how to best check insect prone fruits, vegetables, and berries OU Kosher has published a guide for cleaning and checking various kinds of produce. It is used as an instruction manual for Rabbinic Field Representatives around the world and has also proven to be an invaluable resource to consumers.
- Research and Development
 - Since infestation is seasonal, it can vary from year to year and from region to region. This means that although certain vegetables may require inspection beforehand in one area, it may not be the case in another. Furthermore, there can be fluctuations with one region from one season to the next. OU Kosher has invested resources to monitor possible trends within the industry.
- Providing consultations
 - Although it's best left to the industry experts, such as agronomists and entomologists, to counsel companies how to best contain infestation, OU Kosher has also been able to provide practical guidance to companies. This is based on the wealth of experience and knowledge OU Kosher has collected throughout the years. Developing and maintaining close working relationships with companies and industry experts has proven invaluable with helping ensure a project's success.

Infestation is not completely controllable; it can be limited, but not eliminated. Vegetables that are unlikely to contain insects may be considered kosher without checking them



beforehand. However, vegetables that have an increased likelihood of containing insects must be inspected prior to use. Despite the associated costs of supervision without a guaranteed outcome, OU Kosher has successfully given certification to sensitive vegetables, such as broccoli, cauliflower and spinach, amongst others. Planning in advance makes OU Kosher certification a reality.

RABBI DAVID BISTRICER HAS SERVED AS OU KOSHER RABBINIC COORDINATOR FOR 15 YEARS. SPECIALIZING IN THE VEGETABLE INDUSTRY, HE HAS BEEN INVOLVED IN NUMEROUS PROJECTS TO ENSURE KOSHER "BUG-FREE" PRODUCE. IN ADDITION, HE EDITED OU KOSHER'S MANUAL FOR CHECKING FRUITS AND VEGETABLES.





Ask the OU Kosher Rabbi

Dear OU Kosher,

We are in the midst of deciding whether to go ahead with submitting our OU application. It has been brought to our marketing team's attention that there is a growing tendency among kosher consumers to seek OU-certified liquor products. Is that true? We are aware of requirements for kosher certification of wines, brandies, liqueurs, gin, vodkas and other alcoholic beverages. Is there also a need to obtain kosher certification for our bourbon, scotch and single malt lines? Your input and clarification would be appreciated.

Thank you for your inquiry and your interest in making your products suitable for OU Kosher consumers.

You are absolutely correct that wines, brandies, liqueurs, flavored liquors and any products that are potentially grape-derived, require reliable kosher verification. This is due to the

unique kosher sensitivity associated with grape products and their derivatives.

Grain and sugar-based alcoholic products usually have fewer concerns and are much more easily kosher-verified. Still, there is a growing interest in obtaining kosher certification for such

products, and for good reason. They include:

Alcoholic products frequently do not identify the source material.













Even where the alcohol source can be determined, the frequent addition of neutral blenders can pose kosher concerns.

Grain alcohols may be stored or aged in wooden casks that had previously been used for grape-based materials.

Increasingly, alcoholic beverages are not being bottled at the source; they are transported to bottling facilities where processing equipment may be shared with non-kosher materials.

Many of the above concerns, even where they do exist, can be addressed in the context of a kosher program and the finished products can be kosher certified.

Informed consumers are feeding a growing interest in kosher certification for the alcohol market. Astute industry leaders are taking note of this phenomenon.

With best regards,

Rabbi Nahum Z. Rabinowitz, Sr. Rabbinic Coordinator, The Orthodox Union













NEW TO THE OU Levana's Revolutionary Meal Replacement

Renowned NYC restauranteur and kosher cookbook author Levana Kirschenbaum has just launched Levana™ Meal Replacement. Unlike most commercial meal replacements, Levana™ Meal Replacement is made with pure plant-based ingredients and provides the nutrients of a complete balanced meal without chemicals or added sugar.

