# OU KOSHER OIL MANUAL SETS INDUSTRY STANDARDS



IT'S A textbook of sophisticated food technology that is utilized in refining oil, a compendium of kosher law, and therefore, a remarkable combination of centuries-old halacha and the most up-to-date developments. After a long production process, it is now available to set kashrus standards for the entire industry.

The Orthodox Union Kosher Division, the world's largest and most respected kosher certification agency, recently announced the publication of the "OU Manual

for the Oil Industry," a compendium of the knowledge and experience of the expert OU rabbis who travel the world applying the time-honored laws of kosher to the industrial practices of today. (The oil industry refers to edible oils, not petroleum.)

The manual, printed in full color with many illustrations, is the second in a series of such guidebooks scheduled for publication,

continued on page 38

# GATORADE PARTNERS WITH ORTHODOX UNION

**THE GATORADE** Company, a division of PepsiCo (PEP), is strengthening its category-leading portfolio of sports performance beverages in 2010 by announcing the kosher-certification of Gatorade Thirst Quencher and G2. In partnership with the Orthodox Union, Gatorade completed the kosher certification process and certified kosher Gatorade Thirst Quencher and G2. Kosher product, which will bear the ① symbol, will begin appearing in stores this spring with a full rollout expected by summer 2010.

"Gatorade understands that different athletes have different needs,



and providing sports performance beverages that adhere to kosher standards is important for us," said Andrea Fairchild, vice president of brand marketing for Gatorade. "We're proud to make these offerings available to help meet the needs of athletes who maintain kosher diets, so they can perform at their best."

Rabbi Menachem Genack, OU

continued on page 38

# A PACKAGE DEAL: NEW "ACTIVE PACKAGING" IS ANOTHER CONSIDERATION IN KOSHER CERTIFICATION

## RABBI GAVRIEL PRICE

RC, Ingredient Approval Registry
Reprinted with permission from Behind the Union Symbol, Spring 2010

**AN INGREDIENTS** label tells us what's in a food, but it doesn't give us any hint at what's in a food's package. There is a good reason for this. The consumer, after all, is interested in eating the food, not the package.

What if, however, the inside of a carton containing grapefruit juice is entrained with a biologically active ingredient that will, during the time the grapefruit juice is delivered to the consumer, remove some of the bitterness from the juice? Or what if the container contains an antimicrobial ingredient that will extend the lifetime of the food several weeks longer than if it were not there? The distinction between a food and its package, in the face of such questions, fades.

Conventional food packaging contains, protects and, in some instances, calls attention to the food it carries. The relationship between a package and a food, according to convention, is essentially static. In recent years food packaging technologists have been exploring a more dynamic relationship between a food and its package. This approach has led to developments that have come to be known as "active packaging".

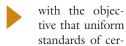
Although food packaging is typically outside the interest of kosher supervision, innovations in active packaging mandate a reevaluation. Here are some highlights of the field:

## **ENZYME ENTRAINING**

Professor Joseph Hotchkiss of Cornell University's Department of Food Science has focused his lab's efforts on developing ways continued on page 39



continued from page 37



tification be established for entire industries conforming to the rigorous requirements of the OU. The "OU Manual for the Baking Industry" was published last summer.

The manuals are another in a series of departmental initiatives that makes OU Kosher a major force in kashrut education as well as in certification. The standards are not only for the oil industry in the United States, but for around the world as well.

Such leading oil manufacturers as ADM (Archer Daniels Midland) and Cargill are certified by the OU.

The intended audience for the manuals is a wide spectrum of kashrut professionals including the vaadim, local bodies which provide kosher certification in retail businesses, food service facilities, and plants in their local communities. Laymen wanting to explore the intricacies of kosher law will be fascinated as well.

