

# KOSHER SPIRIT

ב"ה  
TISHREI 5774  
תשרי תשע"ד

CERTIFIED SOUL NUTRITION



Wishing You a Happy,  
Healthy & Sweet New Year

לשנה טובה ומתוקה

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Compiled by Dina Fraenkel

#### SOUL NUTRITION

KOSHER SPIRIT Tishrei 5774

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Dear Reader,

The New Year always brings with it the opportunity and obligation to step back and take a closer look at the passing year; not only on a personal level but from a general perspective as well.

From the physical tragedy of the bombings in Boston, to another spiritually explosive scandal in the kosher meat industry in Los Angeles – these are calls to open our eyes

and look within ourselves, our communities, and our nation. What concrete changes can be made to prevent such terrible things from happening again? Much has been discussed about both situations and many ideas were presented. Hopefully, with Hashem's help, we will all be safe both physically and spiritually.

We know mistakes happen – whether in a hospital announcing that patients who received insulin injections over the past six years may have been injected with an insulin injection pen that had previously been used on other patients with communicable diseases, to recalls on thousands of vehicles for major safety issues. To prevent mistakes, safeguards need to be implemented above and beyond the minimum precautions. Our Chachomin tell us that the reason some kosher food (like meat) needs a double seal (a second safeguard) is not merely to prove the meat is kosher, but to act as a deterrent for those who seek to deceive the consumer.<sup>1</sup>

So what do you do when something goes wrong anyway? How do we do our very best to protect ourselves? What steps must be immediately taken when disaster strikes? At ☪ Kosher, our primary responsibility is to the kosher consumer. Rabbi Yitzchak Hanoka, one of the ☪'s expert rabbinic coordinators, writes about the many different steps that are taken to prevent such situations and how we protect the kosher consumer when something G-D forbid goes wrong.

Like Rabbi Levy always says, a strong *hechsher* is not one that never has a problem...it is the way they handle the problem that shows the power of the agency.

Wishing you all a kosher and sweet new year,

**Rabbi Chaim Fogelman**

*Editor-in-Chief*



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<sup>1</sup> L. Shulchan Oruch, Yoreh De'ah 118. Shach, Sif 17.

# Share Your Spirit

Readers share their thoughts...



**Dear Kosher Spirit,**

I recently made a *bar mitzvah* and included copies of the *Pesach* issue of *Kosher Spirit* in the hostess bags for my overnight guests. Not only was the magazine great *Shabbos* reading, but it matched the color scheme perfectly! My guests and I really enjoyed it and I was proud to share it with my family and friends.

YB

**Dear Kosher Spirit,**

Your magazine has so many great articles. How can I get 200 copies for my Shul?

Thanks!

**Rabbi Moshe R.**

*Ed. Note: If you would like Kosher Spirit for your community, email [editor@kosherspirit.com](mailto:editor@kosherspirit.com), or visit [www.kosherspirit.com](http://www.kosherspirit.com).*



## From Across the Globe

Rabbi Yona Goldberg visited Minamigura Shoten, a well known traditional Miso and Tamari producer in Taketoyo Satonaka Area, Japan, to conduct a kosher inspection and was featured in a local newspaper.

## That's The Spirit!

On President Barak Obama's recent trip to Israel he dined with Israeli President Shimon Peres. Obama was served @ certified Flam Blanc wine, produced by Flam Winery.

Media reports stated, "After taking a sip of his wine, a glass of Flam Blanc 2012, President Obama said, 'mmm, that's good wine.'"

Learn more about Flam Winery  
[www.flamwinery.com](http://www.flamwinery.com)



The **Ⓚ** receives many letters/emails with kosher questions...

# Consumer Questions for the **Ⓚ**

**Dear Kosher Spirit, I keep kosher, but I have strong concerns about genetically modified foods (GMO) that have taken over the market place. How can GMO foods be kosher?**



## **The **Ⓚ** responds:**

**T**he laws of kosher food are in the category of “*chok*” - *mitzvos* that transcend rational reasoning. We do not keep kosher for cleanliness, or health, but rather because it is a commandment from G-d.

A **genetically modified organism** is a plant that has had its genes synthetically modified to eliminate characteristics that are deemed “negative” (susceptibility to pests, drought, etc.) and to force higher yields from crops. This is not halachically forbidden. However, the *Torah* does forbid a Jew from making one type of GMO, called *kilyaim* (grafting). Grafting is when one species of plant is forced onto another species and they merge together to make one new plant. Since most GMO products are altered synthetically they do not fall under this prohibition.

GMO foods can be certified kosher as long as they meet the requirements of kosher law. It is up to any consumer, kosher or non-kosher, to decide whether they want to consume foods that contain GMO ingredients. If one wants to make sure to avoid GMO ingredients, in addition to looking for a reliable kosher symbol, the consumer needs to look for a designation on the package that the product is GMO-free. This is not related in any way to the kosher certification and is regulated by a separate agency.



# The **BUZZ** About **HONEY** And a Sweet New Year

United States consumes  
**400 million pounds**  
(181 million kg) of  
honey per year, of which  
53 percent is imported.

Honey is  
**70%**  
effective at destroying  
MRSA (antibiotic  
resistant staph  
infection) bacteria.

There are over  
**25,000**  
species of bees worldwide.



**Honey**  
is the only food produced  
by an insect that  
**humans eat.**

Consumption of  
**locally produced,**  
raw honey has shown to  
be effective in reducing  
**environmental**  
**allergies.**

**Honey does not spoil**  
when stored properly.  
Archeologists found a pot  
of honey in an ancient  
**Egyptian tomb**  
that was still **fresh!**

When substituting honey  
for sugar in baking you  
replace **1 cup of sugar**  
with **3/4 cup of honey**  
and reduce the liquid in  
the recipe by **1/4 cup.**

**The manna**  
that sustained the Israelites  
during their forty of years  
wandering to the Promised  
Land is described in the  
Torah as having the flavor of  
**“wafers made with honey”**  
(Shemos 16:31). 



**W**hen we think of traveling on vacation to far distances in today's day and age, the mere thought of an uncomfortable journey almost seems unfathomable. We are used to the highest level of service and, thanks to technology, the world at our fingertips. From kosher mountaintop resorts to kosher cruises in the Mediterranean, the discerning frum traveler can experience luxurious vacations. But for those who would rather get away from it all to hike and climb on foot through uncommercialized trails in South America, backpacking is the adventure of choice. Faced with a daunting trek through remote wilderness, how does a *frum* backpacker keep kosher in the South American wilderness?

