

Canada

THE KOSHER MARKETPLACE

How This Growing Market Can Help
Increase Sales and Attract Customers



THE WORLD'S MOST RECOGNIZED
AND TRUSTED KOSHER TRADEMARK



THE WORLD'S MOST RECOGNIZED
AND TRUSTED KOSHER TRADEMARK

OVERVIEW

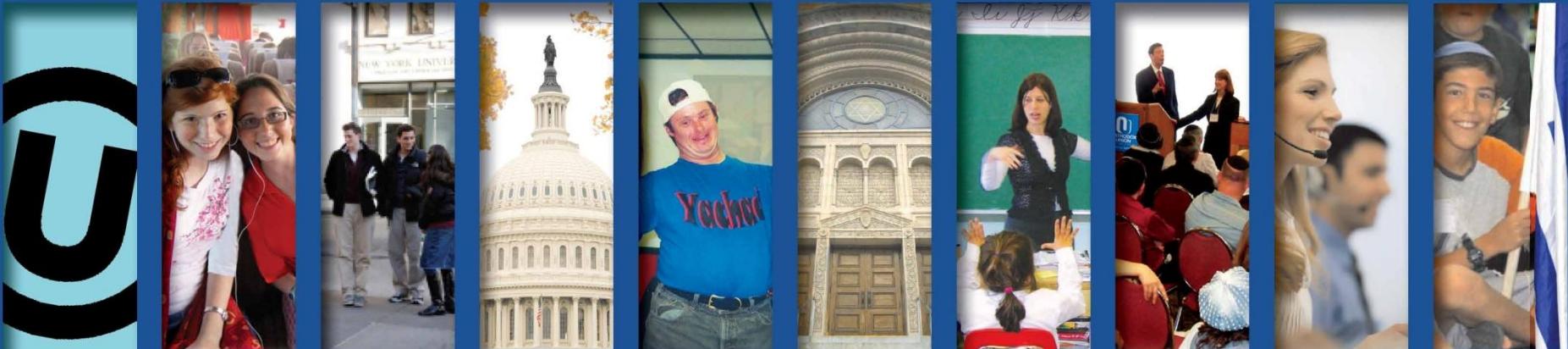
- Who we are
- What is Kosher?
- The Kosher Process
- Who Buys Kosher?
- Kosher Consumer Purchasing Behavior
- The Added Value of OU Kosher Certification!
- OU Technology



THE WORLD'S MOST RECOGNIZED
AND TRUSTED KOSHER TRADEMARK

WHO WE ARE

- Founded in 1898, when the need for a national Jewish Orthodox rabbinical organization was recognized by a number of groups, the Union of Orthodox Rabbis was the most powerful rabbinical body at that time and many of its members saw great value in establishing the early Union of Orthodox Jewish Congregations of America.
- Started as the central organization for Jewish Orthodox life in North America the OU served as the umbrella to synagogues and congregations of varying sizes.
- Today the OU is the leading pioneer in many additional communal and global activities.
- In 1923, the OU began its Kosher division. Its first client was H.J. Heinz. Today the OU certifies over 500,000 products from over 4,500 manufacturers produced in nearly 9,000 plants in 83 countries. The OU symbol is the world's largest, most respected kosher certification agency.



Halachic Life **OU KOSHER** | Teens **NCSY** | College Life **JLIC** | Jewish Life in America **IPA**

Jewish Life for All **YACHAD** | Shul Life **SYNAGOGUE SERVICES**

Yeshiva Life **EDUCATIONAL SERVICES** | Family Life **COMMUNITY SERVICES**

Professional Life **JOB BOARD** | Jewish Life in Israel **ISRAEL CENTER**

Learn more about
OU programs at
www.ou.org.

Eleven Broadway
New York, NY 10004
tel: 212.563.4000

ORTHODOX UNION תורת ומצוות
Enhancing Jewish Life



THE WORLD'S MOST RECOGNIZED
AND TRUSTED KOSHER TRADEMARK

WHAT IS KOSHER?