Each of the manuals will focus on three important areas of concern for its specific industry - technology; practical kashrut concerns and the methodology of supervision; and halachic rulings of the OU decisors, or poskim, Rav Hershel Schachter of Yeshiva University, and Rav Yisroel Belsky of Yeshiva Torah Vodaath. The project is a collaborative effort of OU rabbinic coordinators based in OU Kosher New York headquarters; rabbinic field representatives, around the world; the poskim; and administrative staff.

To create the oil manual, a group was put together with Executive Rabbinic Coordinator Rabbi Yaacov Luban as editor; Rabbi Moshe Zywica, Director of Operations of OU Kosher as coordinator; and Rabbi Yoel Schonfeld, one of the OU Rabbinic Coordinators who oversee the oil industry. A major role in preparation of the text was provided by Dr. Avrohom Meyer, a Ph.D in chemistry, who according to Rabbi Luban in his introduction to the manual, "is a walking encyclopedia of technology and kashrut." Rabbi Avraham I. Juravel, Rabbinic Coordinator for Technical Services, reviewed the manual and in the process demonstrated his technical and halachic expertise.

They reported to Rabbi Moshe Elefant, Chief Operating Officer of OU Kosher. Because of his broad understanding of the Jewish community and its needs, Rabbi Elefant provided the guidance which was so helpful in seeing that the manual accomplished its objectives.

## AN EXTREMELY COMPLEX PROCESS:

According to the introduction to the manu-

al, "A prerequisite for a kashrut professional who is engaged in the supervision of any kosher material is a broad understanding of the process of production of that particular item. With respect to kosher oil supervision, the process is extremely complex and requires a basic understanding of chemistry and modern food technology. This manual represents an effort to provide an in-depth analysis of kosher oil production."

Reflecting the input of Dr. Meyer and the requirements of the industry, chemistry and technology are everywhere in the manual, for example, in diagrams of a triglyceride. Want to know the three crystal components and melting points of Tristearin, a well-defined fat? That's in there too, and so much more.

## WITH RESPECT TO KOSHER **OIL SUPERVISION, THE** PROCESS IS EXTREMELY **COMPLEX AND REQUIRES** A BASIC UNDERSTANDING **OF CHEMISTRY AND MODERN FOOD TECHNOLOGY**

The entire project, including planning, research and design, took months, with the writing alone taking four months; the text was reviewed countless times, mostly by Rabbi Luban, with much input and text from Dr. Meyer, so that the manual could appeal to as wide an audience as possible.

"The work is very significant on several levels," explained Rabbi Menachem Genack, CEO of OU Kosher. "It's important to know that each industry has its own requirements and specifications; each of these manuals represents the standards for its industry and what a mashgiach has to be aware of. They enhance the departmental goal of kosher education. And in terms of our corporate culture, they provide transparent standards to be met."

Industries such as fish and food service (hotels, catering halls, etc.) are in the pipeline and will follow soon. With each manual, something new exists in the kosher world.

Rabbi Genack declared, "This new manual will be a great addition to sources explaining Jewish law for our times. The halachic guidelines of Rabbis Belsky and Schachter, our poskim, will certainly make an extraordinary resource for the kosher world. Only the OU, with its knowledge and emphasis on education, could have done it."

To obtain copies of the manual, contact Rabbi Yoel Schonfeld at 212-613-8220, or yoels@

### GATORADE continued from page 37

Kosher's CEO expressed his "great satisfac-

tion that the iconic Gatorade products will now bear the (i) symbol allowing the kosher community to benefit from these important products."

Gatorade Thirst Quencher is the most thoroughly researched sports beverage in the world and is scientifically formulated and athletically proven to quench thirst, replace fluids and electrolytes, and provide carbohydrate energy to enhance athletic performance. By offering a scientifically proven blend of carbohydrates and key electrolytes, Gatorade Thirst Quencher is designed for use in the moment of activity to help athletes and active people hydrate, refuel and push through. G2 is a low-calorie option that delivers functional hydration to active people, but with less than half the calories of Gatorade Thirst Quencher.

