



**KOSHER
CERTIFICATION**


**THE KASHRUT AUTHORITY
OF AUSTRALIA & NEW ZEALAND**



WELCOME

.....

On behalf of the entire KA Team, I am delighted to welcome you to The Kashrut Authority, a dynamic organisation that has been instrumental in bringing kosher products to the people for more than a century. Our name, The Kashrut Authority, embodies who we are and what we do: *kashrut* is simply the Hebrew word for kosher, and we truly are authoritative experts in this field.

Our KA logo  is a proven trust-mark that consumers hold in the highest regard and we have extensive experience in helping clients with Kosher Certification for an incredible array of products. Our vast knowledge and experience in the kosher field helps each client on their kosher journey.

Many of our clients have received KA Kosher Certification and, under the Kashrut Authority's guidance, have been incredibly successful at both a local and global level. Within this booklet you will find information about the world-of-kosher, including our history, a helpful kosher Q&A and an insightful look at kosher market trends (both in Australia and internationally). You will also find an outline of what helps to make The Kashrut Authority such a respected name – from Kosher Certification, client services, communication management and beyond.



We value our client relationships and will ensure that you receive the maximum assistance from us in your Kosher Certification needs. The KA is aided by a remarkable computerised ‘in the cloud’ data collection and certification system called Digital Kosher. It is a safe and secure technological innovation that enables your application for Kosher Certification to be almost paperless. It enables Kosher Certification to be streamlined and efficient, always giving you access to all necessary kosher information as well as access to all the information you have provided us – all with a simple logo key.

Later in this booklet we outline our straightforward 5 – step process to becoming Kosher Certified. At every step, each member of our committed team is here to help make the kosher transition a simple and incredibly rewarding one.

Let’s start our kosher conversation!

Sincerely,

RABBI MOSHE D. GUTNICK
RABBINIC ADMINISTRATOR



FROM THE PRESIDENT

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The Kashrut Authority’s main aim is to present the kosher consumer with the widest possible range of products certified in accordance with Jewish dietary laws. A natural by-product of this process is the expansion of available markets to food manufacturers, which would not otherwise be accessible. The latest report from Mintel’s Global New Products Database found:

“62% of US consumers are purchasing kosher for its quality rather than because of religious reasons. Only 15% of respondents say they buy kosher food because of religious rules.”

There are many reasons quoted in the survey, including, increased confidence in the authenticity of ingredients used in the manufacture, specific food allergies and the integrity of preparation.

The Kashrut Authority is dedicated to showing you the relative ease with which you may be able to take advantage of incremental business opportunities by making your products kosher, and thereby accessing this growing market. Our specialist staff members are ready and willing to provide a fuss-free path into this market, and we look forward to taking you on this journey.

Sincerely,

A handwritten signature in black ink, appearing to read 'Baron Revelman', written in a cursive style.

BARON REVELMAN
PRESIDENT



HISTORY OF THE KA

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The Kashrut Authority has had a profound impact on the Australian Jewish community and beyond ever since the first Rabbinic court established in Australia, known as the Sydney Beth Din, was founded prior to Federation. In fact, the topic of kosher food on Australian soil has been discussed ever since Jewish convicts (as part of the First Fleet) set foot on Terra Firma. The Kashrut Authority is proud to be the longest continuously operating kosher organisation in Australia.

Over the last century, The Kashrut Authority, commencing as the Kosher Department within the Sydney Beth Din, has evolved and developed, all-the-while with a clear vision, integrity and dedication. In 1990, a new era of growth and vitality for kosher services began, with the successful merger of the two kosher organisations operating in Sydney. The unification resulted in today's Kashrut Authority, well known throughout Australia, New Zealand and Asia for its provision of premium kosher supervision and certification of companies and facilities.

The Kashrut Authority is a member of the respected U.S.-based international Association of Kashrus Organizations (AKO). AKO's primary goal is to unite different kosher agencies around the world under its AKO umbrella, with the intention to raise and maintain the highest level of kosher standards.



Effectively, AKO provides the leaders of kosher organisations worldwide with a unique forum that facilitates the pooling and sharing of information. The KA navigates the way forward with the support of AKO members and consequently advises local companies of successful global kosher opportunities.