- ◉ (*adjective*) Fit or allowed to be eaten or used, according to the dietary or ceremonial laws e.g. kosher food or equipment
- ◉ (*verb*) To kosherize machinery or the process of food manufacturing

Kosher is not:

- ◉ Exclusion of additives
- ◉ Pure or All Natural
- ◉ Vegetarian, Organic
- ◉ Rabbi's ceremonial Blessing



THE WORLD'S MOST RECOGNIZED
AND TRUSTED KOSHER TRADEMARK

THE KOSHER PROCESS

To produce Kosher products:

- All ingredients must be kosher.
- Many raw materials are inherently Kosher and do not require certification (e.g. sugar and salt).
- Ingredients that are processed, e.g. extractions, fermentations, require certification to be used in kosher production. The OU maintains a database with thousands of acceptable Kosher raw materials and will help you to find a Kosher match to suit your needs.
- Kosher sensitive ingredients include wine, meat, seafood, and cheese.
- Equipment must be dedicated for kosher ingredients, or the equipment must undergo a kosher sanitization before a kosher production.
- Segregation between allergens (such as dairy)
- The supervision process involves sending an inspector to the production facility to ensure that the production complies with kosher law. The inspector supervises both the ingredients and the production process.



THE WORLD'S MOST RECOGNIZED
AND TRUSTED KOSHER TRADEMARK

WHO BUYS KOSHER

The New York Times

For Some, ‘Kosher’ Equals Pure - January 13, 2010

“Getting a kosher certification is a shrewd way for a company to gain market share for a minimal investment. No kosher certification conveys the message, or can gain your company greater market access, than the Orthodox Union.”

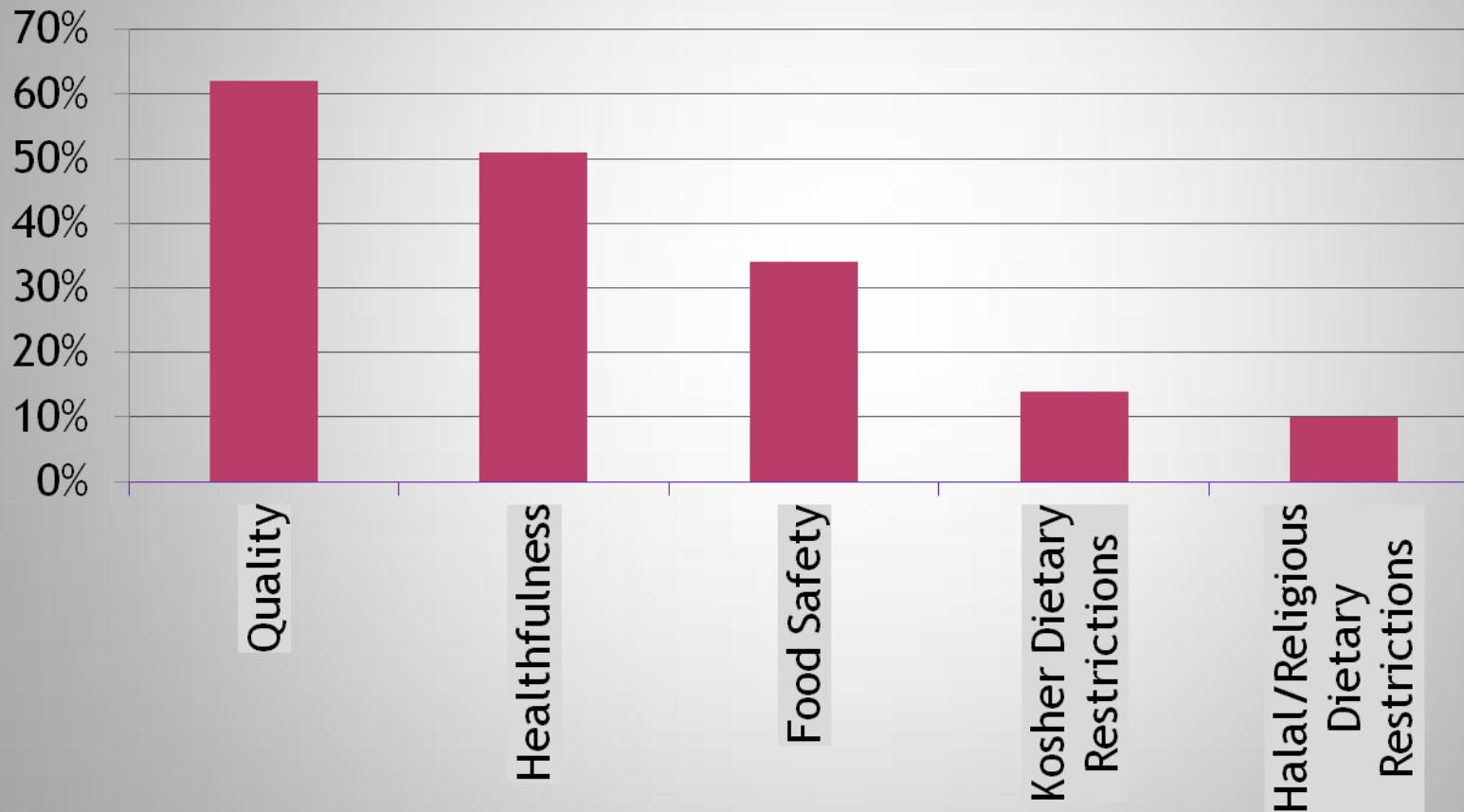
In an era of heightened concern over food contamination, allergies and the provenance of ingredients, the market for Kosher food among non-Jews is setting records.