To maintain kosher-certification, Gatorade will continue to undergo regular inspections by OU rabbinic representatives to ensure ingredients, formulas, processes and manufacturing plants comply with the guidelines for manufacturing kosher products. Throughout this process Gatorade has ensured the ingredients, efficacy and taste would not be altered. Gatorade Thirst Quencher and G2 will feature new packaging that includes the Orthodox Union certified kosher symbol, (U), which identifies products that may be consumed by those who maintain a kosher diet.

## THE MOST RESEARCHED **SPORTS BEVERAGE**

"It was gratifying for us to partner with Gatorade through the certification process and bring these much sought after sports drinks to the ever-growing kosher market place," said Rabbi Eliyahu Safran, OU Kosher's Vice President of Communications and Marketing. "It is most rewarding for OU Kosher's team, headed by Rabbis David Jenkins, Yaakov Mendelson and Abraham Juravel, as well as Phyllis Koegel, OU Marketing Associate, to cooperate with Gatorade's team and bring the Gatorade products to eagerly-awaiting kosher consumers."

Consumers who maintain a kosher diet will be able to purchase kosher-certified Gatorade at retail locations where Gatorade Thirst Quenches and G2 ready-to-drink beverages are currently available. Kosher-certified Gatorade will be available in all Gatorade Thirst Quenches and G2 flavors by summer



to incorporate enzymes into the inner surface of containers. The enzymes would modify the food contained in the product.

Take, for example, milk, which naturally contains lactose, which many people do not easily tolerate. Lactase breaks down lactose to more digestible components. If lactase could be incorporated into the inner lining of a milk container, standard, fresh milk could be delivered into the container. The lactase-laced inner lining of the package would then perform the miracle of breaking down the lactose before it reaches the lactose-intolerant consumer. A different application of the same concept is entraining naringinase, a debittering enzyme, to a container of grapefruit juice.

### **INGREDIENT SCALPING**

One of the challenges packaging technologists struggle with is the proclivity of plastic packaging to strip, or scalp, desirable flavors from fresh or processed foods. Polyethylene, for example, absorbs some desirable volatile notes in orange juice. Active packaging capitalizes on the phenomenon of flavor scalping and marshals it to the advantage of the food by adding select chemicals to the inside of a package in order to capture, or absorb, undesirable flavors that develop as food ages. A Japanese company has developed a method for adding citric acid to plastic film used to wrap fish. As fish ages, it emits a lessthan-pleasant fishy odor, usually attributable to a family of chemicals called amines. Citric acid is able to capture, or absorb, these amines.

A RECENT INVENTION PROPOSES **ADDING ESSENCE EXTRACTS** OF THYME, OREGANO, CINNAMON OR **CLOVES TO THE PARAFFIN LINING OF CARDBOARD BOXES USED TO CONTAIN FOOD** 

#### **SCAVENGERS**

Another preoccupation of packaging designers is controlling the gaseous environment in plastic packages, especially for fresh fruits and vegetables. Fresh fruits produce ethylene which, when present in the environment of other fruits, accelerates ripening -- and renders them highly perishable ("premature senescence" is the way food scientists describe it). A variety of gas scrubbers and emitters have been developed. Ethylene "blankets", made of potassium permanganate, can be added to packaging that scrubs the ethylene, essentially oxidizing it and converting it to carbon dioxide with water.

Complex variations of this idea have been explored, both in patent literature and in commercial development. Sachets or pouches can be added to a plastic lining or sequestered outside of it. The pouch permits chemicals to flow to the atmosphere of the container when triggered by internal moisture or other conditions. Such products are already on the market, mostly in Japan.

## PRESERVATIVE RELEASERS

Besides deleterious gases, pathogens or microorganisms can ruin a food's quality and compromise its safety. Some active packaging techniques use antimicrobial agents to inhibit the growth of food pathogens. Natural herbs have demonstrated tenacious anti-microbial, or preservative, capacities. A recent invention proposes adding essence extracts of thyme, oregano, cinnamon, or cloves to the paraffin lining of cardboard boxes used to contain food. Nisin, a preservative, has also been recommended for use in active packaging. Nisin is obtained, commercially, from culturing of lactoccus lactis on natural substrates such as milk.