Deep in the heart of Peru, during a tumultuous and invigorating week long trek up to Machu Picchu, a group of *frum* backpackers stop to set up camp for the night. The weary travelers have been removed from the world outside of their camp for days. They have lived without electronics, running water or 'normal' food for almost an entire week. Having just traveled for days on end, these weary backpackers are ready for a nice, warm kosher meal. You may ask: How can a group of amateur travelers prepare a hearty, healthy kosher meal to energize them during their journey? Their belongings, strapped to their backs,

some weighing over 40 pounds, consist of *tallis* and *tefillin* and very few articles of clothing, in order to make room for the food they've brought along: filtered water, instant noodles, dried salami, eggs, avocados, apples, bananas, among other locally grown fruits or vegetables. A gas can, a small pot or two and a couple of matches, and within twenty minutes, dinner is served.

Meanwhile, over in Costa Rica, a small group of travelers have just returned to their hostel following a day of touring. Their purchases of the day

include a whole red snapper and some locally grown vegetables. They cover the food in tin foil and stick it over an open flame, and within a mere matter of minutes, they have a delicious kosher meal ready. Other food in their possession include cans of tuna, rice cakes and beans, as well as American products purchased in local markets near their hostel. They have enough food to last them four more days. The real challenge comes if they run out of food. Many backpackers survive mainly on local fruits and vegetables, while considering other food such as carbohydrates and protein as a delicacy. Though it is not ideal to live solely on fruits and vegetables while traveling, in such remote locations, sometimes there is no choice. For *frum* backpackers who find themselves in bigger, well populated cities, many local markets carry American products such as chips, rice, and beans. However, these particular travelers are quite lucky when it comes to food. As they head south towards San Jose for *Shabbos*, they come across several kosher markets and even a deli, where they purchase kosher food for the rest of their journey.

A trip for the adventurous type, a backpacking escapade through South America offers surprises and fascination for one and all. For backpackers who keep kosher, the surprises and de-



**KEEPING KOSHER IN...**

# **SOUTH AMERICA**

*(While Backpacking!)*

**BY LEIGH HERSHOVICH**

lights make the journey all the more exciting. Accessibility to kosher food in these remote locations can be sparse, though it has become more attainable in recent years. "My biggest recommendation," said Chani Chein, daughter of Rabbi Chein, Chabad *Shliach* in Buenos Aires, "is for tourists to buy a Kosher Map before they arrive in South America. That way, they'll be able to plan their meals accordingly." Buenos Aires is highly populated with Jews. Certain areas have kosher supermarkets, pizza and sushi restaurants, and two kosher hotels.

A group of *frum* backpackers backpacked to Machu Picchu last winter, an off season for the Chabad *shluchim* in that area. "We had salami hanging in our apartment for two weeks before the trip," a woman explained. "I'm a vegetarian, but the salami was my husband's main source of protein during the trip. I ate eggs mostly." They carried a small pot, filtered water and matches with them, so that they could prepare food whenever they stopped for a break or for the night. When asked what they did for *Shabbos* meals, she answered with a hint of laughter in her voice: "Well, the *shluchim* from that area are only around during tourist season, and we were there in January. The *shluchim* from Lima, Rabbi and Rebbetzin Blumenfeld, actually shipped a container full of *Shabbos* food for us *Erev Shabbos*. We called them on Thursday night, and on Friday afternoon we went to pick up a container full of food from the airport for *Shabbos*. We were

very grateful." Their later arrival in Lima greeted them with more options than they had seen anywhere else throughout their travels. The Chabad *shluchim* have a restaurant working out of their house, as well as a small

## Frum backpackers of today experience firsthand what it means to connect with Hashem in strange and remote locations like the Chassidim of old...

kosher supermarket where you can buy specialty items that are flown in from Israel and the United States.

A second group of young, *frum* backpacking connoisseurs, who have collectively backpacked in over sixty countries, had other words of wisdom when asked how they stayed well fed during their epic journeys. They ventured away from highly populated areas and focused instead on the rural, unknown areas where kosher resources were sparse.

"One of the biggest mistakes people make is assuming that products that are kosher in the United States are automatically kosher in South America," explained the leader in the group, one of the few who, on his own, has backpacked through more than fifty countries. "Food is processed differently in say, Peru or Venezuela than they are in the US. Examples would include cans of tuna, even prepared fruits and vegetables. Keeping kosher while packing isn't difficult, you just have to be aware of what you buy and where you buy it.

On one occasion, while one group member was traveling in Peru, he spent time in the *Chabad* House in Cusco. It was there that he learned how to milk a cow and pasteurize the milk. "There's an art to buying milk

there," he explained. "We could walk down into the village, and look for the healthiest looking cows, because they tend to be very scrawny in those areas. We would pay the cow owners for the milk and either watch them milk the cows, or we would milk them ourselves. We used the *Chabad* House kitchen to pasteurize the milk so that it would be safe to use. The milk was too thick to be used in coffee, and the milk had a tendency to spoil within a few hours, so we usually used the milk in ice cream or milkshakes."

*Frum* backpackers of today experience firsthand what it means to connect with *Hashem* in strange and remote locations like the *Chassidim* of old, who used the stillness and beauty of nature to connect to *Hashem* on different levels. Their most important pieces of advice: "Embrace the unknown! The best things in life happen outside of your comfort zone... And the single most important item to have with you throughout your trip is not food, its baby wipes." ❧



# A BRIS IN TURKEY

BY RABBI YESHAYA PRIZANT, © ISRAEL

On February 2, 2006, I inspected a new factory in the city of Mersin in southern Turkey. Travel from Israel to Mersin involves a stopover in Istanbul, a second flight to Adana, and then traveling by car to Mersin.

This area in Turkey has a reputation as a “problematic” area, known for extremists, and the airport in Adana is heavily guarded with check points on the entrance road.

After a full day of inspecting the factory, I returned to the airport in Adana to catch a flight to Istanbul.

Once I was inside the airport building and arrived at the check in area, I was able to reveal my *tzitzis* and take of the cap covering my *yarmulke*, the obvious symbols of my Jewish identity. Of course, I was immediately the center of attention and all eyes were on me, some full of hostility. Despite the tension, I took a seat on a bench and waited for the boarding announcement.

