



STAR-K KOSHER CERTIFICATION



Corporate Office
122 Slade Avenue, Suite 300
Baltimore, Maryland 21208
T: 410.484.4110
F: 410.653.9294
E: star-k@star-k.org
www.star-k.org

India Liaison Office
Door # XL/3598, 3rd Floor
Elizabeth Alexander
Memorial Building
Marine Drive, Cochin
682 031 India
T: 91 48440 00964
C: 91 99619 70269

Additional Offices: Shanghai, China; Perth, Australia; Colombo, Sri Lanka; Manila, Philippines



STAR-K

WORLDWIDE KOSHER CERTIFICATION

THE CASE FOR KOSHER

What exactly is Kosher?

A Kosher lifestyle comprises both dietary restrictions and a cycle of religious events in which food plays a large role. While the food itself might be Kosher, Kosher certification is largely dependent on the processing of that product. Added ingredients, processing aids and flavors all have implications for the final Kosher status of the product.

Kosher certification helps assure consumers that products they are considering for purchase, whether domestically produced or imported, are equally consistent in terms of their level of oversight and third-party verifications. An imported product that is Kosher certified is on par with any similar domestic product bearing a Kosher symbol.

Contrary to the conventional belief that Kosher usage is exclusive to the Jewish community, Kosher certification is in fact a quality benchmark. Large retail outlets seek Kosher as an added symbol to display on their products. Consumers who see such a product on the shelf and note the Kosher mark on its label will be confident that the item is a quality product, one that has met all the criteria necessary to bear the Kosher symbol. In this way, the Kosher symbol helps create a long-term relationship between the Kosher consumer and the brand.

Kosher consumers have proven to be loyal, steady customers in the competitive marketplace.

The demand for KOSHER PRODUCTS is on the rise

- 12,350,000** Kosher consumers in the US
- 1,300,000** Year-round Jewish consumers
- 3,500,000** Muslim and other non-Jewish consumers of Kosher Products
- 195,000** Kosher-certified products (packaged goods)
- 325,000** Kosher-certified ingredient products
- 19,000** Average number of Kosher products in US supermarkets
- 11,400** Kosher-producing companies and plants

Source: Menachem Lubinsky / Lubicom Marketing Consulting

INTERNATIONAL TRADE SHOWS
- KOSHERFEST (US) AND
ISRAFOOD (ISRAEL) - HELD
ANNUALLY IN NOVEMBER PROVIDE
ACCESS TO A WIDE SPECTRUM OF
KOSHER USERS.

The KOSHER Marketplace

- Kosher appeals to diverse ethnic groups
- Nearly 80% of all Kosher food sales are outside of the “traditional” Jewish market
- The Kosher (Pareve) mark provides peace of mind and confidence to vegetarians and vegans and other eco-consumers who choose to avoid animal products for ethical or environmental reasons
- Kosher accommodates those with specific health concerns, e.g., lactose-, gluten-, and shellfish-intolerance
- Kosher is a mark of quality and added value
- Kosher indicates additional monitoring and care for your products

KOSHER 101

Kosher is based on Jewish Law (known as *halacha*), derived from the Torah (Old Testament) as well as the Oral Law (Talmud), customs and traditions.

Halacha determines what types of food are permitted and how they should be prepared for consumption.

The word *Kosher* derives from a Hebrew word meaning *fit or proper*. Ingredients and manufacturing procedures for Kosher foods comply with all Jewish dietary laws.

Although the details of Kosher are very extensive, the laws include a few simple rules:

1. Certain types of animals—including their meat, organs, eggs, and milk—are forbidden for consumption.
2. All permitted animals, including animals and poultry, must be kosher slaughtered in accordance with Jewish Law.
3. The blood in the meat must be either drained, or in some cases roasted, before consumption.
4. Certain parts of Kosher animals cannot be consumed.
5. Meat cannot be prepared or consumed together with milk.
6. Fish and meat cannot be consumed simultaneously.
7. Only certain species of fish and fowl are Kosher.
8. Insects are strictly forbidden.
9. Fruits, vegetables, eggs, legumes, and grains are called “Pareve” or neutral and can be consumed together with meat or dairy products.
10. Utensils that have been in contact with non-Kosher food cannot be used for processing Kosher food.
11. Utensils that have been in contact with meat cannot be used with dairy products and vice versa.
12. There are specific regulations involved in the “Kosherization” of equipment to render it permissible in the production of Kosher food.
13. Products derived from grapes, such as wine, must be produced with a high degree of Kosher supervision and require special handling.
14. The strictest Kosher observance demands the highest standards of Kosher certification.

Point of Interest

Imports to the State of Israel require internationally recognized Kosher Certification. The STAR-K is recognized by the Chief Rabbinate of Israel. The STAR-K Israel Office is one of several that the STAR-K manages around the world.

Maximize your Sales Advantage in these **Top 10 Markets for Kosher**

1. United States
2. Israel
3. Canada
4. France
5. Britain
6. Germany
7. Russia
8. Argentina
9. Australia
10. Brazil

Source: Pew Research Center