Each flavorful pouch can be mixed with liquid for the nutrition of a full meal or added to favorite recipes to enhance nutrition. The delicious flavors include Vanilla Bean, Mixed Berry, Cocoa Coffee, Garden Vegetable, and Mushroom Medley. The product is vegan, kosher, certified natural, soy-free, nut-free, dairy-free, gluten-free, non-GMO and no added sugar. In addition, Levana Meal Replacement is high in protein, fiber, good fats, vitamins and nutrients.

Nicknamed the "Jewish Julia Child," Levana developed this natural alternative to chemical-laden meal replacements in her own kitchen during the time her husband was going through cancer treatment. He had become so thin and weak that his doctors recommended postponing his life-saving treatment.

"I couldn't watch him die of malnutrition," said Levana. Her all-natural meal replacement helped him regain his weight and strength, as well as increasing his appetite. She then realized that so many others could benefit from her healthpromoting creation and decided to spread the health. "I am so proud to bring this option to the









market," she says. "Not only for our community but for the general public as well."

With the goal of pumping maximum nutrition into people's favorite dishes, Levana has also streamlined hundreds of recipes that incorporate her revolutionary product. Levana™ Meal Replacement will be life-changing not only for people in treatment, but also for the elderly who are too frail to cook from scratch, as well as picky children, and people on the go.

"As a practicing registered dietitian, I'm thrilled to finally have an easily customizable all-natural meal replacement for patients with varying food allergies and dietary needs," says Jackie Topol, MS, RD, CSO, CDN, a registered dietitian and culinary nutritionist.

Working with OU Kosher again!

Many fans of Levana's cuisine will no doubt remember Levana, NYC's wildly popular kosher restaurant. In fact, Levana and her family served as the trailblazers of upscale kosher dining. The scene of countless gastronomic celebrations, Levana's was the longest running kosher restaurant, from 1980 to 2008. And it was OU Kosher certified.

"The OU Offices were more than just our kosher supervisors," says Levana. "They were our friends and guides". It was only natural that I went straight to them again when I created my line."

Giving Back

Levana[™] Meal Replacement has partnered with Chai Lifeline, a charitable organization that supports children with life-threatening or lifelong illnesses. Levana™ Meal Replacement will donate products and a portion of its sales to Chai Lifeline, so that the families the organization serves can get the nutrition their children desperately need.

All about Levana Meal Replacement on YouTube: www.youtube.com watch?v=EPiGH5wD6Is&feature=youtu.be



To order please visit www.LevanaMealReplacement.com While traditional matzos continue to reside in the ethnic food section, the creative matzo duo hope their product will also claim a prominent spot in the cracker aisle, right next to the Rosemary Pita Chips and the Gorgonzola Fig Toast.

Editor's note: These innovative products are not certified kosher for Passover.





NEW TO THE OU Nutraceuticals Rule! -**Surge of the Supplement Industry**

Consumer interest in healthy-living is on the rise. According to a new report by Research and Markets, the U.S. nutraceutical market will reach \$75.3 billion in 2017 and grow at a Compound Annual Growth Rate (CAGR) of nearly six percent between 2013 and 2017.

Dietary supplements dominate the market with a 37 percent share, followed by functional food and functional beverages. And consumers want the best they can buy. Advanced Nutraceuticals, LLC, is at the ready.



With a state-of-the-art manufacturing facility in South Hackensack, New Jersey, Advanced Nutraceuticals, LLC, serves as one of the top producers and suppliers of bulk ingredients to the nutritional supplement industry. To maintain the high-quality output, the products are thoroughly tested in third party independent testing laboratories.

Battery of tests include:

Identification by TLC or HPTLC

Loss on Drying or Moisture by USP, USP NF or Moisture Balance

Heavy Metals by USP, ICP - MS

Microbiological by various methods

And when required:

Assay by an approved, published method



Residual Solvent(s) by an approved, published method

Pesticides by OC Screen, Extraction Method: CDFA, Pyr Screen, Extraction Method: CDFA, ON Screen, Extraction Method: CDFA, OP Screen, Extraction: CDFA, CB Screen, Extraction Method: CDFA

With every shipment, the company supplies a certificate of analysis, specification sheet, allergen / ingredient statement, production flow chart, material

safety data sheet and all other required documentation. In addition to quality and pricing,



Advanced Nutraceuticals, LLC, provides customer support, technical support, as well as research and development. The company also offers specialty products, custom manufactured to the customer's specifications.