After a while, a man in his mid-thirties sat down next to me and stared. Finally, I gave him a strong look and he spoke, “Hi.” “Good evening,” I replied. “Are you Jewish?” the man asked. “If you are asking me you probably already know the answer,” I responded, “Sure I’m Jewish.” The man then rose from his seat, walked over and warmly shook my hand. He told me, “My name is Eli,” and presented me with his ID to prove he was telling the truth. We had a nice conversation and it turned out that he was a Jew living in Istanbul, married to a Jewish woman. He told me, “My father was not religious, but he insisted that I marry a Jewish woman.”

The man remembered little about his father, but then told me that he and his wife are expecting a baby boy. He knew he was supposed to perform a *bris* for his son and asked me if there was someone in Istanbul who could assist him with the arrangements. I gave him the contact details for Rabbi Mendy Chitrik, the Chabad emissary in the city, and told the man that Rabbi Chitrik would help him with all of the necessary arrangements for the *bris*.

Everything is *hashgacha pratis* and Hashem arranged that I was in this airport in Adana, wearing a *yarmulke* and *tzitzis*, precisely at the same time as this Jewish man in order that he should have the *zchus* to make a *bris* for his son. ❏



A "TASTE" OF THE

# ART OF KOSHER CERTIFICATION



BY RABBI YITZCHAK HANOKA

# P

icture yourself in a massive factory, surrounded by towering equipment, the whir and hum of the machines, and the scents of various foods wafting through the air. Hundreds of thousands of items are produced and packed here daily, with a dozen different products made each day.

There are several production lines

and each one is buzzing with another product in the works. Now, as a rabbi in a major *kashrus* agency, you are tasked with the enormous responsibility of setting up a *kashrus* system in the plant and making sure all of the kosher products are produced, packaged, labeled, and worthy of the kosher symbol affixed. The task is humbling.

Just as *Hashem* sends the *re-fuah* before the *makka* – he sends the solution before the problem – we must try and do the same. In this case, the challenge is the potential for errors in production and *kashrus* and the solution is an iron-clad, custom designed *kashrus* system that meets the unique needs of the company and the products that will be certified.

What is a *kashrus* system and how does it work? A *kashrus* system is the method of supervising the kosher certified production at a particular facility. The art of giving a reliable kosher certification lies in the ability of knowledgeable

*Continued on next page*

and trained rabbinic staff to be able to assess a particular manufacturing reality—through a thorough understanding of the industry and its unique set of circumstances—and set it up in a way that will be both practical and in accordance with kosher law. It can include the order of products produced each day, *mashgiach* requirements, labeling, data requirements, cleaning procedures, and *koshering* (if applicable).


What is the difference between a *hechsher* with a weak standard and a *hechsher* with a good standard? One of the biggest differences boils down to one word: *b'dieved* (after the fact). In *Shulchan Oruch* there are a number of things permissible *b'dieved*, but *l'hatchila* (from the start) are not permissible. For example, *b'dieved* a drop of milk that fell into a pot of chicken soup (less than 1/60<sup>th</sup> or 0.0167% of the total volume) is permissible, but *l'hatchila* one cannot intentionally put a drop of milk into the chicken soup. In every part of life, there are certain things that after the fact are not the end of the world, but are not advisable from the get-go. If someone drives cross-country in an old car with old tires or that often experiences mechanical trouble and lacks airbags and other newer safety features, after he arrived safely what's done is done, but nobody would advise someone to take such a trip in a less reliable car. Similarly, with regards to *kashrus*, there is a safe way to give a *hechsher* and the opposite.

### Creating an Iron-Clad Kashrus System

Giving a *hechsher* is a form of Quality Control and the security systems in place can be compared in a sense to Quality Control procedures set up by a manufacturing company. The *kashrus* agency, and specifically the Rabbinic Coordinator, is tasked with the job of setting up the *kashrus* system in a way that ensures there is no foreseeable possibility of “*b'dieved*” situations. If, after a strong, custom tailored system is put

in place, complete with continued data collection, product formulas, inspections, etc., there is a breach in the system or another problem, the agency must reevaluate and correct the situation. Our primary job, however, is to prevent problems from occurring.





By way of example: When someone wants to protect his home or office, he places a strong lock on the front door, bars on the windows and fences in his property. Sometimes, as an additional safeguard, the person installs an alarm system. To make it even more secure, he can subscribe to a central monitoring service for his alarm system, or even go as far as having a private security guard stationed at his home or office 24/7. When dealing with kosher supervision, it is not enough to just build a fence. We build a fence, set up an “alarm” system, monitor the system, and sometimes even require a 24/7 security guard, the *mashgiach temidi*. A good kosher certification is like a pie, made up of many slices that provide diversity and unique strength for the kosher program. We sign a legally binding contract with the company, have a senior rabbi supervising the *mashgiach* and all aspects of the certification, spot checks, and a complete data collection system with all of the ingredients and product formulas. We ask key questions and make sure

Chocolate Production at the Barry-Callebaut factory, under the  Kosher Supervision






to understand the nature of the industry before embarking on a new certification.


The financial and legal commitment required to obtain a *hechsher* is a significant aspect of the *kashrus* system. If a company is investing financially in kosher certification it is a motivation to ensure that kosher proto-



system. At  headquarters an entire department of staffers works full-time to maintain and update a data system containing every ingredient and formula for  supervised products and facilities. The system even includes products made in the facilities that do not bear the  symbol, but are made in the same factory. The Rabbinic Coordinators and *mashgichim* have access to this vital data over the Internet, via the 's specially designed software, so it is available to them in real time anywhere in the world!

When dealing with kosher supervision, it is not enough to just build a fence. We build a fence, set up an "alarm" system, monitor the system, and sometimes even require a 24/7 security guard...

col is properly kept. The company also signs a legally binding contract that obligates them to follow the protocol set forth by the  and to follow the directives of the Rabbinic Coordinator and *mashgiach*. If the contract is violated, the kosher status of the final product is jeopardized and can subsequently be recalled from the market.

Perhaps, most importantly, the rabbi placed in charge of the *kashrus* of the company is an expert in the particular area of food production. The  has Rabbinic Coordinators who specialize in various fields: dairy, meat, flavors, bakeries, liquid transports, etc. Each rabbi is trained, with much hands-on experience, to see beneath the surface and to foresee possible scenarios and their ramifications BEFORE they occur. Working in tandem with the Rabbinic Coordinators are the *mashgichim*, who undergo training specific to the type of production, as well as in carrying out  policies and procedures.