Only about 15 percent of people who buy Kosher do it for religious reasons, according to Mintel, a research group that last year produced a report on the Kosher food boom. The top reasons cited for buying Kosher? Quality, followed by general healthfulness.



THE WORLD'S MOST RECOGNIZED
AND TRUSTED KOSHER TRADEMARK

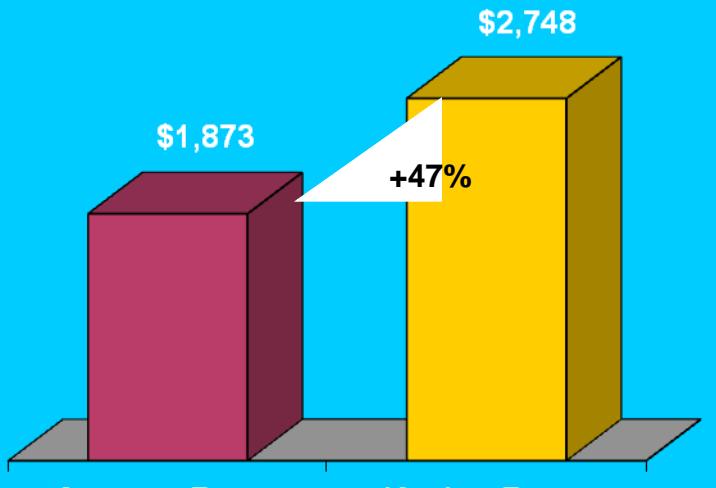
REASONS FOR BUYING KOSHER



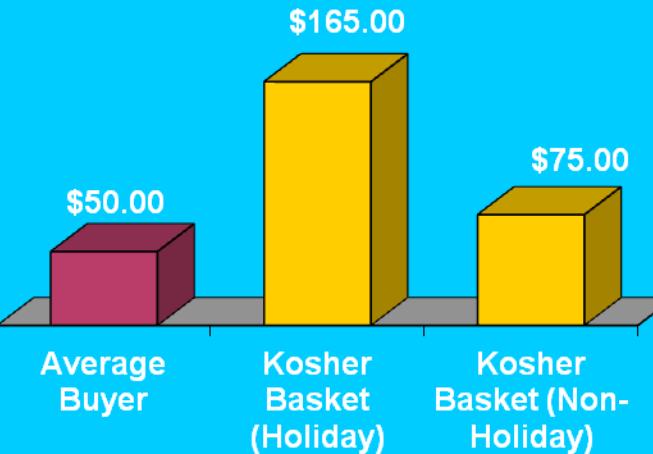
Source: Mintel Oxygen Report - February 2009