Metal ions also protect from microbial contamination. A 2008 patent from Eastman Kodak puts forth the idea of sequestering a metal ion agent into the inner lining of liquid containers (the brilliance of using metal ions as antimicrobials was not lost on innovators in other fields. Sharper Image offers antibacterial silver-lined athletic and lounge socks).

### THE BOTTOM LINE FOR KOSHER

Because some advances in active packaging use what might be considered "ingredients", it is important that companies bring any active packaging application they are engaged in to the attention of their RC. Given the kinds of innovations that have been commercially successful, it is very likely that the evaluation will be uncomplicated. Nevertheless, the evaluation must be made. Mashgichim beware!



**KASHRUTH ALERT** 

**COUNTRY ROAD** 8 kg Industrial Size **FETA CHEESE** produced by Gourmet Food Imports - Lafayette, CA bears an OD and was distributed to industrial users on the West Coast. This product is not kosher and has been recalled. Please note that Country Road retail-size feta cheese in 16 oz. and 32 oz. plastic containers is (i) certi-

fied when bearing the OD symbol and OU holograms, as stipulated in the product's letter of certification.

FOOD CLUB ROCKY ROAD (UPC 36800-19135) produced by Topco Associates, LLC - Skokie, IL bears an unauthorized ①.

A limited number of lots of Test Lab Bacterial cultures (also known as PROBIOTICS, including Lactobacillus acidophilus and other cultures) produced by Brewster Food Co. – Reseda, CA were labeled incorrectly with a plain (U). These products are dairy. Future packaging will be corrected.

VALUE RED NON-DAIRY CREAMER produced by Lucerne North America, LLC. - Pleasanton, CA contains dairy ingredients as listed on the ingredient panel but the UD dairy designation has been inadvertently omitted. Corrective action is being taken.

OLYMPUS AUTHENTIC GREEK KEFALOTYRI (cheese) produced by Tyras S.A.-Greece bears an unauthorized (U). Consumers spotting this product are requested to contact the Orthodox Union at 212-613-8241 or email kashalerts@ou.org.

KEY FOOD I.Q.F. BROCCOLI SPEARS produced by Key Food Stores - Brooklyn, NY bears an unauthorized (1) and is withdrawn from the marketplace. Corrective action is being taken.



to our devoted COO and Executive Rabbinic Coordinator RABBI MOSHE ELEFANT AND HIS WIFE on the engagement of their son Shloime, to Nechama Brown of Brooklyn, NY.

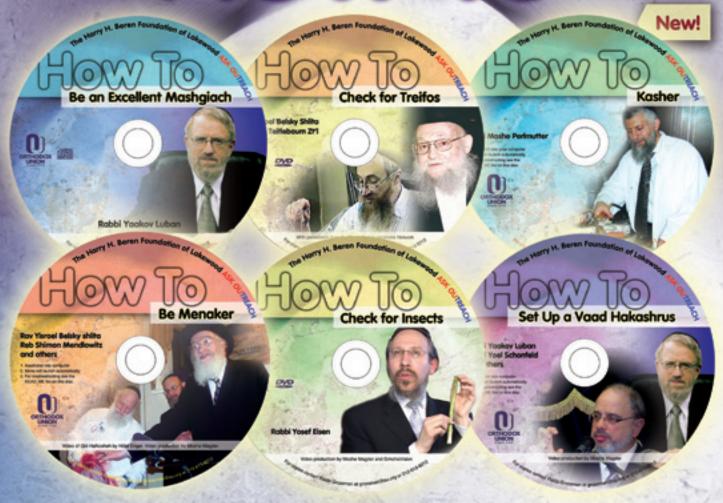
to our dedicated RC RABBI YITZCHOK GUTTERMAN AND HIS WIFE on the birth and Bris of their son Yehuda.

to our devoted RFR in Metairie, LA RABBI YOSSIE NEMES AND HIS WIFE on the engagement of their daughter Chaya Mushka to Mendel Ceitlin of Toronto, Canada.

to our dedicated RC RABBI GIL STUDENT AND HIS WIFE on the Bar Mitzvah of their son Shea.