Another crucial facet of the *kashrus* system is data support services. There are various levels of data support, beginning with the 's proprietary computerized data tracking

Early in my career, I had the *zechus* of mentoring under Rabbi Dovid Steigman, Senior Rabbinic Coordinator at the , and was taught that a rabbi has to learn to go with his gut feeling. (See "Who's Behind the " in this issue.) After going through all of the proper protocol, the rabbi has to feel comfortable about the setup. If he feels uncomfortable, even if he can't "put his finger on it", it usually means something is wrong. When a rabbi setting up a company feels this way, he has an obligation to investigate further, by discussing with his colleagues, making another visit to the facility, and getting to the bottom of the issue.

Perhaps most important, is the understanding that situations change and may require modification. Companies by nature are in business to make money and prosper.

In order to make money, they need to be in a spirit of movement and growth – selling product, expanding the product line, getting into new markets, even changing their business model if needed. When the company was new, we set up a system that worked well. In a few years, when the company has experienced growth and change, the system needs to be reevaluated and tweaked if necessary.

### Different Levels of Complexity


While every company is indeed different and its *kashrus* system is unique, there are some general differentiations between the levels of complexity in kosher certification.

A facility that is entirely kosher and *pareve* is the easiest to certify as there is little potential for error. For a company that produces kosher and non-kosher in the same facility, or *pareve* and dairy in the same facility, we often use a system of color coding that is applied to all of the production equipment, storage areas and packaging.

One company used to repack items by hand. Now, due to growth, *Baruch Hashem*, the company packs bulk products by machine, which changes the whole dynamic. A vertical bagger machine carries a risk that product gets stuck in the machine and later dislodged into a later batch. If the company packs dairy items in the morning and *pareve* items in the afternoon, there is a real possibility that a dairy item that gets stuck in the bagger ends up in a *pareve* product when it is dislodged later. The system for this company requires *pareve* products to be packed in the morning and dairy products in the afternoon to prevent a dairy item from ending up in a *pareve* package. The machinery is then

dismantled and fully cleaned each evening for general quality control purposes and to ensure no product remains lodged in the machine.

Meat, cheese, *Cholov Yisroel* and some fish productions require *hashgocha temidis* and much more monitoring is necessary to ensure the kosher protocol remains intact.





Sometimes, there is a situation where there is a kosher meat product and kosher dairy (or kosher *pareve*) product OR kosher meat product and non-kosher meat product and they both look exactly the same. An example would be meat ravioli and cheese ravioli, which both look the same from the outside. When we go to a factory that makes ravioli and make a kosher production, the *kashrus* system is as vital and sensitive as, *l'havdil*, open heart surgery. The kosher production is done first thing in the morning after everything is cleaned and *kashered* if necessary — first *pareve* ravioli and then *milchig*. The  does not allow dairy and meat production on the same line on the same day in case some product gets stuck during the first production and then dislodged later into the other product. This is a prime example of the necessity for the rabbi to understand every manufacturing situation and establish a *kashrus* system to address every unique scenario.


Of course, Passover production has a whole other set of *kashrus* protocol and requires a high level of supervision. While some facilities produce only Passover products, others need to be *kashered* for Passover production. Passover usually involves more complexities and potential for changes.



For example, a company makes chocolate products for Passover and gets their chocolate from a supplier. During the year a chocolate melter is used for *kitniyos*. For Passover use it must be cleaned and *kashered*. Now, the company has grown to a point where they want to purchase their own chocolate tank and use bulk liquid chocolate instead of melting blocks of chocolate. Passover is approaching and liquid chocolate is suddenly not available with Passover certification. If the company is not able to flush out the chocolate tank and clean it in time to melt the chocolate themselves, then changing the *kashrus* system is not going to be complete in time for Passover.

Every change in manufacturing has a ripple effect that is much deeper than meets the eye. Each effect is lingering and has a very far reach and it is only through hands-on experience that rabbis perceive the ramifications of these changes and act upon them accordingly.

### Affixing the Kosher Symbol

There are different levels and requirements for kosher supervision and, as a result, there are different methods of affixing the  to a product that vary depending on the particular circumstances. The most popular for consumer products are the  symbol printed directly on the product label or traceable  seals affixed personally by the rabbi. A product that does not require *hashgocha temidis* usually has the  printed directly on the product label and the *mashgiach* checks the company's label book and the log of labels affixed to the products at his surprise inspections. A product with a *mashgiach temidi* is generally stamped or labeled individually with traceable labels by the *mashgiach*

himself. The label numbers are then recorded by the *mashgiach* and submitted to  headquarters in his report.

One  certified company was an exceptionally complex case. For many years the company had *pareve* line to produce only *pareve* products. The company experienced a strong upsurge in dairy business, so we cancelled the dedicated *pareve* line because they needed to use it for dairy also. We sealed up one small portion of the *pareve* line and then *kashered* the rest for *pareve* productions as needed. During that time period, *pareve* products were no longer labeled with the  symbol. These products required the rabbi's personal stamp on each product since it required the rabbi's presence for *pareve* production.

Every change in manufacturing has a ripple effect that is much deeper than meets the eye...

### Handling a Breach in the System

What do we do when there is a breach in the system? I have trained myself to ask, "What went wrong?" define the problem, and then define the solution. One cannot define solution without defining the problem. What is the source of the problem? Why did it happen? Where in the production line did it happen? Was it something random, or is this a pattern? If it is a pattern then we are dealing with a deeper problem.

Assessing the situation is all part of maintaining the certification. It is no different than an assessment after damage to a new house. The house passed inspection, but later flooded from a hurricane. Was the person who built the house, or the person who inspected and gave the Certificate of Occupancy at fault? No, but something happened that was not foreseen. It all must be figured out.



Rabbi Don Yoel Levy and Rabbi Yeshaya Prizant inspecting a plant in China

In another situation, a company accidentally labeled an uncertified product with the Ⓢ symbol. Due to kosher laws in that state, the state fined the company a significant sum. They complained that the fine was so expensive that it was almost equal to the cost of supervision! In this case, the label was for a test item that was mistakenly printed outside the protocol requiring extensive label review and was never entered into the label book. Our systems are designed to protect the consumer AND the manufacturer. That label book would have protected the manufacturer from the loss incurred by recalling the product.

