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ANNOUNCEMENT TO THE KOSHER CONSUMING PUBLIC

The KOAOA is proud to be responsible for the Kosher certification of over 580 companies, covering over 20,000 products. Certified products range from consumer to institutional to industrial items, and it has always been our goal to guarantee that they meet the highest *Kashrus* standards.

To ensure that these goals were indeed maintained, KOAOA began reviewing virtually all of the companies and products it certified. We have carefully and thoroughly assessed the Kosher program in each, modifying it when necessary, or discontinuing it when we felt that proper standards could not be maintained. We have also verified that we have up-to-date and accurate product and ingredient information for all of the products we certify. In addition, KOAOA is about to upgrade its system to incorporate a world-class database management program. When implemented, the consumer will be able to access all relevant *Kashrus* information directly from our website. The goal of this project has been to ensure that products certified by KOAOA meet *all* of the standards that the Kosher-consuming public has the right to demand, and we would accept nothing less.

We are pleased to announce that this review project has now been completed. It has resulted in many changes and improvements in KOAOA certification, and has indeed succeeded in meeting all of the goals set forth. **We therefore wish to announce publicly that all KOAOA certifications meet all appropriate Halachic Kosher standards, and may be used without question**, with these exceptions:

1. Fruits and vegetables (frozen or fresh) that may pose issues of *Tolaim* (insect infestation) are in the process of having the *Hechsher* removed. One should follow the guidance of his *Posek* as to if and how they may be inspected for use.
2. Fish products bearing the "Jana Brands" label are no longer under certification and we are in the process of removing the KOAOA symbol from these products.
3. ALL DOLE PRODUCTS HAVE BEEN REVIEWED AND ARE ACCEPTABLE, with the exception of fruit cups. We are in the process of finalizing our review of these products, and will advise the public of the resolution of this issue.
4. Fish products under the "Crown Prince" label are similarly under review, the results of which should be announced shortly.

Mindful of the diligence with which the public approaches matters of *Kashrus*, KOAOA adheres to an "open door" approach to all of its certifications. We therefore extend an invitation to all Rabbinic authorities to inquire about any aspect of any KOAOA certification.

We thank *Hashem* for bringing us to this point, and we are confident that, *B'ezras Hashem*, we will continue to ensure the highest *Kashrus* standards for the community.

Rabbi Dovid Jenkins
Manager of Kashrus Operations

Rabbi Zushe Blech
Senior Kashrus Administrator

Main Office

PO Box 10209 • Beverly Hills, CA 90213 • (323) 870-0011 • Fax (323) 567-4371