Leading the field of Kosher Certification for so many decades has only been possible with a continuous commitment to loyally serve the needs of both producer and consumer. The Kashrut Authority offers guidance and assistance every step of the way and has certainly embraced the technological revolution. Today, the Kosher Certification process is cutting – edge and streamlined. It employs the use of one of the world’s most efficient and secure Kosher Certification digital platforms – Digital Kosher. In real – time, this provides a seamless, paperless solution, housing the application for KA Certification; ingredient approval and final product certification. Of course, it is all instantly accessible.

Today, the dedicated KA team is extremely proud of the milestones of the past century. The Kashrut Authority looks to the future, confident in its ability to supply premium kosher services to its clients and the community as a whole.



WHAT DOES KOSHER MEAN?

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Kosher food is food prepared in adherence to the dietary laws of Judaism. The laws that govern kosher food deal with what foods may be eaten and how those foods must be prepared.

The Hebrew word *Kasher* (kosher) literally means fit or proper and these laws are Biblical in origin – the Jewish People have applied them to their daily diet for millennia. The Kashruth Authority offers a team of experts in modern food technology and its interface with all the detailed kosher regulations and requirements. They simultaneously embrace today’s world with these regulations, successfully merging ancient and modern needs.

The Kosher Certification process involves an examination of the food ingredients as well as the production and the preparation process. Kosher foods are generally divided into three main categories: *Meat*, *Dairy* and *Pareve*:

MEAT

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For an animal to be kosher, it must have cloven hooves and chew its cud. Manufacturers must process the meat in a specific way to maintain the integrity of kosher production methods. Examples of kosher meat varieties include: beef, veal, goat and lamb. Birds and poultry (that are not birds of prey) are also kosher, including chicken, turkey and certain types of duck, quail, and geese.



Additionally, for meat to be kosher it must undergo the process of *shechitah*, the prescribed method of slaughtering animals and fowl for consumption – this is performed by a highly skilled specialist. Among the myriad of laws that surround this practice, we are ever mindful of the most effective and modern animal welfare techniques.

DAIRY

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All dairy products and derivatives (milk, cheese, butter etc.) must come from a kosher animal. Importantly, dairy products may not be consumed with meat or poultry.

PAREVE

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Pareve foods contain neither milk nor meat, that is, they are neutral. This category includes fruit and vegetables that must be insect-free, grains, juice, eggs from a kosher animal and fish that have both fins and scales. Importantly, fish may not be consumed together with meat.

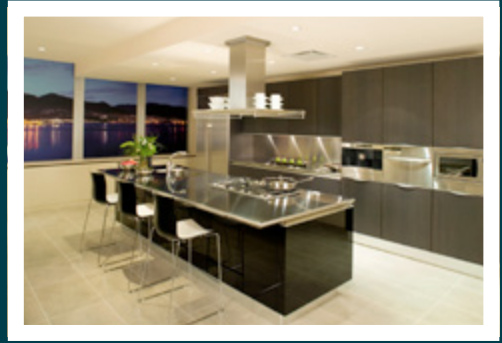


HOW IS KOSHER FOOD PREPARED?

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Kosher dietary laws are very strict about mixing certain product groups. Meat and dairy products must be manufactured and prepared separately – this extends to the utensils and equipment used as well. When *pareve* foods are cooked in combination with dairy, they adopt a dairy status. Similarly when *pareve* foods are cooked with meat, those *pareve* ingredients adopt a meat status and the resulting dish is known as either a milk or meat meal. Of course, when *pareve* ingredients, for example, vegetables, are cooked with neither milk nor meat, the dish is known as *pareve*.

These laws relate both to food preparation within the home as well as any processing that a producer may wish to perform. In fact, kosher food production facilities must be inspected periodically to ensure that approved production procedures are being maintained.













KOSHERING YOUR EQUIPMENT

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Sometimes it may be necessary to *Kosherise* non-kosher equipment. This is a strict process that must be undertaken by a trained Rabbi. The exact procedure will vary, depending on the type of equipment involved. *Koshering* or undertaking this initiative may encompass any variety of utensils; silos; spray driers; dishes; ovens or sinks. Only an experienced and knowledgeable professional can successfully manage this important process.