There was one customer that had a few incidences of mislabeled products. It was very difficult to pinpoint why and how they happened, so we revamped the entire system. The products could no longer have an Ⓢ preprinted on the label. The *mashgiach* was required to put special numbered stickers with permanent adhesive on each product to indicate that he supervised the kosher production. We changed the system so there would be no doubts about the *kashrus* status of the product.

### Only Settle for the Best

When shopping for anything important, such as a good family doctor, one looks for the best in his field. Just like in any industry, people are limited and very few specialize in many fields. One can be the best neurosurgeon, but usually not also the best orthopedic surgeon. A person looking for kosher food also has to rely only on top notch specialists. A quality *hechsher* needs to have a variety of top specialists and not rely on one person to be their meat, dairy, flavor AND bulk oil specialist all rolled into one. The art and the ability to set up, diagnose, establish and record a *kashrus* system for a particular type of manufacturing process is a specialty that requires a lot of *mesorah* and hands-on *shimush* (practical training).

It is only possible to give a *hechsher* when a proper system can be put in place, which includes having enough personnel to see it through. If a company is disorganized or doing too many different products (kosher, non-kosher, *pareve*, dairy, etc.) all manufactured together in the same facility, we cannot even get involved in such a venture. The quality of a *hashgocha* is measured in part by the companies that do not meet the agency's kosher standard and are turned down for certification. A true top-notch kosher certification has the expertise AND the *Yiras Shomayim* to know when to say, "No, this product cannot be certified," or, "No, this product cannot be certified without significant changes in the facility." As the consumer, if you regularly insist on kosher without compromise, companies seeking certification will also insist, and the food that graces your *Shabbos*, *Yom Tov* or weekday meal will always adhere to the highest level of kosher protocol. Ⓢ



# Sabra

DIPPING LIFE  
TO THE FULLEST



It's an iconic Israeli image – warm, fluffy pita filled with creamy hummus, falafel and vegetables. One bite of the classic sandwich evokes all of the scents, sights and sounds of the Mediterranean, a veritable feast for the senses. While abundant in the Middle East, the U.S. was sorely lacking in delicious Mediterranean cuisine.

Founded in 1986 in Queens, New York, Sabra Blue & White Foods started with the simple mission of bringing the kosher, healthy and delicious cuisine of the Mediterranean to people's everyday diets—foods like hummus, eggplant dips, babaganoush spreads, and vegetarian sides.

Initially, Sabra manufactured and sold hummus and other vegetable-based dips and salads to the New York, kosher and niche markets. Growth was steady as small

pockets of Americans started to discover Sabra's dips and began to delight in bringing a little bit of worldly flavor to their dinner tables. In 2004 Sabra introduced its hummus to the general market. New packaging, new product extensions and new marketing efforts accompanied the transition. Sabra soon caught the attention of Israel-based international food company, The Strauss Group, who purchased 51% of the company in 2005. In the months that followed Sabra's initial launch into the general market, word of mouth, PR and experiential sampling efforts drove brand awareness and product began to fly from the shelves, growing Sabra's market share from 2.5% in 2003 to more than 30% five years later. By 2007, Sabra had become the number one hummus brand in the United States.

True to its adventurous nature, Sabra has recently embraced and been inspired by flavors from around the world. This has led to the introduction of a new range of delicious, fresh dips like salsa, guacamole, and Greek yogurt veggie dips, which complement Sabra's offerings of over a dozen varieties of hummus. "Our passion is to bring different flavors to your table with our family of dips and spreads. We start with authentic recipes, then use fresh ingredients to create gourmet products that bring a taste of the world to the everyday."

## THE SABRA DIFFERENCE

Sabra has led the growth of the hummus market in the United States and proudly manufactures the coun-

chickpeas grown right here in the U.S. Sabra Salsa has fresh cut vegetables, spices, and Roma style tomatoes grown in California while our new line of Guacamole is made of Mexican-grown Hass Avocados. Our all-natural Greek Yogurt Veggie Dips have 67% fewer calories and 88% less fat than the leading sour cream dips. We believe that people want to make smart, delicious, and convenient choices when it comes to the foods they share with loved ones. Because the best adventures, ultimately, are shared."

In addition to Sabra's commitment to high quality kosher food, Sabra takes care to minimize the ecological impact of food production. "When you're inspired by the different flavors of the world, as we are, it's hard not to be a little inspired by the world itself. Which is why we at Sabra feel a re-

...SABRA STARTED AS A SMALL COMPANY TARGETING THE KOSHER MARKET. THE HAVE SINCE GROWN TREMENDOUSLY, BUT THEY STILL TAKE KOSHER VERY SERIOUSLY...



In 2008, PepsiCo Frito-Lay purchased 50% of Sabra, entering a joint venture with Strauss Group. With the help of its parent companies, Sabra continues to lead the market, guiding the category in all areas of innovation, packaging, product development and marketing. Sabra tops the category in retail, club stores and food service markets. As of December 2012, according to IRI, hummus category sales were \$586 million, with Sabra representing approximately 60% of the category.

try's top selling brand of hummus. Sabra is known for its delicious, authentic and varied flavors and for a uniquely smooth texture that is hearty but not dense. On trend as a tasty, healthy and conveniently versatile food, Sabra hummus has found favor among busy Americans who place great priority on taste and flavor.

"We're proud to bring the best of the world's authentic recipes to your table with our family of refrigerated dips and spreads. Our hummus is made with fresh herbs, spices, and

responsibility to the environment and our planet."

Sabra has taken great strides to make the company as eco-friendly as possible. Take, for example, the new plant in Richmond, Virginia. 20% of the building is constructed from recycled materials and almost all of the construction waste materials will be recycled. To make the plant as energy efficient as possible, Sabra will implement innovative and eco-friendly designs like a reflective roof that cuts our needs and heat recovery systems that

# HUMMUS HEALTH FACTS



- Contains lots of healthy **Omega 3** fatty acids (200-300mg in an average serving of about 1 cup), which promote vascular and brain health
- Rich in **vitamins and minerals** (Vitamins C, B6, E, K, Folate and Thiamin, as well as Manganese, Copper and Sodium, Calcium, Iron, Magnesium, and Zinc)
- Contains 20 essential **Amino Acids**
- Rich in **fiber and protein**, with a low glycemic index
- Linked to **lower cholesterol**







cut our heating needs. In fact, at least 35% of the building's energy will come from renewable resources. That's equivalent to offsetting the yearly electricity use of 573 households a year!