# The Instant Classic 'How To Kasher' Joins Popular OU A/V series

# HOW TO



Complete set of six HOW TO discs is \$25 - a \$35 value

Complete set of six HOW TO discs PLUS ASK OU disc is \$30 – a \$45 value

HOW TO discs sold separately are \$5 except for HOW TO Kasher which is \$10.

ASK OU disc is \$10.



ASK OU disc contains 91 programs, 54 hours of Kashrus A/V education

HARRY H. BEREN



To order call Avigail Klein 212-613-8279 or email kleina@ou.org.

MEDIA



## "HOW TO KASHER" DVD

## Collected Seminars on the Kosherization Process

**OU KOSHER**, has long shared educational and informative DVDs on kashrut-related issues with the community, and now presents *How To Kasher*, a DVD of collected ASK OU and ASK OU OUTREACH kashrut seminars related to the process of kosherizing that have occurred over the past several years.

The DVD, which is the newest addition to the OU Kosher *How To...* DVD series, is being released thanks to the Harry H. Beren Foundation of Lakewood, NJ. Other DVD's in the series include *How to be an Excellent Mashgiach, How to Check for Treifos, How to be Menaker, How to Check for Insects*, and *How to Set up a Vaad HaKashrus*.

Rabbi Yosef Grossman, Director of OU Kosher Education, declared, "We are extremely pleased to present to the public the trailblazing new kashrut DVD How To Kasher, with the OU's renowned kosherization expert Rabbi Moshe Perlmutter. On the disc, in various settings such as the Grand Hyatt Hotel, a yeshiva kitchen, a hospital kitchen and OU headquarters, Rabbi Perlmutter familiarizes the viewer with Foodservice Kashering, Industrial Kashering, and the practical applications of Hilchos Hechsher Keilim, or the laws pertaining to the kosherization of equipment. The student learns by visual demonstration how to perform the various types of kashering such as Irui, Hagolah, Libun Kal and Libun Gomur. He sees the various pieces of equipment which need kosherization and the variety of pieces of equipment used by the kashrut professional in the kashering process."

"As an additional special treat, *The Kosherization of the Fuji Plant in Japan* by Reb Shmuel Lazer Stern, one of the OU's foremost expert mashgichim, is part of the new DVD as well. I believe the amazing kashering videos presented in the menu of *How To Kasher* will make this disc an instant classic joining the other classics in the HOW TO series."

The *How To Kasher* DVD is available for purchase at \$10; other *How To...* DVDs are available for \$5 each. Those who order the previous five *How To...* DVDs will receive *How To Kasher* free. ASK OU – a 54-hour DVD of audio and visual kashrut educational programming, encompassing over 90 topics, is available for \$10, as well. *To order, contact 212-613-8279 or kleina@ou.org.* 



**WARSAW** - A Jewish delegation from Poland, including the American-born Chief Rabbi Michael Schudrich, an OU RFR, was spared from certain death by refusing to violate the Sabbath to fly with President Lech Kaczynski.

The president, his wife, his military chief of staff and senior political leaders were killed when the plane crashed en route to a Russian city.

The Jewish delegation was supposed to fly with the president, according to Warsaw Rabbi Meir Stembler. "The delegation canceled its participation after it was understood that that plane was to fly on the Sabbath," he said.

"They planned to say Kaddish at the planned commemoration ceremony in a Russian city, marking 70 years since the Soviet murder of 20,000 Poles.