The KA has unique skills in this regard. Our Rabbinic Administrator has had over thirty years experience in the industry and he has developed programs for *Kosherising* in a variety of areas – from *Koshering* a 25 tonne per hour spray drier to *Koshering* delicate equipment involved in growing kosher microscopic microbial strains.

DAIRY	MEAT	PAREVE	PASSOVER	OTHER
 D	 M	 P KOSHER	 P	 D DAIRY EQUIPMENT
 D KOSHER DAIRY	 M GLATT KOSHER	 P KOSHER PAREVE	 P KOSHER PASSOVER	 D CHALAV YISRAEL

THE KA LOGO

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For many, kosher food labels represent a commitment to product quality. Today, consumers are more aware than ever before of trust-marks when food shopping. In the U.S.A., 95% of Americans take into account quality symbols and trust-marks. The kosher symbol (from a reputable Kosher Certification agency) is one of the top eight trust-marks (including organic and low sodium markers).

In fact, current data (2011) from Mintel’s Global New Products Database has revealed that ‘kosher’ is the “most frequent health-focussed on-package claim” for new products in the American food and beverage industry.

The respected KA logo communicates that food and beverage products sold to each consumer are considered kosher due to their preparation, ingredients and quality control standards. As indicated above, the subtle variations of the Diamond KA logo reflect the Dairy, Meat and *Pareve* kosher foods on offer. The KA Passover symbol refers to the uniquely prepared kosher foods for the eight-day holiday, in which no leavened products may be consumed.

The KA logo has long been viewed by manufacturers and consumers alike as an independent verification of excellence, integrity and purity. In addition, the KA *hechsher* or logo offers those with food allergies and sensitivities key information to help identify dairy or meat-free products.



KOSHER MARKET TRENDS

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“Before you look for a niche in the market, make sure there is a market in the niche. To be useful, a market segment must be: measurable, substantial (profitable), accessible, differentiable and actionable.”

PHILLIP KOTLER
 PROFESSOR OF INTERNATIONAL MARKETING
 KELLOGG SCHOOL OF MANAGEMENT¹

MEASURABLE

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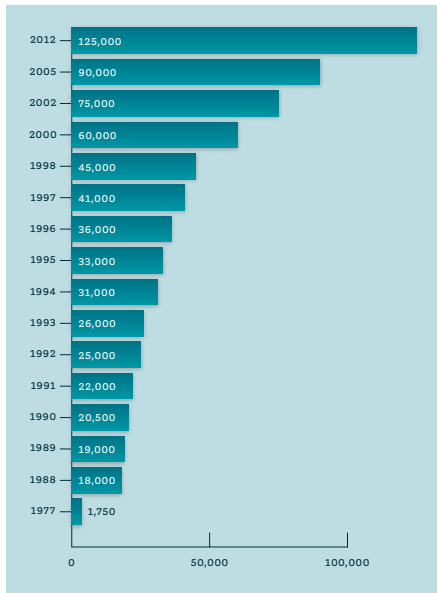
Research over the past few decades has measured and tracked the size and growth of the Global Kosher Market. The table and charts below summarise the information available and highlight the size and growth of this expanding market

Kosher food market annual growth rate	15% ²
Number of kosher consumers worldwide	25 million ³
Percentage of U.S. consumers who are preferentially kosher	21% ⁴
Number of U.S. kosher consumers	12 million ⁵
Potential number of Australian kosher consumers	2.5 million+ ⁶
Number of companies worldwide producing products for the kosher market	75,000 ⁷
Total value of Kosher Certified products consumed annually	U.S. \$150 Billion ⁸
Total value of the U.S. kosher market (2008)	U.S. \$12.5 Billion ⁹
Potential value of the Australian kosher market	AUS \$1.4 Billion ¹⁰