But of course having an eco-friendly factory doesn't mean much if what you produce isn't also environmentally friendly. That's why Sabra has invested three years into developing new packaging for all our products. Sabra's new packaging is made from 30-45% post-consumer recycled plastic. That change itself saves 325,000 gallons of gasoline and 319 metric tons of carbon a year. All of which is proof that although the package lid maybe be red, Sabra is doing a lot to be green.

## SABRA & THE

Sabra launched as a kosher company and has maintained its commitment to providing delicious, better for you and fresher tasting kosher product choices for consumers. Kosher stan-

dards are always a high priority at Sabra. Current  Rabbinic Coordinator for Sabra, Rabbi Sholom Ber Hendel, relates, "Sabra started as a small company targeting the kosher market. They have since grown tremendously, but they still take kosher very seriously and aim for the highest level of *kashrus* for all of their products." Rabbi Yitzchak Hanoka, Sabra's previous  Rabbinic Coordinator, shared his insights as well. "Sabra is fully committed to the security of their kosher program. They consistently demonstrate this with their full cooperation and striving to maintain the high *kashrus* standards the kosher consumer deserves."

Sabra has enjoyed a long-standing partnership with the . The brand proudly displays the  symbol on more than two dozen products. Meiky Tollman, Sabra's Chief of Operations, describes Sabra's longstanding relationship with the : "We are incredibly proud to feature the  certification

on all of our hummus, salsa and guacamole. Throughout our decades long partnership, the  has consistently worked alongside us in assuring we are able to deliver the highest quality products to all our consumers within the guidelines of the certification."

## SABRA'S FUTURE

Though Sabra is the clear market leader in the US, the category is still relatively new and there is great potential. More than 70% of American consumers do not consume hummus on a regular basis, so our focus at the moment is the delicious job of continuing to introduce hummus and our other products to the American consumer. We know that people who try Sabra are going to buy it again, so we really enjoy bringing Sabra to new markets, and allowing people to experience the product. 



## Eggplant Deli Roll Serves: 4-8

Traditional deli roll combines deli meat, mustard or ketchup all rolled into a puff pastry. This version is healthier, carb free, gluten free (without panko crumbs), and seriously good for you. The smoky turkey infuses the roasted vegetables, creating an unbelievable flavor.

**1 large eggplant sliced lengthwise**

**1 large zucchini sliced lengthwise**

**1 package Baby Bella mushrooms finely chopped**

**10 slices smoked turkey breast**

**Barbeque/teriyaki sauce**

**$\frac{1}{3}$  cup panko bread crumbs**

1. Turn oven to broil
2. Lay out parchment paper on two cookie sheets
3. Place sliced eggplant on one sheet and zucchini on the other
4. Sprinkle lightly with salt
5. Broil for 5 minutes on each side; turning over eggplant and zucchini so both sides become lightly browned
6. Meanwhile, sauté mushrooms in 1 tablespoon of oil for ten minutes, set aside
7. Take out eggplant and zucchini, let cool
8. Lower the oven to 375 degrees
9. When cool enough to handle, place sliced zucchini on top of sliced eggplant, place turkey on top of zucchini and place sautéed mushrooms on top of turkey
10. Drizzle barbeque sauce on top of mushrooms
11. Roll the layers into rolls
12. Brush tops of rolls with bbq/teriyaki sauce
13. Top with panko crumbs
14. Bake in oven for 15-20 minutes








Mashgichim visits  
around the world...


China


# EMERGENCY IN CHINA


In 2009 the phrase “Swine Flu” brought panic to the residents of Southeast Asia, and later the entire world, with the surfacing of widespread cases and the World Health Organization’s declaration that Swine Flu (also known as H1N1) had reached pandemic status.



Although  *masgichim* routinely fly around the world, there was no great concern about the possibility of catching the virus. Despite the initial hysteria following the discovery of Swine Flu, by mid-2009 the US Centers for Disease Control and Prevention (CDC) noted that most infections were mild, similar to seasonal flu, and that recovery tended to be fairly quick, so the  trips around the world continued as planned.



In July 2009, the Israeli office of the  got an urgent phone call from  China. (The  has an office in China, where local rabbis and staff work with Chinese companies to help them understand the laws of *kashrus* as well as the details of the certification process.

They also help arrange transportation and accommodation for the  rabbis who arrive in China to make inspections or supervise productions.)

This time the call from China wasn’t about the usual issues. “Rabbi B. arrived in Beijing last night and was put in quarantine,” reported the director of  China. Rabbi B. had just finished a week-long trip in India, and it appeared he caught Swine Flu there. “They check everybody who enters the country, and it seems he is indeed sick.”

As an international kosher organization, the  must always be ready to cope with an emergency. Flights get cancelled because of storms; cars break down in the middle of nowhere;

rabbis sometimes get too sick to work. But, as a responsible organization, the  has an obligation to its clients to resume the kosher work as soon as possible. Since Rabbi B. came to China to supervise a kosher production, the first thing to do was to send another rabbi to replace him in the plant. The , of course, absorbed the additional costs.

However, the  has obligations not only to its clients but also to its *masgichim*. Rabbi B. was in quarantine and it was up to the  to make sure he got the best treatment possible. Having an office in China was a great help. One of the staff members went to visit Rabbi B. at the hospital, and decided that particular hospital



## DID YOU KNOW...

# How to Read a Kosher Certificate

**KOSHER CERTIFICATION**  
Rabbi Don Yoel Levy  
Kashruth Administrator

**KOSHER CERTIFICATE**

KC# 2915936 - 1  
14 Sivan, 5773  
May 23, 2013

Demonstration Company 2012 (2013-)  
391 Troy Ave  
Brooklyn, NY 11213

The following products sold by Demonstration Company 2012 (2013-) are certified Kosher with the listed restrictions.

Name	K-ID	Status	Restriction	Size
Chocolate Cake Only lot number: 0523138	DFK-PWDZ	Pareve	NONE	

This is a demonstration company, therefore this is not a real certificate.

