



ועד העיר

VAAD HA'IR OF WINNIPEG, INC.

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INFORMATION RELEASE

Vaad Ha'ir of Winnipeg Transfers Kashruth Supervision to the O.U. through their agent Rabbi Dovid Jenkins

For over 90 years, with its WK hechsher, the Vaad Ha'ir has provided guidance and supervision to companies and businesses in Winnipeg, Western Canada and several of the northern States wishing to have independent certification that their products are kosher. More recently, in consultation with Winnipeg's rabbis, a concerted effort has been made to bring the more than 120 licensees of the WK into conformity with the *North American standard* of kashruth – a standard adhered to by all other major hechshers in Canada and the U.S. It is with a significant sense of achievement that the Vaad Ha'ir announces it has transferred the role of kashruth supervision to the O.U. (Orthodox Union) through their agent Rabbi Dovid Jenkins. They will operate as WK (Western Kosher) and bring the more than 120 WK licensees into conformity with the North American standard of kashruth – a standard adhered to throughout all of Canada and the U.S. Currently, the O.U.'s rabbinic experts bring their skills to more than 6,000 plants in 77 countries.

The *North American standard* does more than mandate food content and preparation; in a pursuit of excellence, it aims to guarantee that foods are acceptable.

The Vaad is delighted to report on our partnership arrangement with the O.U. and Rabbi Jenkins. In searching for an appropriate partner, four criteria were used:

- To ensure that kosher supervision in Winnipeg would be retained and even enhanced, and be readily available to any prospective licensee;
- To ensure that all licensees, local and distant, would be at the North American standard, thereby ensuring the credibility of the WK hechsher throughout North America;
- To provide continued employment for our loyal Vaad staff; and
- To minimize the cost to the community.

Don Aronovitch, President of the Vaad Ha'ir says, "We have had many months of careful deliberations and consultations with those committed to preserving kashruth, and we have determined the most appropriate way to ensure the long-term availability of kashruth supervision in Winnipeg was to transfer that role into the extremely capable hands of the O.U. and Rabbi Jenkins."

Jonathan Kroft, President of the Jewish Federation of Winnipeg remarks, "The committee of rabbis and representatives of the Jewish community have put in countless hours to ensure a seamless continuance of the delivery of kosher food to our city. In the O.U. and Rabbi Jenkins, they found partners that will ensure that WK is a recognized label that meets the standards seen in cities across North America. On behalf of the Federation, I express my gratitude for their tireless work and welcome the O.U. and Rabbi Jenkins to our community."

Aronovitch adds, "I and others have worked with Rabbi Jenkins for over two years and I can personally attest to his unwavering commitment to ensuring that Winnipeg will be properly cared for in the supervision of kosher food."

Rabbi Gabe Brojges will continue to serve the community as Rabbinic Administrator and Rick Stokoloff will continue as General Manager.

As of the date of this release, all kosher facilities in Winnipeg will come under the new WK designation, save for The Hotel Fort Garry which will remain as MBK under the supervision of Rabbi Altein and Gunn's Bakery, that is kosher but does not fall under "normative standards", as accepted and agreed to by the major kashruth organizations.

Rabbi Jenkins will be working with Gunn's in the next few months with a view of their coming under the *North American standard*. Until then, Gunn's will continue to operate under the Vaad as a facility certified kosher by the Vaad Ha'ir and not the O.U.

The Vaad Ha'ir, in conjunction with the Jewish Federation of Winnipeg, will be opening an information web page at www.westernkosher.ca and welcomes any and all questions the community may have. These may be submitted by email at wkvaad@wkvaad.org or through our hotline at 487-9571.

About the O.U. and Rabbi Jenkins

For over 80 years, the Orthodox Union has maintained the highest standard of kosher certification. Today, the O.U. supervises more than 400,000 products, making it the world's most recognized and most trusted kosher symbol. Many of the world's best-known brands choose the O.U. for Kosher certification. Rabbi Jenkins is a recognized leader in the kashruth industry, having worked in the field for 25 years. Rabbi Jenkins is currently a Rabbinic Coordinator for the O.U. and the Kosher Consultant to Seattle's Vaad Ha'ir and L.A. Kosher (*Los Angeles Kosher*). For more information on the O.U., please visit <http://www.oukosher.org>.

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