CONSUMER PURCHASING BEHAVIOR

**Annual Buyer Worth
(Per Person)**



**Average Basket Ring
(Per household)**



Kosher buyers tend to be the retailer's most valuable customers



THE WORLD'S MOST RECOGNIZED
AND TRUSTED KOSHER TRADEMARK

THE ADDED VALUE OF KOSHER CERTIFICATION

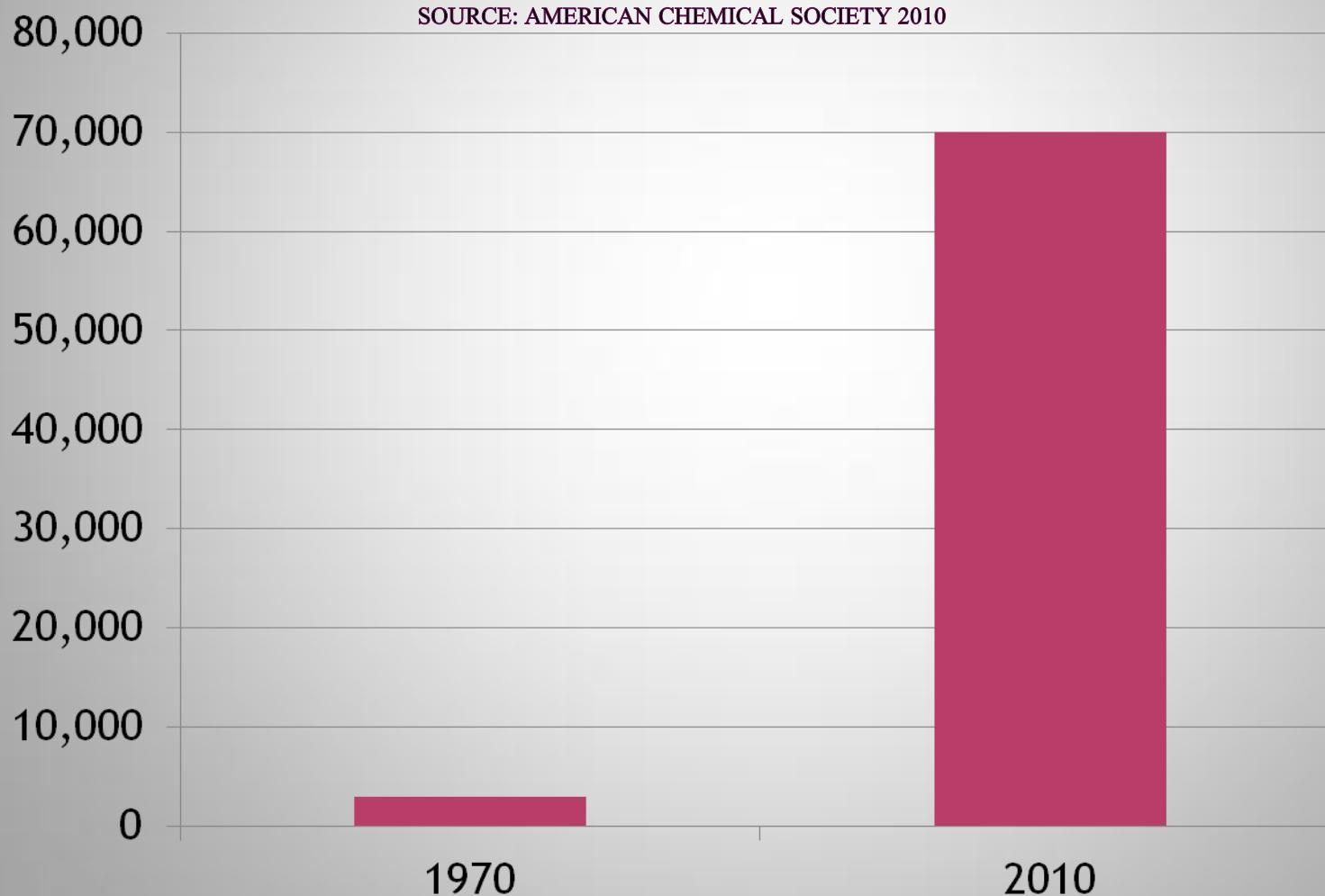
- An upsurge in the consumer's "kosher consciousness" has contributed to the ever growing kosher industry.
- Having kosher certification gives a company a competitive edge in the marketplace.
- OU companies surveyed reported a significant increase in sales – some as high as 65%.
- Cost of kosher certification is minimal when compared to ROI (return on investment).