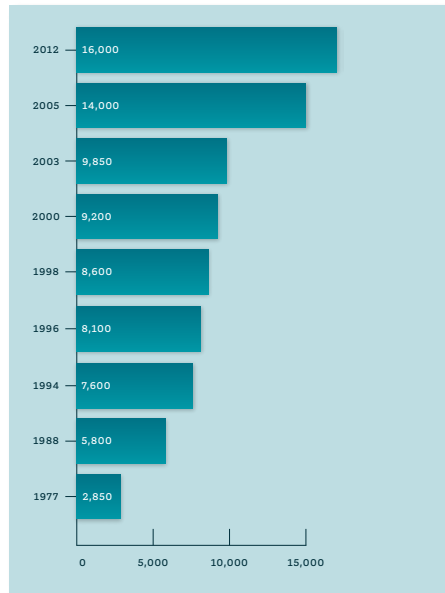


KOSHER MARKET GROWTH

**192% GROWTH IN PRODUCTS
CERTIFIED KOSHER IN
THE U.S. SINCE 2000**



**174% GROWTH IN NUMBER OF U.S.
COMPANIES WITH KOSHER
CERTIFIED PRODUCTS**



Sources

1. OK Kosher Certification Booklet (1997 – 2005 Data)
2. USA: Bringing a Muslim Culinary Tradition Mainstream (<http://behalal.org/home/usa-bringing-a-muslim-culinary-tradition-mainstream/>)
3. 2012 number of products – Kosher Spirit Spring 2012 (www.kosherspirit.com/Article.asp?Issue=25&Article=273)



SUBSTANTIAL

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The profitability of the kosher market is clear from the figures above. Its sustained growth rate of 15% annually makes it the fastest growing ethnic cuisine over the past decade.

Research¹¹ has shown that placed side by side on the shelf, kosher products sell 20% better than non-kosher brands.

Today, kosher foods are more attractive to the non-Jewish population than ever before. Kosher food has always occupied an important marketing sector beyond the ethnic or Jewish market. In fact, consumers who are not of Jewish descent have been fuelling this explosive growth in kosher foods. The Kashrut Authority is here to help you better understand your kosher-buying customers, who are often not Jewish, so that you may provide products to meet their needs.



ACCESSIBLE

To access the Kosher consumer, it is first imperative to understand that there are four segments that apply to 'Kosher' being a key purchase driver:

- Jewish consumers – those who observe Kosher dietary laws.
- Non-Jewish religiously observant consumers such as Muslims, Hindus, Buddhists and 7th Day Adventists.
- Consumers with specific dietary restrictions & preferences (e.g. vegetarian, vegan, lactose intolerance).
- Health and safety – conscious consumers.

Each of these groups represents an opportunity both overseas and in Australia. Within the Australian domestic market, examples of kosher consumers are:

RELIGIOUS AFFILIATION*	MEDICAL CONDITION FOOD INTOLERANCE	ETHICAL CONSUMERS
Jewish – 113,000	Dairy – 1,000,000	Vegetarian – 1,000,000
Hindu – 148,000	Coeliac – 200,000	Vegan – 200,000
Muslim – 350,000		
Buddhist – 419,000		

Source

* Australian 2006 Census
 'Food Consumption and Consumers – Who, What, Where and Why?' South Australian Food Centre 2010



Accessing these consumers is easily achieved as all have specific channels (both traditional and new media) within their communities (e.g. The Kashrut Authority's direct e – channels, Australian Jewish News, Vegetarian Society online presence, Coeliac Australia etc.).

In regards to food allergy concerns, many perceive Kosher Certified products to provide an additional level of quality assurance and this, in turn, simply alleviates confusion.

DIFFERENTIABLE

Further to understanding the recognised different segments within the kosher market, consumers who purchase kosher products are marked by two key characteristics:

- Higher than average spending power – on average, they spend 47% more per year on food than non – kosher consumers.¹²
- A willingness to spend more for products that they deem superior in quality and intrinsic value.¹³

Interestingly, today, young affluent consumers are spending more on kosher specialty foods, guaranteeing themselves quality products and healthy eating.

“Clearly these segments represent excellent profit potential to food manufacturers”¹⁴



ACTIONABLE

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The KA has substantial experience in helping customers certify their products as kosher as well as connect with key kosher markets around the globe. The kosher food market is significant (for example, Mintel's 2011 data showed that 'kosher' appeared on 27% of new products in the United States). Interestingly, nearly half of all products (many of which are currently uncertified), already meet kosher requirements and therefore often require minimal effort on the part of the manufacturer.¹⁴

The worldwide kosher market is currently in a classic market growth phase. As a result, there are continuous additions of new products and new companies aiming to access these valuable consumers. The Kashrut Authority's simplistic yet thorough approach ensures that Kosher Certification is a straightforward process, adding value to each product that is KA Certified.