Rabbi Stembler said that President Kaczynski was personally responsible for helping with the construction of a Jewish museum in the location of the former Jewish ghetto in Warsaw and which is to be dedicated in the near future. President Kaczynski helped promote and encourage the building project when he was mayor of Warsaw and continued his efforts as president.

"The relation between the Jewish community and the president was very strong," the rabbi said. "He took care of all of its needs, not just in words but also in deeds. There were not any major events where he did not honor the community with his presence."

The crash on Shabbos wiped out a large part of the elite establishment of the government, and it is not clear why the government took the risk to allow all of them to fly on one plane. The pilot, who also died in the crash, was blamed for ignoring Russian air controllers' advice not to try to land under severe weather conditions.

New OU Kosher DVD explains
"WHAT'S WRONG WITH

THIS CHICKEN?"

An aspect of home kashrut not so well-known is the avoidance of traifos. Despite its colloquial usage to mean "non-kosher," a traifa is actually a bird or quadruped with a certain type of bodily defect that renders it non-kosher even when slaughtered correctly!

In OU Kosher's new video, Harav Yisroel Belsky, Rosh Yeshiva, Yeshiva Torah Vodaath, and OU Kosher Halachic Consultant is joined by

two OU rabbinic coordinators with vast expertise

in the certification of meat and poultry, Rav Nosson Goldberg and Rabbi Chaim Loike. Together, they elucidate in a clear and thorough fashion the red flags in raw chicken that YOU need to know. After watching this video, you'll have more confidence in the kashrut of the meat you serve.

The Orthodox Union has produced five other kashrus educational DVD's which includes: Kosher Kidz, The Kosher Fish Primer, Kosher Meat: Unexplored Frontiers with Rabbi Yisroel Belsky, Kosher Birds: Who Are They, Insect-Free: A Guide to Home Vegetable Inspection."

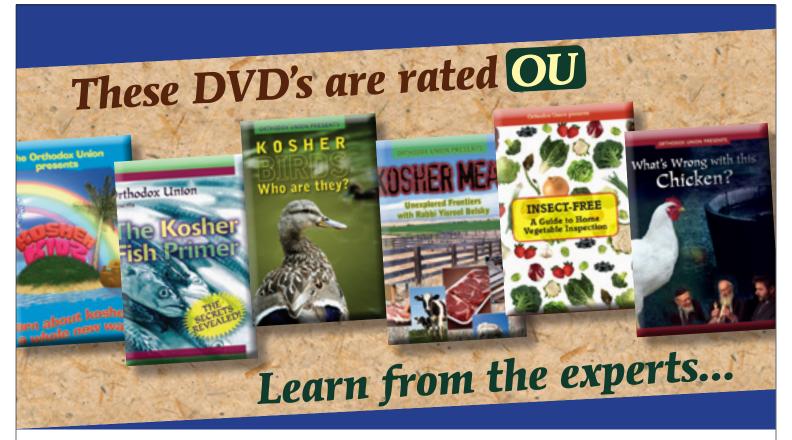
The new chicken DVD is available @ \$10 per copy; to order all six OU Kosher DVDs the cost is \$40.

For further information contact safrane@ou.org



What's Wrong with this

Chicken?



## GET AN ENTERTAINING KOSHER EDUCATION

in the convenience of your home, synagogue or school with these six invaluable DVD's:

**KOSHER KIDZ** Takes children on an engaging tour through the basics of kosher certification

**THE KOSHER FISH PRIMER** Show kosher consumers the ins and outs of identifying kosher fish

**KOSHER BIRDS: WHO ARE THEY?** Show kosher consumers the ins and outs of identifying kosher birds

**KOSHER MEAT: UNEXPLORED FRONTIERS WITH RABBI YISROEL BELSKY** Elucidates how the laws of kashrut interface with the biology of animals and kosher meat preparation

**INSECT-FREE: A GUIDE TO HOME VEGETABLE INSPECTION** in which viewers are guided expertly in the fine art of ensuring that their vegetables are kosher.