THE WORLD'S MOST RECOGNIZED
AND TRUSTED KOSHER TRADEMARK

KOSHER PRODUCTS ON SUPERMARKET SHELVES

50% OF FOOD ITEMS ON SUPERMARKET SHELVES ARE KOSHER

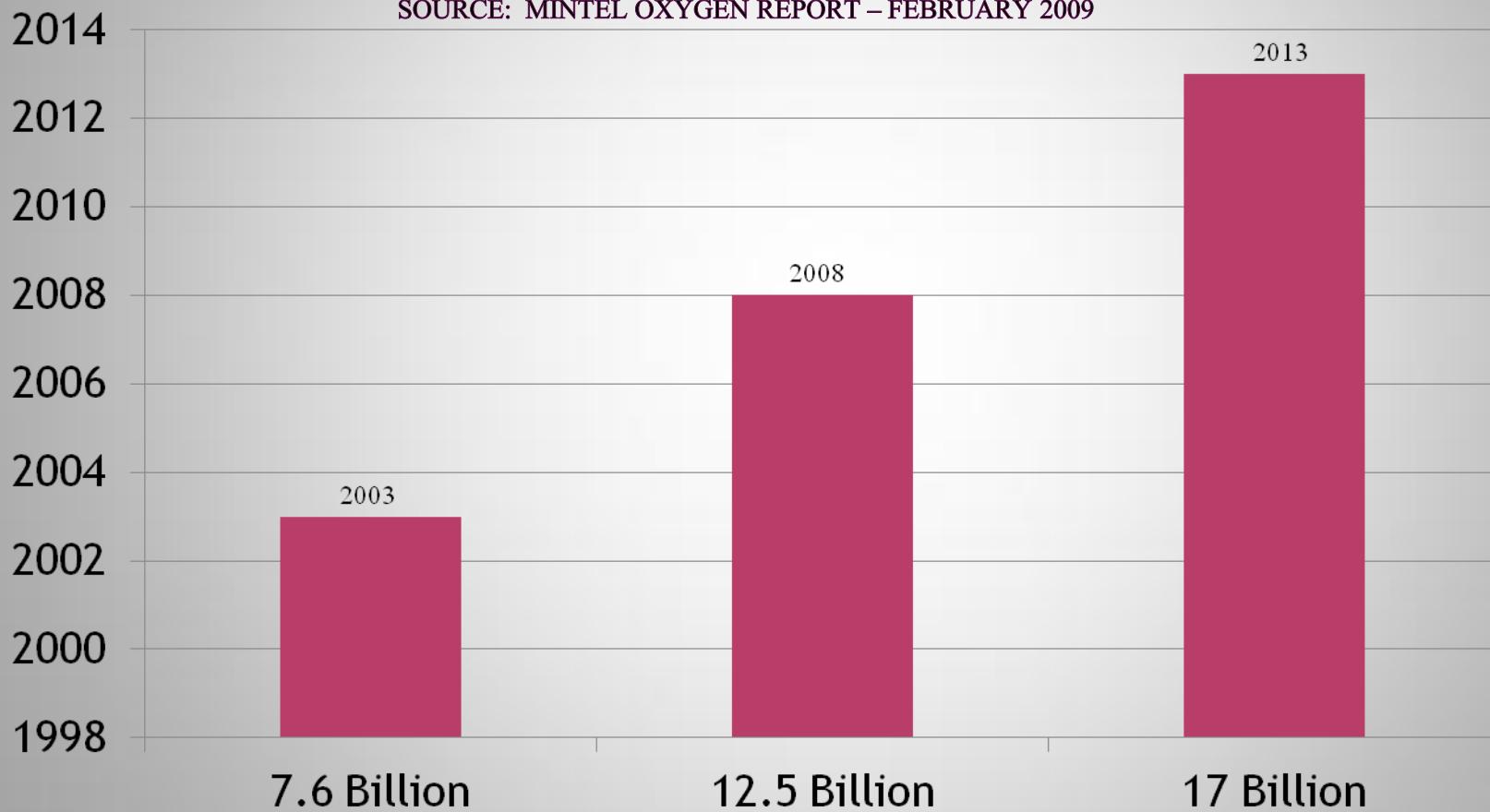




THE WORLD'S MOST RECOGNIZED
AND TRUSTED KOSHER TRADEMARK

PROJECTED KOSHER FOOD SALES

SOURCE: MINTEL OXYGEN REPORT – FEBRUARY 2009





THE WORLD'S MOST RECOGNIZED
AND TRUSTED KOSHER TRADEMARK

OU IN THE MEDIA

- ◉ “Getting a kosher certification is a shrewd way for a company to gain market share for a minimal investment. No kosher certification conveys the message, or can gain your company greater market access, than the Orthodox Union.” **The New York Times**

- ◉ “Often labels will sport an ‘O’ with a ‘U’ inside. This is the stamp of approval of the largest kosher-certification body, and basically means there’s no need to read the label....” **THE WALL STREET JOURNAL**

- ◉ Prudential Bache Food Analyst, John McMillan – “The “Kosher Seal” is equivalent to what the Good Housekeeping seal meant in the 50’s.”



THE WORLD'S MOST RECOGNIZED
AND TRUSTED KOSHER TRADEMARK

THE OU ADVANTAGE!

WAC Survey Reveals OU leadership

- For millions of consumers, the OU kosher symbol has the recognition that symbolizes accountability, acceptability and quality.
- The OU, one of the world's best-known trademarks, immediately and universally enhances a company's products, affecting the perception of its quality, and increasing its marketability. The overall rating of OU certification is significantly higher than for any other kosher certification symbol.