The expansion of the market well beyond Jewish populations will result in even greater growth both in Australia and internationally over the next decade and beyond.



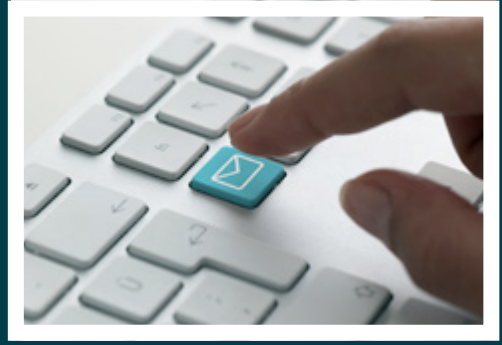
KA ORGANISATION

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The Kashrut Authority is regarded as one of the most efficient Kosher Certification hubs in the Southern Hemisphere. As such, our administrative headquarters (located in Sydney) is a hive of activity. Clients are served promptly and diligently, with Rabbi Moshe D. Gutnick, our Rabbinic Administrator, at the helm, the team of learned rabbis and expert coordinators offer a personal touch with each and every client.

The Kashrut Authority respects the importance of client confidentiality and all business operations are covenanted as private and confidential. The dynamic and loyal personnel at The Kashrut Authority have a detailed understanding of each production plant and address concerns immediately.

This process is facilitated by The Kashrut Authority's impressive solutions-oriented computer system that taps into Digital Kosher, an innovation that ensures the Kosher Certification process is paperless, efficient and secure. The Kashrut Authority embraces technology in a myriad of ways – from its website (www.ka.org.au) to newly launched iPhone Application, KA iKosher, designed to offer easy access to kosher products and information.



The Kashrut Authority understands that knowledge is power. Equally, The Kashrut Authority understands public relations and social media. Information about new kosher products is disseminated immediately to its ever-expanding subscriber-base, highly engaged Facebook Group (1100+ members), via its popular friendly e-newsletter 'Kosher Kapers' and more. The Kashrut Authority is successful and believes in ongoing meaningful two way kosher conversations.

For clients who are interested in tapping into overseas markets, The Kashrut Authority has strong connections to the largest kosher market (U.S.A.). The Kashrut Authority is an annual attendee at Koshersfest – the world's largest Kosher Certified products trade event serving the retail and foodservice industries. It is currently the annual meeting place for the top supermarket and restaurant buyers of kosher products. Every year, more than 400 exhibitors line the hall with kosher products from around the world. In the past year alone, 8000 kosher industry professionals and trade buyers from across the globe came through, translating into 92% finding new products or new companies.



TESTIMONIALS

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The Kashrut Authority has introduced and helped a number of companies (for example, Fonterra, George Weston) expand their distribution in that market. In 2010, Mountain Bread (produced for No Worries Natural Foods) and certified by The Kashrut Authority was announced the winner within two competitive categories: 'Best in Show' and 'Best New Baked Good, Bread, Grain or Cereal'. Today, as a result, their product line is selling worldwide.

"Gaining Kosher Certification with The Kashrut Authority in Sydney, Australia, was meaningful on many levels. Once this was attained, the KA was able to facilitate our application to achieve OK Kosher Certification in the United States. With both highly respected kosher agencies approving Mountain Bread, we went on to win two prestigious awards at Kosherfest in New Jersey. We feel confident that buyers worldwide recognise these certifications and shoppers trust these certified products. Securing this, including *pas yisroel*, has meant extra effort and expense for all involved but the KA has made it a pleasure. They amaze us with their diligence, responsiveness and how they come through quickly and consistently each and every time. Thank you to Rabbi Gutnick, Rabbi Groner and the team at the KA!"

MARC ZWEIER,
NO WORRIES NATURAL FOODS



Similarly, the uptake of Real Foods Corn Thins as a result of a previous showcase at Kosherfest (once KA Certification was achieved) has been phenomenal.