**WHAT'S WRONG WITH THIS CHICKEN** A practical guide to identifying the kashrus red-flags related to raw chicken.

OU Kosher -Live & in Person!!

Distribution of these educational DVD's serves as one of the many ways that OU Kosher is reaching out to the public. OU Kosher's educational programs also include the popular OU Kosher Coming project, which sends the OU's Rabbinic Coordinators to schools, synagogues, college campuses and communities — enlightening thousands with their vast knowledge of halacha and technology.



To purchase the NEW What's Wrong with this Chicken DVD at \$10 or the entire set at \$40, or to request an "OU Kosher Coming" program for your school, synagogue or community - contact Safrane@ou.org.



## **ASK OU OUTREACH EVENTS**

A Pictorial Essay

## **ASK OU OUTREACH BROOKLYN SHIURIM APRIL 18 & 25**



"ASK the OU Rabbonim" (l-r) Rav Yisroel Belsky (halacha), Rabbi Yosef Grossman (moderator), Rabbi Moshe Elefant (OU policy)





and the crowd wants to learn more from Rabbi Loike



Rabbi Chaim Goldberg makes a fish point



Rabbi Chaim Loike and his feathered friend



Rabbi Avrohom Stone, Rabbi Gershon Segal, Rabbi Shraga Kaufman, Rabbi Yosef Florans, Rabbi Yosef Grossman...



and Rabbi Benzion Twerski at "Meet the OU RFR" session



Rabbi Yosef Eisen delivers fascinating Bedikas Toyloim shiur

## **RFR CONFERENCE**



At the recent RFR Conference...

Rav Psachya Fried gives incredible shiur





## ASK OU 10 **SUMMER PROGRAMS**

### 1 WEEK **ASK OU - KASHRUS TRAINING PROGRAM**

If you are a congregational rabbi, semicha student, chaver hakollel or a member of a Vaad Hakashrus, reserve the week of

## MONDAY, AUGUST 2 to FRIDAY, AUGUST 6

BE...on the cutting edge of modern-day Kosher Food Technology...behind the scenes at the world's largest Kosher certification agency.

LEARN...how to set up a local Vaad Hakashruth...basic "Treibering"...the Kosher issues related to bakeries, butcher stores, fish stores, pizza stores, restaurants and other food service establishments...factory supervision...the basics of ingredients and biotechnology...practical Kashrus Halachah which includes "Bedikas Toloim"...how to perform industrial and retail kashering

VISIT...the kitchen of an OU restaurant ...a meat processing facility under OU supervision... an OU certified factory

#### ASK OU - KASHRUS INTERNSHIP PROGRAM 3 WEEKS

If you are a serious semicha student or chaver hakollel, you may be eligible to join a special three-week Kashrus Internship Program from JULY 21 to AUGUST 10

FIELD WORK... visiting plants with an expert Rabbinic Field Representative.

ASSIST... Rabbinic Coordinators at OU headquarters.

INCLUDES... the one-week ASK OU Kashrus Training Program and two additional intensive weeks.

## APPLICATION -

Please complete this application and return to: Orthodox Union, 11 Broadway, New York, NY 10004 Attn.: Rabbi Yosef Grossman • Grossman@ou.org • Fax: 212.613.0621					
	CHECK ONE: ing for: ASK OU	J - KASHRUS TRAINING F	PROGRAM - ONE WEE	EK ASK OU - KASHRU	JS INTERNSHIP PROGRAM - THREE WEEKS
Name:					
Address:					
Phone:(Day)	(Eve.)		Cell:	Email:	
Check one:	CONGREGATIONAL RABBI	SEMICHA STUDENT	CHAVER HAKOLLEL	MEMBER OF VAAD HAKASHRUS	i
Institution af	filiated with:				
Address:					
Position/Title	×				(U)
References:	(1) Name:	Phone: (Day)		(Eve.)	
	(2) N	Dhama (Day)		(F)	KOSHER