- OU Universal strengths are:
 - * Largest Kosher Certification Organization
 - * Most Widely Accepted and Respected Certification
 - * Most Reliable Certification
 - * Leader In The Field
- By a 3 to 1 margin, OU is the symbol most often found on the food purchased by respondents.
- By a 2 to 1 margin, OU is the symbol respondents would select as their first choice to purchase.



THE WORLD'S MOST RECOGNIZED
AND TRUSTED KOSHER TRADEMARK

CUTTING EDGE TECHNOLOGY

A MARK OF TRUST

Welcome to **OU Direct**

Already an OU Certified Company?
Login Here:

User Name:

Password:

Remember me next time.

Not Yet an OU certified company?
Please [click here](#) for more information.

Contact Us | OUKosher



THE WORLD'S MOST RECOGNIZED
AND TRUSTED KOSHER TRADEMARK

MANAGE YOUR KOSHER PROGRAM

Main Menu | Contact Us | Logout | Help | About

A MARK OF TRUST

Happy Cows Dairy - TEST Company 1294359

MAIN MENU

**UKD**
UNIVERSAL KOSHER DATABASE
PRINT LETTERS OF CERTIFICATION FOR ANY OU PRODUCT
[CLICK HERE»](#)

**LOC**
KOSHER LETTERS OF CERTIFICATION FOR YOUR PRODUCTS
[CLICK HERE»](#)

**FINANCIAL OVERVIEW**
[CLICK HERE»](#)

**INGREDIENT AND PRODUCT LISTINGS SCHEDULES A & B**
[CLICK HERE»](#)

**FORMS AND APPLICATIONS**
[CLICK HERE»](#)

**OU TRADEMARKS**
[CLICK HERE»](#)

Manage User Logins

THE GLOBAL STANDARD IN KOSHER CERTIFICATION