“Here at Real Foods, we export both Corn Thins and Rice Thins to the U.S. and Israel – KA Kosher Certification is a must and enables us to grow sales in these locations. In fact, it is beneficial in all of our markets, as it offers access to consumers who choose to purchase kosher products.

Furthermore, Kosher Certification is generally recognised as an additional indication of good manufacturing practice, giving customers an extra level of comfort that Real Foods products are trustworthy, of the highest quality and safe to eat.”

MADELEINE ANDERSON
MARKETING MANAGER
REAL FOODS PTY LTD

The KA Certification is recognised around the world and has brought a whole range of local products to this event. Importantly, The KA conducts supervision on behalf of reputable kosher authorities in the U.S.A., Israel, Asia, New Zealand and other parts of the world. It has a close working relationship with overseas kosher agencies such as the Orthodox Union, OK Kosher Certification, Star – K Kosher Certification and Kof – K Kosher Supervision.



“Care Pharmaceuticals recognised a gap in the area of health and wellness for the Jewish community and set about having our products Kosher Certified. We listened and responded to the needs of our kosher consumers.

Kosher Certification was at the forefront when we re-launched our FAB IRON (iron supplement) and FABFOL PLUS (pregnancy multi vitamin) products. From the outset, careful consideration was given to the ingredient selection process for these products. Ingredients were selected on the basis of being compatible to strict kosher requirements. The invaluable support and assistance provided by Rabbi Aaron Groner ensured that the Kosher Certification process was completed in the utmost professional and efficient manner and timeframe.”

ANGELA RIZZO
TECHNICAL MANAGER
CARE PHARMACEUTICALS

LIFE AT THE KA — A BRIEF OVERVIEW

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- *Kosher Certificate issue & renewal*
- *Ingredients & Formula Approval*
- *Kosher supervisor (Mashgiach) Division*
- *Catering Division*
- *Restaurant Division*
- *Bakery Division*

THE KA KOSHER CERTIFICATION



- *Consumer Inquiry*
- *New Client Services*
- *Customer Support*
- *Trade Shows e.g. 'Kosherfest'*
- *International Operations*
- *Private Labelling*

THE KA CLIENT SERVICES



- *Consumer Data Management*
- *Accounting & Finance*
- *Website*
- *Human Resources*
- *IT Department*

THE KA IN – HOUSE OPERATIONS



- *Publications*
- *Kosher Awareness*
- *Kosher Education*
- *Public Relations*
- *Social Media Management*
- *Kosher Supervision Training & Services*

THE KA COMMUNICATION MANAGEMENT

KA KOSHER CERTIFICATION

A 5-STEP PROCESS

1. THE APPLICATION

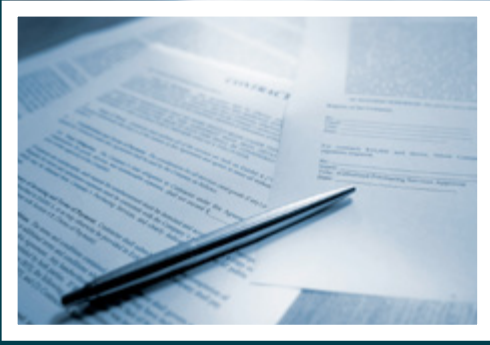
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Your kosher journey begins by contacting The Kashrut Authority.

- Phone 1300-KASHRUT or (+61 2) 9365 2933
- Fax (+61 2) 9365 0933
- Email (info@ka.org.au)
- Face-to-face (e.g. at a tradeshow)
- Access our on-line application at (www.ka.org.au)

We are delighted to answer any questions or queries you may have and will send you an application form asking you to provide details concerning the product(s), manufacturing plant(s) and raw materials currently in use. (Please note: maintaining your privacy is paramount).

Upon receipt of your application, one of our trained Rabbinic Coordinators (assigned as knowledgeable in your field of production) will review your application and will contact you if any further questions should arise.