This certificate is VALID UNTIL December 31, 2013

Verify authenticity by entering K-ID at [www.digitalkosher.com](http://www.digitalkosher.com)

Powered by: **K-ID**  
DIGITALKOSHER.COM

RABBI DON YOEL LEVY, Kashruth Administrator

391 Troy Avenue, Brooklyn, New York 11213 U.S.A. • Tel: 718-756-7500 Fax: 718-756-7503 • E-Mail: info@ok.org  
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wasn't the best place to receive care. Rabbi B. was transferred to another, much better hospital, where he got the necessary care.

Finally, there was another aspect the **Ⓢ** had to handle: Rabbi B.'s family. The families of *mashgichim* give up a lot of things for the sake of kosher work, but knowing that one's husband and father is hospitalized in a distant country is an especially hard pill to swallow. Rabbi B. was adamant: his family shouldn't know about his sickness until he recovered. For the following week, the office staff in Israel had to keep reassuring Rabbi B.'s family that although they were not able to reach him, he was perfectly fine and the office heard from him often.

At the end of the week, everybody involved could breathe a sigh of relief. Rabbi B. recovered and was discharged from the hospital, the production had proceeded as planned and was about to finish, and Rabbi B.'s family could talk to him again, never dreaming what drama he had been through. When we are all under *hashgocha* from Above and Hashem watches over our *mashgichim* who watch over the kosher production, then, as the saying goes, "All's well that ends well." **Ⓢ**

We all know that a "No Parking" sign must be read carefully to avoid a ticket - the direction of the arrow, time and day of the week listed on the sign make all the difference. The same is true with a kosher certificate. A kosher certificate is filled with important data to verify the kosher status of a particular product. The two most important pieces of information are the **Product Name** and the **expiration date**.

**The kosher certificate only applies to the item listed on the certificate and only when the item is SEALED in the original packaging.**

Once an item is opened, the *kashrus* is no longer guaranteed. A pre-mix, used in a store, might be kosher certified, but once the mix is put into the store's machines and prepared and served, the kosher status is no longer guaranteed unless the actual store is kosher certified by a reputable agency as well. **Ⓢ**

MEET OUR STAFF:

WHO'S BEHIND THE 

## Interview with Rabbi Shmuel Eidelman




Rabbi Shmuel Eidelman


**KS: Where did you grow up? Where did you go to *yeshiva*?**


**RSE:** I grew up in *B'nei B'rak*, Israel. I studied in the *Karlin Yeshiva Ketana*, and then in the *Hevron Yeshiva* in the *Geula* neighborhood of Jerusalem for six wonderful years.



**KS: What did you do after *yeshiva*?**


**RSE:** After I got married to my wife *Channa* in 5759 I learned in *Kollel 'Torat Eretz Yisrael'* in *Petach Tikva*.

**KS: What is your current position at the .**


**RSE:** I work in the wine and alcohol department at  Israel and I am in charge of kosher productions in *Moldova*.


**KS: What prepared you the most for your current position at the .**


**RSE:** I have always been attracted to kosher work and learned the kosher laws in depth in *yeshiva*. When I first got into the kosher field I helped found the kosher department in the *Mate Yehuda Municipality* and had the *zechus* to turn many non-kosher businesses into kosher ones, especially wineries. I also founded the kosher department in the *Backtochem Labs*, which is used by all kosher agencies. My neighbor and dear friend, *Rabbi Yaakov Perlow*, introduced me to *Rabbi Haskel* once the  office in Israel was opened, and I've worked for the  ever since.


**KS: What is best thing about working at the .**



**RSE:** It's really hard to mention only one thing when


there are so many elements that make the  exceptional. Perhaps the most outstanding thing is the professionalism and vast experience of the rabbis, each in his own field. Also, the amazing way *Rabbi Levy* treats every facility as the most important one and personally checks every initial visit report.

The  also has amazing customer service, which makes me proud – the office in Israel is open from 8 AM to 8 PM every day, and the *Rabbinic Coordinators* are easily reachable even after office hours.

**KS: How would you describe the  today?**

**RSE:** The  is an organization that believes that every effort should be made so that Jews everywhere will have access to kosher *l'mehadrin* food. The unique computer programs we have contain a huge database that makes it possible to instantly check whether an ingredient used in a facility in the other side of the world is kosher. Our motto is: "If there is any doubt, then there is no doubt [that something must be done]." *Kashrus* isn't the place for compromise.

The  has also been a trailblazer in the kosher wine industry. In the last decade we've found solutions for many necessary ingredients that winemakers couldn't obtain for their kosher wines. It is no wonder that most of the prestigious wineries in Israel have applied to be certified by the .

**KS: Can you share an interesting experience that you had while working at the .**

**RSE:** Over the years I have had many interesting ex-

“Rabbi Eidleman definitely has what it takes to tackle all the challenges of making kosher wine...”

– Rabbi Ahron Haskel

*Executive Rabbinic Coordinator, © Israel*

periences in many different countries, but I think that the following story represents our way of work perfectly. Last year I flew to Moldova to supervise the pasteurizing of wine in a juice factory. The weather was terrible, with heavy snow and extremely low temperatures. It took real *mesiras nefesh* to kosherize the tanker which was used to carry the wine from the winery to the factory.

When we reached the factory we found out it was impossible to kosherize the tanks properly in the regular way. The owners insisted it wasn't a problem since they only worked with fruit juice, never with grape juice or milk. I consulted Rabbi Haskel and he said that since a government official signed the factory records that claimed not to use grape juice or milk it would be acceptable not to kosherize, but that I should “listen to my gut”. Well, my gut told me to be careful. I decided to do the kosherizing the hard and long way by pasteurizing a lot of water and then passing the water through the tanks while it was still boiling. The managers, needless to say, were very annoyed with me.

The kosherizing took two days. On the third day I arrived at the facility early in the morning, and by mistake drove through the entry designed for trucks. When I got out of the car I saw a huge red stain on the snow. I bent down to smell it – and it was wine! I asked for the factory owner who came, pale and awkward, and explained that he was only doing a favor to a friend who needed to pasteurize wine, and he is actually not allowed to do this...it was true *Siyata Dishmaya* that we insisted on proper kosherizing! ☞

## What Other People Say About Rabbi Shmuel Eidelman

As one of our experts in the wine industry, Rabbi Eidelman has been instrumental in the growth of © *mehudar* wines worldwide. From the Mountains of Yehuda to Moldavia, his understanding of wines and expertise in other areas has greatly enhanced the ©. Rabbi Eidelman's genial personality enables him to obtain the highest standards of *kashrus* with a smile.”

