

## ABOUT IDAHO KOSHER

*Idaho Kosher* is a Boise-based kosher certification agency whose mission is the maintenance of a high level of kosher supervision. With the *Idaho Kosher* endorsement you can rest assured that your product will be recognized for meeting the most demanding kosher standards.

*Idaho Kosher* provides kosher certification, supervision, and inspection for caterers, wholesale and retail food vendors, food production companies and food transport companies in Idaho and throughout the Northwest.

*Idaho Kosher* also provides consultation for kosher programs, product development and workshops to learn about kosher. Through *Idaho Kosher's* vast resources and contacts in the kosher industry, we can provide the right kosher solution for you.



*Idaho Kosher* is the only Orthodox kosher certification agency based in Idaho and the inland Northwest.

*Of all the ways in which you can enhance your product, there are very few that can so immediately and so universally affect the perception of its quality, and that can so increase its marketability, as kosher certification.*

Nearly \$200 billion of kosher certified products are consumed annually, and spending continues to rise dramatically.

In recent years the food industry has witnessed a tremendous growth in kosher-certified products. The total number of consumers is growing at an annual rate of 15%. In America, over **20% of consumers** buy kosher.

This is due to the fact that kosher is identified with quality, health, and fine preparation. 55% of consumers who purchase kosher believe the products to be safer and healthier. Clearly, kosher certification offers manufacturers a **decisive edge** in today's highly competitive food industry.



Evidence illustrates that kosher status **boosts market share,**

a kosher product is **more desirable as an ingredient** to other food manufacturers and can win more favorable shelf space. Positioned next to a competing non-kosher brand, a kosher product will do better by up to 20%.

WHY GO KOSHER?

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# IDAHO KOSHER

certification & consulting

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## WHAT IS KOSHER?

Kosher is a term originally used in Jewish tradition to describe foods deemed proper or acceptable. Most often, it is used to denote foods that are permitted to be eaten by people who observe dietary laws.



Aside from Jewish consumers, many other faith practitioners, vegetarians, people with lactose intolerance, and those prone to certain food allergies purchase kosher products for religious and/or health reasons. Many others buy kosher because of its quality reputation.

Foods are considered kosher when prepared in accordance with Jewish dietary laws. These laws are complex; supervision by a competent Rabbi is required. In a general sense, kosher certification ensures that all ingredients and equipment meet kosher guidelines.

Please note that kosher status is not achieved by a Rabbi blessing the food. The Rabbi sets the protocols, inspects and audits the food production to ensure that it conforms to kosher dietary laws.

Rabbi Mendel Lifshitz, Rabbinic Administrator at *Idaho Kosher*, has extensive **experience** in kosher certification and also serves as the Rabbinic field representative for several international kosher agencies to supervise much of the kosher food production in the region.

## WHY IDAHO KOSHER?

*Idaho Kosher* provides several benefits for companies seeking kosher certification:

- Low overhead and a regional presence afford substantial **cost savings**.
- Communication is simple and direct, resulting in **superior response**.
- Geographic, cultural and economic familiarity and proximity help maintain a smooth **relationship** and a **qualitative edge**.
- *Idaho Kosher's* **high standards** of supervision assure recognition of certified kosher status.



*No fee to apply.  
Reasonable rates.*

**Call today:  
(208) 853-9200**

*Idaho Kosher* would be pleased to help you achieve kosher certification for your products. Please contact us to request an application. Visit our website, [www.idahokosher.com](http://www.idahokosher.com), to learn more about kosher and the certification process. We are always ready to be of any help or service to your company.



**IDAHO KOSHER**