2. FIRST INSPECTION

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Your assigned coordinator will schedule a visit to your manufacturing plant(s) for an on-site physical inspection and will determine what subtle changes, if any, may need to be made before the product can be certified kosher. It is at this point the KA will advise your annual fee, based on a set of comprehensive factors including the nature of your plant(s), its location and the work required on our part. Any concerns that arise form the basis of an on-going dialogue between your company and The Kashrut Authority. The KA is here to assist you and endeavour to make this process as smooth as possible.

3. THE CONTRACT

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The KA contract will be drawn up outlining the agreement between your company and the KA. This will be promptly sent to you to be reviewed and signed. A component of this agreement is the on-going monitoring of your plant(s).



4. CERTIFICATION COMMENCES

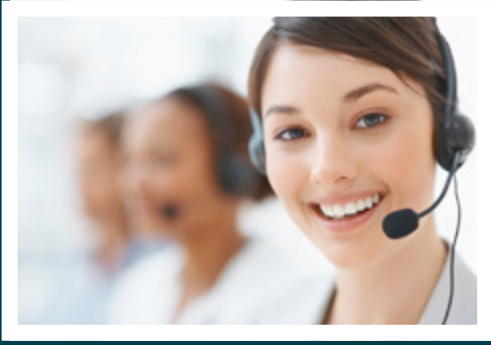
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Along with your signed contract, The KA will now issue you with a KA Kosher Certificate for you to proudly display. You will be newly certified by The Kashrut Authority – ready to access one of the fastest growing current trends in food processing.

5. CONGRATULATIONS


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You are now certified by The Kashrut Authority. Your product(s) have direct access to the kosher market, positioned to continue on its trajectory of strong growth. The KA can't wait to utilise our various communication channels on your behalf: we will add your product details to our website's searchable directory of kosher products and to our iPhone App. KA iKosher; print your information in our hard copy directory; inform our engaged Facebook community of your presence, feature your company in our popular e-newsletter, Kosher Kapers – the list goes on!



OUR COMMITMENT TO YOUR SUCCESS

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Just as The Kashrut Authority symbol  is a trust-mark that consumers look to for quality guarantee, so too we, The KA team, embody that assurance and will successfully beam out your product information—your story, via our tried and tested channels. We are here for our clients, offering sterling service, assisting with the navigation of the Kosher Certification process and opening the door to profitable avenues and seamless solutions.

KA Kosher Certification is a true milestone in the life of a company, large or small. It affects change and growth—looking to a brighter future affording significant opportunities within the local and global kosher markets.



ANNOTATIONS



1. (<http://www.slideshare.net/bharmatzulfikar/philipkotlermarketing>)
2. United States Kosher Food Market Brief, Agri – Food Canada August 2010 (<http://www.ats.agr.gc.ca/amr/4975-eng.htm>)
3. Agricultural Resource Center (http://www.agmrc.org/markets_-_industries/food/kosher_industry_profile.cfm)
4. Mintel Report (http://www.oukoshers.org/index.php/common/article/new_survey_reveals_21_of_americans_eat_kosher/)
5. Lubicom Marketing Consulting (<http://www.lubicom.com/kosher/statistics>)
6. Based on 2006 Census data and consumer segments likely to purchase kosher food
7. Kashrut Division – London Beth Din (http://www.klbdkosher.org/what_is_kosher/kosher_market_and_financials/)
8. Kosher Market & Financials (http://www.klbdkosher.org/what_is_kosher/kosher_market_and_financials/)
9. United States Kosher Food Market Brief, Agri – Food Canada August 2010 (<http://www.ats.agr.gc.ca/amr/4975-eng.htm>)
10. Assumes a similar proportion of the total Australian market would purchase kosher if penetration of kosher products available in Australia was similar to that currently available in the U.S.
11. OU Kosher (<http://www.oukoshers.org/index.php/prolearn/article/6715>)
12. United States Kosher Food Market Brief, Agri – Food Canada August 2010 (<http://www.ats.agr.gc.ca/amr/4975-eng.htm>)
13. United States Kosher Food Market Brief, Agri – Food Canada August 2010 (<http://www.ats.agr.gc.ca/amr/4975-eng.htm>)
14. United States Kosher Food Market Brief, Agri – Food Canada August 2010 (<http://www.ats.agr.gc.ca/amr/4975-eng.htm>)

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Keeping Kosher Made Easy

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