### Rabbi Don Yoel Levy

*Kashrus Administrator, © Kosher Certification*

Rabbi Eidelman is a man that never stops learning. When he was put in charge of kosher matters in Moldova he actually went and learned the local language, in order to create better relationships with the people. He studied the world of wine so thoroughly, including taking enology course, that he is as knowledgeable as any winemaker. Whenever I accompany him on visits in wineries I always notice how impressed the professional staff is with Rabbi Eidelman's mastery of any wine-related subject. This both helps the wineries trust him and gives additional prestige to the © as a highly professional kosher organization.

Kosher wine work is intense: during harvest the rabbi has to be present all day and all night and the supervision work requires a lot of *Yiras Shomayim* and strong character, since sometimes the rabbi has to make hard decisions. Rabbi Eidleman definitely has what it takes to tackle all the challenges of making kosher wine and, since he is such an expert, his decisions and instructions are accepted with respect.”

### Rabbi Ahron Haskel

*Executive Rabbinic Coordinator, © Israel*

We have been working with the © and Rabbi Eidelman for many years. We believe that Rabbi Eidleman is an excellent example of a rabbi who never compromises on kosher standards but knows how to adapt himself to the human and professional environment of the wine industry. He is one of the leaders of the kosher wine revolution in Israel. In the past, boutique wineries were afraid of kosher certification, afraid it would harm the quality of the wine, but people like Rabbi Eidleman proved those fears baseless.

As a non-observant person I greatly appreciate Rabbi Eidelman's work and his ability to turn kosher certification of wine from something intimidating to something we do with great pleasure.”

### Udi Kaplan

*CEO of Haela Winery*

# המלך The King

Compiled by Dina Fraenkel

**H**ashem's Kingship is a primary theme of the *Rosh Hashanah* prayers—more specifically, our coronation of Hashem as King over the universe and our submission to Him as His loyal subjects. We ask Hashem to “reign over the entire world.” Our pleading and our desire to submit ourselves completely to Hashem's will is the true meaning of *Kabbolas Ol* (accepting the yoke).

It is written by our great Sages that Hashem tells us, “Accept My sovereignty and then accept My decrees.”<sup>1</sup> It is only possible to connect to Hashem through the *mitzvos* AFTER we accept Him as our King. The *Gemara* explains that no other elements of Divine service can even exist without the crowning of Hashem as our King!<sup>2</sup> Even *teshuva* can only come after the acceptance of G-d's Kingship, since *teshuva* is regret over the past and the determination to fulfill the Will of Hashem in the future.<sup>3</sup>

We express our *Kabbolas Ol* daily in the recitation of *Shema*, but that acceptance is the basis of our behavior on that day. On *Rosh*

*Hashanah*, however, *Kabbolas Ol* is the essence of the entire day, consuming the entire person and pervading his every action, serving as the foundation for the core of our relationship with Hashem throughout the entire year and our ability to do *teshuva* on *Yom Kippur*.

One of the most moving and poignant expression of this theme is the climactic “*HaMelech*” prayer at the beginning of *Shacharis* on the morning of *Rosh Hashanah*. It is the first word sung out by the *chazzan* at *Shacharis* and crescendos to an awe-inspiring, booming, “*Ha-me-lech!*”

There is a well-known story of the Karliner *Rebbe*, *Rav Aharon* of Karlin, who fainted when he came to the word, “*HaMelech*.” *Rav Aharon* explained that he was thinking of the section in the *Gemara* discussing the encounter between *Rabbi Yochanan ben Zakkai* and *Vespasian*. *Rabbi Yochanan* smuggled himself out of

*Yerushalayim* to entreat *Vespasian* to spare the city of *Yavneh*, a center of *Torah*. *Rabbi Yochanan* entered *Vespasian's* tent and addressed him as, “Your Majesty.”

“You are deserving of death on two accounts,” said *Vespasian*. “First of all, I am not the king, only His Majesty's general.” (*Vespasian* did not know that a messenger from Rome was already en route to the general to inform him of his new sovereignty.) “Secondly, if I am indeed king, why did you not come to me until now?”

“I thought to myself,” said *Rav Aharon*, “if we address the Almighty as ‘King,’ does this not invite the question, ‘If I am indeed your king, why did you not come to me until now?’ What can we answer to that?”

May each and every one of us run to greet Hashem and crown Him King over us and the entire world. With our sincere *Kabbalos Ol* and determination to do *teshuva* we should all be blessed with the immediate Redemption and celebrate *Yom Tov* in the *Beis HaMikdash* with *Moshtafach*. ❧



1. *Mechilta*, *Shemos* 20:3

2. *Gemara*, *Rosh HaShanah* 16a, 34a

3. *Rambam*, *Mishneh Torah*, *Hilchos Teshuva* 2:2



## GUARDING THE MOUTH

**O**n Yom Kippur we recite 53 different verses of “*Al cheit*,” repenting for various types of sins. The mouth and tongue are the limbs mentioned most often in “*Al cheit*”: utterance of the lips, through speech, insincere confession, foolish talk, impurity of speech, speaking evil about another, prattle (meaningless sounds) of our lips, tale bearing, swearing in vain... Why is there so much emphasis on the mouth?

Rabbeinu Yona explains: By guarding the mouth, it becomes a holy vessel. Once a holy vessel becomes defiled, the holiness completely departs from it and much work is needed to draw the holiness back into it anew.

“One should be equally concerned with what goes in to his mouth, as well as what comes out.”

## KOSHER BY THE NUMBERS



Food travels an average of  
**1000 MILES**

before it reaches your plate. How far do the *mashgichim* travel to make sure consumers have kosher food on their plates?

Total monthly average ground travel by **Ⓚ** *mashgichim*:

U.S.  
Based  
Rabbis

48,024 mi

outside  
the  
U.S.

24,568 km

Each month rabbis fly approximately:

Within U.S.

8,000 mi



International

40,233 km



**1,080 miles**

Average monthly ground miles a U.S. based *mashgiach* travels for kosher inspections

A rabbi at **Ⓚ** Israel flies each month approximately  
**6,000 miles!**

[www.OK.org](http://www.OK.org) is a popular tool for the kosher consumer!

**142,962!**  
unique annual visitors



The most powerful Kosher tools...  
now in the palm of your hand.



The OK Kosher Food Guide provides the most up to date database of products certified kosher by OK Kosher Certification. Search by company or by category and have the latest info at your fingertips.




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