



WORKSHOP: KOSHER CERTIFICATION

As a fore-front player in organising capacity building programmes to prepare enterprises towards exports, Enterprise Mauritius organised a half-day seminar on **Kosher Certification** on 25th October 2017. Around 42 participants benefitted from this awareness workshop; 20 participants from the agro sector and 22 from major hotels. The seminar was facilitated by Mr. Joel Weinberger, **Head – India & South-East Asia Operations from Star-K Kosher Certification.**

STAR-K Kosher Certification has provided kosher supervision for over fifty years. As a leader in the international world of kosher certification, the STAR-K is proud of its reputation for providing prompt, friendly and professional service to both the kosher consumers and members of the food industry.

It is important to highlight the benefit of **Kosher Certification** and how **Kosher Certification** has emerged. The Jewish religion incorporates within its tenets a regimen of dietary laws. These laws determine which foods are acceptable and conform to the Jewish Code. The word kosher is an adaptation of the Hebrew word meaning “fit” or “proper.” It refers to foodstuffs that meet the dietary requirements of Jewish Law. Market studies repeatedly indicate that even the non-Jewish consumer, when given the choice, will express a distinct preference for kosher certified products. They regard the kosher symbol as a sign of quality. The barometer of Kosher and non-Kosher depends on two variables: the source of the ingredients and the status of the production equipment. **Kosher Certification**, which is the guarantee that the food meets kosher requirements, revolves around these two criteria. (www.star-k.org)



The main objectives were to help the agri and agro companies in understanding:

- Kosher and its certification process
- The export potential for Kosher products
- The benefits of being Kosher Certified

Benefits of being Kosher Certified:

- There are around 12,350,000 Kosher consumers in USA;
- Sales can be maximised in the following markets: USA, Israel, Canada, France, Britain, Germany, Russia, Argentina, Australia & Brazil;
- 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 products.

A dedicated website was created for Mauritius: <http://www.star-k.mu/> from which the [flyer and presentation can be downloaded.](#)

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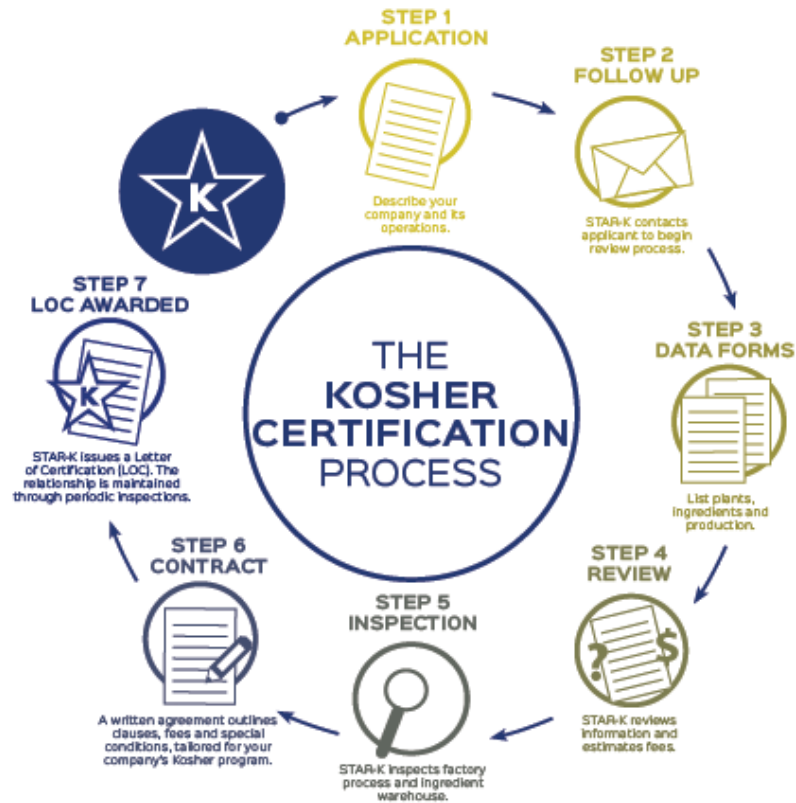


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Figure 1 : Star-K Kosher Certification Process



Some forthcoming international events for promoting Kosher Products are as follows:

- **Kosherfest** (November 2018), New Jersey, USA (<https://www.kosherfest.com>)
- **Israfood** (November 2018), Tel Aviv, Israel (<http://www.stier.co.il/israfood/en/>)

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