In addition to its manufactured products, Advanced Nutraceuticals, LLC, supplies ingredients selected from manufacturers and / or suppliers both domestic and overseas, and requires that they meet the same high manufacturing and quality control standards as



Advanced Nutraceuticals, LLC imposes on itself.



OU Kosher Botanicals and Herbal Powders

Forty of the company's botanical and herbal powders are OU Kosher certified. Among them are:

Cayenne Pepper Powder, Citrus Bioflavonoids Powder, Dandelion Root Powder, Eleutherococcus Root Powder,

Ginger Root Powder, Grapefruit Peel Powder, Hawthorne

Berry Powder, Milk Thistle Seed Powder, Mullein Leaf Powder and Turmeric Root Powder.

"When we decided to expand our product line to include kosher-certified botanical and herbal powders, we needed a certifying organization with strict regulations, one that is respected and recognized worldwide," says Kamila Molinelli,



vice president of sales and marketing.



"We found that in Orthodox Union, and we plan to expand our product line to include more OU Kosher certified products."

Constantly seeking to improve and expand its product line, Advanced Nutraceuticals, LLC, is committed to offering customers from around the globe the widest range of superior health-promoting products available.





NEW TO THE OU Italian Puff Pastry Bliss in Your Freezer - "Grazie!" to The Perla Company!

Good news! You don't have to fly across the Atlantic to enjoy The Perla Company mouth-watering puff Italian pastries. And now they're OU Kosher!

Founded in 1988, the company continues to serve as the leader in frozen puff-pastries specialties. From the beginning, the company's aim was to achieve a superior quality product. Apparently, they've more than succeeded. The products are recognized as Italian pastry at its best.

The keys to The Perla Company's distinctive products:

- Superior ingredient list that excludes GMO, yeast, and improvers
- Unique puff pastry recipes
- Semi-artisanal production process
- Highest quality raw materials purchased from European selected certified suppliers
- A portfolio that features a full range of puff pastry products differentiated by shapes and filling
- Continuous product innovation following consumer trend
- Balanced quality price ratio
- Easy to use products from freezer to oven with no additional labor



The Perla Company follows an environmental friendly policy using 100% renewable energy and maintains a responsible policy on waste management. Its structured quality assurance process is based on the highest and most exacting standards; HACCP plan guarantees the quality of its products.

The production system has been certified with BRC & IFS standards for many years, with grade AA/higher level.

The Perla Company already exports to China, Japan, Korea, Russia, France, United Kingdom, Canada, United States and plans to enter all the major countries in the world – thanks to its delicious products and newly acquired OU Kosher certification,

Please visit The Perla Company at: www.theperlacompany.com





SprinJene Natural Toothpaste -NEW TO THE OU **OU Kosher and Good for Your Health**

Generally, people don't think long and hard about the type of toothpaste they purchase. They're interested in the best price, brand recognition, and availability. The dearth of kosher oral care alternatives left the market wanting for an innovative formulation.

Now it has it. Health and Beauty USA's brand SprinJene NaturalTM Toothpaste!

Unlike many toothpastes, SprinJene Natural™ uses no dyes, no artificial sweeteners and no added preservatives. SprinJene provides cavity protection, re-mineralizes tooth enamel, and helps prevent dry mouth.



"OU certification gives us a great advantage to larger toothpaste companies who aren't taking the time to test their ingredients to meet OU Kosher's high standards," says Alexandra DePierro, Sales and Marketing Manager

SprinJene asserts that the harmful chemicals found in many toothpastes come from the ingredients that create foam. SprinJene is designed to protect the mouth from these harsh chemicals, yet it still promotes fresh, clean and healthy teeth.

Ingredients Matter

SprinJene's patented formula uses a unique combination of ingredients found in nature. The product's two key ingredients are black seed (scientific name: Nigella sativa) oil and zinc.

This health-based toothpaste leverages the benefits of zinc and cold pressed black seed oil, and is formulated with fine silica and natural, purified Precipitated Calcium Carbonate (PCC) to clean teeth gently and effectively, avoiding the use of abrasive chemicals.

Black seed oil has been known for its healing properties for more than 3,000 years. It has been documented for its potent antioxidant, anti-inflammatory, anti-bacterial and anti-fungal properties, as well as its nutritional and therapeutic benefits. Today, this key ingredient has captured the attention of the medical community; scientific studies have documented its abilities to help stop infections and improve the body's defense systems.





Black seed oil is unique because of its diverse molecular makeup. The oil is rich in powerful phytochemicals, mineral and various vitamins, including Vitamin E. The omega fatty acids such as omega-9 (also found in olive oil and avocados) and phospholipids (a kind of fat that is used to make cell membranes), make it an excellent toothpaste ingredient. The synergistic combination of oils forms a protective coating on the mouth's soft tissues, helping to protect against dry mouth.

Zinc is a natural antibacterial compound approved by the FDA as an antigingivitic agent, and plays off black seed oil's properties to



maximize both ingredients' effectiveness. Instead of using synthetic polymers and synthetic antibacterial agents, SprinJene uses the power of black seed oil and zinc to give you a healthy mouth and fresh breath all day long.

For consumers who prefer toothpaste without flouride, SprinJene also offers fluoride-free options. Similarly, other consumers might have teeth hypersensitivity, as many brand-name toothpastes use highly abrasive materials, SprinJene NaturalTM incorporates natural sensitivity relief agent in its formulation, giving our customers two new products: SprinJene NaturalTM and Sensitivity Relief toothpaste, with or without fluoride.

SprinJene Toothpaste is available in the following varieties:

SprinJene Natural ™

Sprin Jene Natural
 $^{\rm TM}$ + Sensitivity Relief

SprinJene NaturalTM for Children

Watermelon

Apple-Mint

Vanilla

Commitment to pure, prudently-sourced ingredients make SprinJene a superior toothpaste. To learn more about SprinJene visit www.sprinjene.com



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.

OU KOSHER

RABBI MENACHEM GENACK RABBINIC ADMINISTRATOR / CEO

RABBI MOSHE ELEFANT

EXECUTIVE RABBINIC COORDINATOR / COO DIRECTOR, NEW COMPANY DEPARTMENT

RABBI YAAKOV LUBAN

RABBI ABRAHAM JURAVEL

EXECUTIVE RABBINIC COORDINATOR

INGREDIENT APPROVAL REGISTRY

RABBI MOSHE ZYWICA RABBI HOWARD KATZENSTEIN

EXECUTIVE RABBINIC COORDINATOR,

DIRECTOR. DIRECTOR OF OPERATIONS BUSINESS MANAGEMENT

RABBI NAHUM RABINOWITZ GARY TORGOW

SENIOR RABBINIC COORDINATOR CHAIRMAN, JOINT KASHRUT COMMISSION

RABBI YOSEF GROSSMAN RABBI KENNETH AUMAN

SENIOR EDUCATIONAL RABBINIC COORDINATOR

CHAIRMAN. RABBINIC KASHRUT COMMISSION

RABBI YERACHMIEL MORRISON INGREDIENT APPROVAL REGISTRY HARVEY BLITZ

CHAIRMAN, RABBINIC KASHRUT COMMISSION, EMERITUS

BEHIND THE UNION SYMBOL

ORTHODOX UNION

MARK BANE PRESIDENT

CARRIE BEYLUS

RABBI DR. ELIYAHU SAFRAN

FDITOR-IN-CHIFF

ALLEN I. FAGIN EXEC. VICE PRESIDENT

DIRECTOR, DESIGN AND

RABBI DR. TZVI HERSH EXECUTIVE VICE

BRANDING

WEINREB PRESIDENT, EMERITUS